COURSE OUTLINE

DIVISION: Natural Sciences and Business

COURSE: MKT 2210 Principles of Advertising

Date: Spring 2023

Credit Hours: 3

Complete all that apply or mark “None” where appropriate:

Prerequisite(s): None

Enrollment by assessment or other measure? ☐ Yes ☒ No
If yes, please describe:

Corequisite(s): None

Pre- or Corequisite(s): MKT 1210

Consent of Instructor: ☐ Yes ☒ No

Delivery Method: ☒ Lecture 3 Contact Hours (1 contact = 1 credit hour)
☐ Seminar 0 Contact Hours (1 contact = 1 credit hour)
☐ Lab 0 Contact Hours (2-3 contact = 1 credit hour)
☐ Clinical 0 Contact Hours (3 contact = 1 credit hour)

Offered: ☒ Fall ☐ Spring ☐ Summer

CATALOG DESCRIPTION and IAI NUMBER (if applicable):
A study of current trends and recent research in advertising. Planning, creation, and use of advertising and how it relates to the economy and marketing. Evaluation of newspaper, radio, television, outdoor, specialty advertising, and direct mail to find the most economical and effective method of delivering the message to the desired market.
ACCREDITATION STATEMENTS AND COURSE NOTES:
None

COURSE TOPICS AND CONTENT REQUIREMENTS:
(Not necessarily in this order)
Advertising and Integrated Marketing Communications
Planning the Campaign
Executing and Evaluation of the Campaign
Scope of Advertising (Local to Global)
Marketing and Consumer Behavior
Market Segmentation
Research: Gathering Information
Marketing and IMC Planning
Planning Media Strategy
Creative Strategy and the Creative Process
Creative Execution: Art and Copy
Advertising in Print Media
Using Electronic Media
Using Digital Interactive Media
Social Media
Using out of Home Media
Relationship Building

INSTRUCTIONAL METHODS:
Lecture
Class Discussion
Class Participation-Field Trips
Audio-Visual Presentations
Case Study/Project

EVALUATION OF STUDENT ACHIEVEMENT:
Quizzes
Tests
Case Studies
Project
Attendance
Participation

INSTRUCTIONAL MATERIALS:
Textbooks
Instructors Manual
Textbook Web Page

Resources
Textbook Case Studies
Advertising/Marketing Journals
LEARNING OUTCOMES AND GOALS:
Institutional Learning Outcomes
☐ 1) Communication – to communicate effectively;
☒ 2) Inquiry – to apply critical, logical, creative, aesthetic, or quantitative analytical reasoning to formulate a judgement or conclusion;
☐ 3) Social Consciousness – to understand what it means to be a socially conscious person, locally and globally;
☐ 4) Responsibility – to recognize how personal choices affect self and society.

Course Outcomes and Competencies
Upon completion of the course, the student will be able to:
1. Understand Advertising and how it relates to integrated marketing communications
   1.1 Define integrated marketing communications
   1.2 Clarify what advertising is
   1.3 Explain the importance of relationship marketing
   1.4 Depict the human communication process
   1.5 Define marketing and its four elements
   1.6 Illustrate IMC’s role in marketing strategy
   1.7 Identify important categories under promotion
2. Understand the Big Picture of Advertising and IMC
   2.1 Explain the role of competition in free-market economics
   2.2 Discuss the functions advertising performs in a free market
   2.3 Understand the importance of branding
   2.4 Identify important milestones in the history of advertising
   2.5 Discuss the changes in the role of advertising
   2.6 Explore the impact of advertising on society
3. Understand Economic and Regulatory Aspects
   3.1 Relate advertising activities to tow workings of a free-market economy
   3.2 Identify the two main types of criticisms of advertising
   3.3 Explain the difference between social responsibility and ethics in advertising
   3.4 Describe how governments regulate advertising here and abroad
   3.5 Discuss regulatory issues that affect U.S. advertisers and commercial speech
   3.6 Classify ways that federal agencies regulate advertising
   3.7 Define the roles state and local governments play in advertising regulation
   3.8 List the ways that private organizations help reduce fraudulent advertising
4. Understand the scope of Advertising from Local to Global
   4.1 Identify groups in advertising and their relationships to one another
   4.2 Describe what advertisers do and their organizational structures
   4.3 Classify the types of advertising agencies
   4.4 Account for the range of tasks performed in an ad agency
   4.5 Discuss how agencies attract new clients and make money
   4.6 Explain the stages in the agency-client relationship
   4.7 List the factors that affect the client/agency relationship
   4.8 Indicate how suppliers and media help advertisers and agencies
5. Understand Marketing and Consumer Behavior
   5.1 Define marketing and the relationship between consumer needs and utility
   5.2 Identify key participants in the marketing process
   5.3 Explain why consumer behavior is the key to IMC strategy
5.4 Outline the psychological processes in consumer behavior
5.5 Describe the fundamental motives behind consumer purchases
5.6 Elaborate on the interpersonal influences on consumer behavior
5.7 Explain the non-personal influences on consumer behavior

6. Understand Market Segmentation and the Marketing Mix
   6.1 Define market segmentation and its purposes
   6.2 Explain the target market process
   6.3 Show how IMC is used with the product element in marketing
   6.4 Illustrate how IMC is used with the price element in marketing
   6.5 Review how IMC is used with the place element in marketing
   6.6 Discuss how IMC is used with the communication element in marketing

7. Research: Gathering Information for IMC planning
   7.1 Elaborate on the purposes of IMC research
   7.2 Explain the basic steps in the research process
   7.3 Distinguish qualitative and quantitative research
   7.4 Describe the differences between pretesting and post testing of messages
   7.5 List the considerations in effective IMC research

8. Understand Marketing and IMC planning
   8.1 Explain strategic planning using a marketing plan
   8.2 Detail the tactical or “bottom-up” approach favored by small business
   8.3 Differentiate the IMC planning approach from the tactical
   8.4 Describe the important components of an IMC plan
   8.5 Explain how IMC budgets are determined

9. Understand Planning Media Strategy
   9.1 Describe how a media plan helps accomplish a company's objectives
   9.2 Explain the importance of creativity in media planning
   9.3 Define reach and frequency
   9.4 Discuss how reach, frequency, and continuity are related
   9.5 Calculate gross rating points and cost per thousand
   9.6 Describe the types and purpose of advertising schedules
   9.7 Distinguish media planning in digital media from traditional planning

10. Understand Creative Strategy and the Creative Process
    10.1 Discuss the attributes of great creative
    10.2 Describe how creative strategy is developed and used
    10.3 Elaborate on way the creativity enhances advertising
    10.4 Explain the role agency talent plays in the creative process

11. Know Creative Execution: Art and Copy
    11.1 Describe the key principles involved in designing print layouts
    11.2 Explain how to create great copy in print
    11.3 Identify the important aspects of writing for radio and TV
    11.4 Review ways to develop great spots in radio and TV
    11.5 Suggest ways to write effectively for Websites and social media
    11.6 List the challenges involved in creating messages for international markets

12. Understand Print, Electronic, and Digital Media Production
    12.1 Discuss the challenges of managing the production process
    12.2 Explain the stages of the print production process
    12.3 Review procedures for quality control in print production
    12.4 List the key steps and events in the radio commercial production process
    12.5 Describe the key events in the TV commercial production process
12.6 Explain how producing advertising for social media differs from traditional advertising.

13. Understand how to Use Print Media
   13.1 Explain the advantages and disadvantages of magazine advertising
   13.2 Discuss the various ways to analyze a magazine’s circulation
   13.3 Analyze how rates are determined for print media
   13.4 List the advantages and disadvantages of newspaper advertising
   13.5 Describe how newspapers are categorized
   13.6 Define the major types of newspaper advertising

14. Understand how to Use Electronic Media: Radio and Television
   14.1 Know the advantages and disadvantages of broadcast television
   14.2 Know the advantages and disadvantages of cable television
   14.3 Explain the process of buying cable and broadcast TV time
   14.4 Evaluate the different types of television advertising available
   14.5 Describe the process of TV audience measurement
   14.6 Discuss the main factors of consider when buying television time
   14.7 Analyze the pros and cons of using radio in the creative mix
   14.8 Explain the major factors to consider when buying radio time

15. Know how to use Digital Interactive Media
   15.1 Know the opportunities and challenges presented by digital media
   15.2 Explain the evolution of interactive media
   15.3 Define the digital audience and challenges involved in measuring it
   15.4 Explain how programmatic advertising works
   15.5 Define the various kinds of digital advertising
   15.6 Debate the pros and cons of using the Internet as an advertising medium

16. Know how to use Social Media
   16.1 Discuss how social media differs for traditional media
   16.2 Explain the various way that social media can be used
   16.3 Discuss how social media have changed consumer’s behavior
   16.4 Explain how to manage social media on behalf of a brand
   16.5 Define the different applications of social media

17. Using Out-of-Home, Exhibitive, and Supplementary Media
   17.1 Discuss the pros and cons of outdoor advertising
   17.2 Describe the types of standard outdoor advertising structures
   17.3 Explain how to measure exposure to outdoor media
   17.4 Detail the various options available in transit advertising
   17.5 Identify the influences on cost of transit and other out-of-home advertising
   17.6 Discuss the importance of exhibitive media in a company’s marketing mix
   17.7 Explain the issues advertisers face when considering package change
   17.8 Identify several types of supplemental media

18. Understand Relationship Building: Direct Marketing, Personal Selling
   18.1 Define direct marketing and its role in IMC
   18.2 Distinguish personal selling for other forms of IMC
   18.3 List the activities the constitute sales promotion

19. Understand Relationship Building
   19.1 Define public relations and distinguish it from advertising
   19.2 List the functions performed by public relations professionals
   19.3 Identify the tools public relations practioners use
   19.4 Explain the growing interest in sponsorships
   19.5 Define corporate advertising