

BUS 323 Advertising

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SPECIAL NOTE: To participate in this course, students must have an e-mail address and access to the Internet. Your computer must be equipped with the software, Microsoft Word.

TEXT: Advertising: Principles and Practices, 7th ed., William Wells, Joan Burnett, Sandra Moriarty, Prentice Hall, 2006.

COURSE DESCRIPTION:

This course gives students a basic understanding of the advertising industry and how to assess and meet client needs. Students learn when, how, and why to use certain advertising media and develop and create a small advertising campaign.

COURSE OBJECTIVES:

Upon completion of this course, students will:

1. Know and understand the elements of great advertising and the relationship between marketing and advertising;
2. Know the various media available to advertisers and how to choose the appropriate media to assure a successful advertising campaign;
3. Understand current and emerging advertising issues;
4. Understand the ethical issues in advertising and have an awareness of social responsibility, self-regulation, and government regulation;
5. Know and understand social, cultural, and psychological influences on consumers and the impact of those influences on consumer behavior and decision-making.
6. Know the key elements in the development of an advertising plan.

COURSE STRUCTURE:

You will complete five (5) assignments. When that completed assignment is submitted to me by e-mail, the next will be sent to you via e-mail, and so on. I will read each assignment you submit, make comments on the document in red, and return it to you by e-mail. **We have created a paperless course!** Due dates for the completed assignments are as follows:

Assignment #1 due April 7th	= 20 points
Assignment #2 due April 14th	= 20 points
Assignment #3 due April 21st	= 20 points
Assignment #4 due April 28th	= 20 points
Assignment #5 due May 9th	= 20 points

ACADEMIC INTEGRITY POLICY:

This policy requires that you immediately and cheerfully offer the benefit of your knowledge and skills to any fellow student who needs your help. If someone helps you, whether a fellow student, the author of a book/article, a family member, a pastor or priest, a coworker, a child, or anyone else, say that they helped you. That's called citing a source. Always show respect for the ideas or words of others by giving them the credit.

Failure to show respect will result in an "F".

SUMMARY OF ASSIGNMENTS:

ASSIGNMENT #1 presents an overview of advertising and current issues in the field. You will explore current and emerging social and ethical issues facing advertisers, as well as the legal and regulatory environment of advertising. Through readings and exercises, you will learn how the FTC and other regulatory agencies set boundaries that determine what you may or may not do as an advertiser, and you will be asked to think about the need for advertisers to self-regulate.

ASSIGNMENT #2 begins the exploration of advertising as a component of marketing strategy. You will study consumer behavior and its relationship to advertising decision-making. Through readings and exercises, you will learn how societal, cultural, and psychological factors influence consumers and affect advertising. You will begin to understand why accurate audience analysis is essential to effective advertising.

ASSIGNMENT #3 will help you learn the value of advertising strategy and planning, the key elements of an advertising plan, and the relationship of the advertising plan to the marketing plan. You will go on to explore the relative strengths and weaknesses of newspaper, radio and television, direct mail, and interactive media advertising.

ASSIGNMENT #4 gives you an in-depth look at direct marketing and direct-response advertising. You will also develop an understanding of retail advertising fundamentals, the media options for retailers and business-to-business advertising, and the various media used in business advertising.

ASSIGNMENT #5 gives you an opportunity to develop a simple advertising campaign for a product or service of your choice.

GRADING:

You can earn a maximum of 20 points for each of the five exercises for a maximum total of 100 points.

GRADING SCALE:

100 – 95	= A
94 – 90	= A-
89 – 87	= B+
86 – 84	= B
83 – 80	= B-
79 – 77	= C+
76 – 74	= C
73 – 70	= C-
69 – 67	= D+
66 – 64	= D
63 – 60	= D-
59 & below	= F