
IMPORTANT NOTE: You MUST use your Doane e-mail address for all communication for this course. All assignments must be submitted from your Doane e-mail address.

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 promotions management and the relationship between marketing and advertising/promotion;
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 four (4) assignments. When you submit an assignment to me as an attachment to an e-mail message, 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 due dates are:
Assignment #1 due November 10th = 25 points
Assignment #2 due November 24th = 25 points
Assignment #3 due December 8th = 25 points
Assignment #4 due December 22nd = 25 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/promotions management and current issues in the field. You will explore current and emerging social and ethical issues facing
product and service promotion, 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.

**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