

BOROUGH OF BOROUGH OF MANHATTAN COMMUNITY COLLEGE
City University of New York

Business Management Department
Syllabus

Title of Course: Essentials of Advertising MAR 220 -1800

Credits: 3 Class Hours: 3 Semester: Spring 2015

Instructor Information

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COURSE DESCRIPTION:

This course is designed to provide an introduction to an overview of advertising, its use as a management tool and its place in the marketing environment. Included are: the approach to creativity, media mathematics, planning and strategy, campaign concepts, research and media selection. Additionally, this course explores the social, ethical, and legal issues of advertising and various practices to integrated marketing communications through social media.

PREREQUISITES AND/OR COREQUISITES:

Students must have passed ENG 095, ESL 095, ACR 095, MAT 010/011, BUS 104 and MAR 100

LEARNING OUTCOMES: At the end of the course students should be able to

I. Student Learning Outcomes:	Means of Assessment (goals listed in first column)
<ol style="list-style-type: none"> 1. Analyze advertising problems as they arise within a marketing /social media environment and demonstrate the ability to identify key issues related to environmental, consumer, ethical, social and political influences on advertising that may be impacting the situation. 2. Demonstrate the ability to seek, handle and interpret key economic and behavioral data which underpin advertising practice. 3. Present a campaign for a product / service offering. 4. Evaluate and critically analyze a range of elementary advertising concepts, tools and techniques and assess their applicability to practical situations. 	<p><u>Standardized test items:</u> will test a student's ability to <i>recall</i> specific points of information regarding a. marketing and advertising within today's business environment, b. the role of advertising for an organization c. various career paths within the advertising and d. an understanding of the present-day issues facing company policies and procedures.</p> <p><u>In-class writing assignment:</u> The in-class writing assignment (essay) will test a student's ability to 1. <i>Appraise</i> a hypothetical situation; 2. <i>Recall</i> specific points of information regarding marketing. and 3. <i>Apply</i> the appropriate points of information to formulate an appropriate response using the appropriate vocabulary. Measured via test questions, written assignments and/or class presentations.</p>
II. General Education Outcomes:	Means of Assessment (goals listed in first column)
<ol style="list-style-type: none"> 7. Communication Skills- Students will write, read, listen and speak critically and effectively. 8. Demonstrate quantitative reasoning by utilizing quantitative skills and the concepts and methods of mathematics to solve problems. 	<p><u>Case /oral presentations:</u> Build advertising Campaign and oral presentation will test a student's ability to <i>interpret</i> and <i>summarize</i> the material presented in class lectures and reading assignments.</p> <p>Analyze and demonstrate industry research through assignments.</p>
<ol style="list-style-type: none"> 9. Information & Technology Literacy- Students will collect, evaluate and interpret information and effectively use information technologies. 	<p><u>Case analysis and oral presentations:</u> Direct evidence on a student's ability to make effective use of technology and conduct research using appropriate strategies and presentations to complete industry analysis.</p>

Text: Advertising and Sales Promotion, 1st Edition: Ken Kaser - Clements High School, Sugarland TX
ISBN-10:1111573239 ISBN-13: 9781111573232 (eBook & hardcover text) ©2013 Published by Cengage

Additional Resources: You will be required to read additional material handed out at the beginning of the semester.

I. COURSE OBJECTIVE:

- A. Analyze how advertising has improved to meet the needs of changing times and describe the latest advertising social media trends
- B. Identify and describe the environmental, consumer, social and political influences on advertising
- C. Differentiate between the various advantages and disadvantages of advertising with a social media environment
- D. Developing an effective advertising campaign utilizing budget strategies and marketing research for advertising
- E. Demonstrate the ability to understand the impact of cultural diversity on advertising in a global market
- F. Recognize and understanding the importance of government regulation regarding ethical aspects of advertising
- G. Make informed and intelligent career choices in the advertising industry

Evaluation & Requirements of Students

The instructor may revise this grading pattern. Final grades may be determined as follows:

1. Assignments / presentations (written and oral)	15%
2. Midterm	25%
3. Final Project	20%
4. Class Participation	10%
5. Final Examination	30%
	100%

COURSE OUTLINE

Week		Chapters	Assessment
	PART I: THE WORLD OF ADVERTISING		Personal SWOT
1	Introduction & Overview of Advertising	1	
2	Business Structures in the Advertising Industry / Ethical & Regulatory Contexts	2 & 3	
3	Segmentation, Brand Positioning, and Defining the Brand Value Proposition	4	
4	Research: The Magic Ingredient in Effective Advertising	5	
5	Advertising and Promotion Management and Planning & International	6	
6	The Creative Strategy of Advertising Messages & Executions	7	
7	Media Planning for Traditional Advertising Media	8	
8	Midterm Exam I		Chapters 1-8
9	PART III: AD CAMPAIGN CREATION		Assignments to Build Ad Campaign
10	Media Planning For The Internet And Other Digital Media	13 & 14	
	PART V: PROMOTION AND COMMUNICATION STRATEGIES.		
11	Promotions and their Relationship to Advertising.	15 & 16	
12	Advertising and Public Relations; Sales Promotion & Personal Selling	17 & 18	
13	Integrated Marketing & Advertising Communication through Social Media	19 & 20	
14	Advertising Campaign Presentation		
15	Final Examination		

College Attendance Policy

At BMCC, the maximum number of absences is limited to one more hour than the number of hours a class meets in one week. For example, you may be enrolled in a three-hour class. In that class, you would be allowed 4 hours of absence (not 4 days). In the case of excessive absences, the instructor has the option to lower the grade or assign an F or WU grade.

Academic Adjustments for Students with Disabilities

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Services for Students with Disabilities (Room N320; Telephone # 212-220-8180). BMCC is committed to providing equal access to all programs and curricula to all students.

BMCC Policy on Plagiarism and Academic Integrity Statement

Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism.

Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC's website, www.bmcc.cuny.edu. For further information on integrity and behavior, please consult the college bulletin (also available online).