

Loyola University  
Communications 211-203: Principles of Advertising  
Spring 2017 Course Syllabus

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Office:	111 E. Pearson, # 906 Lewis Tower
Office Hours:	Tuesday/Thursday 9-9:45 AM and 1-2:15 PM or by appointment
Text	<u>Advertising and Promotion</u> <u>An Integrated Marketing Communications Perspective</u> , 9th or 10 <sup>th</sup> Edition By George E. Belch and Michael A. Belch
Supplemental Readings	Advertising Age, Ad Week, Brand Week Advertising Columns (Tribune, NY Times, WSJ)

### Welcome

I look forward to working with you and sincerely want Introduction to Advertising to be a very stimulating, interesting and valuable part of your Loyola University education.

### Class Focus

While the focus of the course will be on advertising and promotions, we will examine and consider all of the components necessary to plan, develop and execute an effective marketing/advertising program. In the real world, effective marketing programs successfully integrate advertising with other disciplines such as public relations, sales promotion, direct marketing and more recently, Internet communications. While advertising may be the most visible and memorable component of the plan, it's useful to understand how it interacts with the other disciplines in an effective integrated marketing communications plan.

### How the Class Will Operate

Class will primarily consist of lecture and discussion. We can all learn from each other. Therefore, you are expected to have read the appropriate text chapters and outside materials prior to each class. I will facilitate class discussions on the material contained in the assigned readings. We will not discuss all the materials in each chapter. However, you will be responsible for it on exams. When possible, we will have guest speakers who are specialists in the areas we are discussing.

### Course Requirements

1. All text materials will not necessarily be covered in class. However, students are responsible for all assigned readings. Assigned materials must be read before coming to class each day.
2. A multiple choice mid-term exam and final exam will be given. The dates of the exams are outlined below.

3. Other assignments \* and due dates will be covered/explained in class. Assignments are due on time. One letter grade will be deducted for every day an assignment is turned in late.
4. Students are expected to have active e-mail accounts and to be able to use them.
5. Active class participation is a requirement of this course.

## Reading Assignments/Written Assignments \*

### Week 1 – Learning Objectives Chapters 1 and 2 \*

At the completion of our study of chapters 1 and 2, you should have a basic understanding of the role advertising and promotion plays in the development of a marketing plan/program. You should also understand the need for integration and coordination of the various elements of the promotional mix and their role in an IMC program. Target marketing, market segmentation and product positioning all help provide a framework for building a marketing plan; and you will also be able to begin to understand the process. You will be divided into small groups for one assignment due the 7<sup>th</sup> week of class. The assignment will be writing an advertising strategy/positioning statement (an outline to be handed out in class) for a client of your choice. Details will be provided at the start of class on Tuesday.

### Week 2 – Learning Objectives Chapters 3 and 4 \*

At the conclusion of week two, you will understand how companies organize for implementing and developing advertising and promotional programs and how external ad agencies and specialized communications organizations are compensated and evaluated. You will also begin to understand the decision making process and how it varies for different types of purchases and the implication it presents for advertising and promotions. A multi-attribute model will need to be developed by each of the groups and handed in with the group project on week 7.

### Week 3 – Learning Objectives Chapters 5 and 6

In Chapters 5 and 6 you will increase your understanding of the basic elements of the communication process and the role of communications in marketing. You will also be able to analyze the consumer's response process, how a channel of communication influences the communications process and be able to develop different types of appeals that can break through clutter and positively impact the consumer's decision to try a product or service.

### Week 4 – Case Study Week ( Chapter 7)

This week will consist of three case studies that I will present in class. V8, Maidenform, US Army and or Chicken of the Sea, Only Vegas, Skyy Spirits, California Milk Advisory Board are all possibilities.

### Week 5 – Learning Objectives for Chapter 8 \*

Chapter 8 will provide you with an understanding of creative planning, development, implementation and evaluation. You will specifically learn the role of creative strategy in advertising and the process that guides the creation of advertising messages. You will be responsible for developing a print ad that sells "brand you". The assignment will be given on Tuesday and due Thursday.

### Week 6 – Learning Objectives for Chapter 9 \*

Chapter 9 will allow you to understand in greater depth the relationships that people have with brands. This chapter looks at the various types of appeals that advertisers use in the development and formation of the advertising message. At the end of the week you will be responsible for writing a radio ad that sells "brand you". This is the second ad in your campaign.

Week 7 – Review and study for mid-term. Case studies. The mid-term exam will be on Thursday.

### Week 8 – Learning Objectives for Chapter 10

To learn how a media plan is developed, the key terminology and the process of developing and implementing a media strategy. A media group media plan assignment will be handed out in class. Guest Speaker on Tuesday or Thursday subject to change.

### Week 9 – Learning Objectives for Chapters 11 and 12

The learning objectives for these two chapters are listed below:

1. To be familiar with the sources of media information and characteristics of media.
2. To understand how the television and radio industries are structured and the role of each medium in the advertising program.
3. To understand the advantages and limitations of television and radio as advertising media.
4. To be able to explain how advertising time is purchased for the broadcast media, how audiences are measured and how rates are determined.
5. To examine the advantages and limitations of magazines and newspapers.
6. To examine how advertising space is purchased in magazines and newspapers, how readership is measured and how rates are determined.

#### Week 10 – Learning Objectives for Chapter 13\*

At the conclusion of week ten, you will be able to recognize the various role(s) support media plays in the development of an IMC program. At the end of the week you will be responsible for turning in a billboard ad that sells “brand you”.

#### Week 11 – Learning Objectives for Chapters 14 and 15

These chapters will explore the impact direct marketing programs and interactive media can have on a well executed IMC plan. In addition, Chapter 15 explores how to evaluate the effectiveness of communications through the Internet.

#### Week 12 – Learning Objectives for Chapters 16

Sales promotion increased in importance over the last decade primarily due to the shift in power from manufacturers to retailers. As a student, upon completion of chapter 16, you will develop an understanding of the types of sales promotions used and why sales promotion needs to be coordinated with advertising and how it is sometimes abused by brand managers in realizing their short term objectives.

#### Week 13 – Learning Objectives for Chapter 17

By the end of this week you will recognize the role that public relations, publicity and corporate advertising play in the promotional mix. You will also understand the difference between public relations and publicity and the advantages and disadvantages of each.

#### Week 14 – Learning Objectives for Chapter 18

Chapter 18 reviews the role that personal selling plays within an integrated marketing communications plan and how it is used to establish long term cost effective relationships with customers. The chapter ends with a discussion of how to evaluate the personal selling effort.

#### Week 15 – Review for the Final Exam and Target Ad Analysis Exercises \*

At the beginning of each class during all 15 weeks, several students will present their analysis of an ad that they have selected. It can be a TV ad, radio commercial, magazine or newspaper ad, outdoor billboard, Internet ad, etc. Each student will tell us if it is good or bad, and why. The “why” is what is important. Please present the following:

1. The target- who is it? Why or why doesn't the ad speak to the target?
2. The communication objective-what is this ad trying to communicate? Is the communication effective?
3. The advertiser's issue-what problem or opportunity is this ad trying to communicate?
4. The advertiser's insight-what insight into the target does this ad display?
5. The benefit-what benefit is communicated to the target?
6. The execution- is the communication effective? Is the ad clever, smart, obnoxious, or dull? Does it get your attention? Are you in the target group? If not, how does that affect your impression of the ad?

You must present a copy of the ad. I am looking for interesting, unusual, provocative and controversial advertising-not dull, safe and boring ads.

Week 16 – Final examination week.

## Grading

Evaluation of advertising is often subjective or so it may seem in this course. But the instructor has evaluated thousands of advertising concepts in his career and will provide guidance for each assignment to clarify expectations. It is however up to you the student to make sure that you understand every assignment. Advertising awards and “A’s” are reserved for exceptional work. In addition to the letter grades below you may receive written comments on your assignments.

A	93-100	B-	80-82	D+	67-69
A-	90-92	C+	77-79	D	64-66
B+	87-89	C	73-76	F	below 64
B	83-86	C-	70-72		

EVALUATION	Points
Assignments*	40
Mid-term Exam	20
Final Exam	20
Class Participation*	<u>20</u>
	100

\* Class participation and assignments are essential to a good grade in this course. If you come to class unprepared, or if you do not come to class or fail to complete all of your assignments on time, it will be very difficult to earn a good grade in this course.

## Plagiarism

Plagiarism is a serious form of violation of academic integrity. Plagiarism is the appropriation for gain of ideas, language, or work of another without sufficient public acknowledgement and appropriate citation that the material is not one’s own.. It is true that the very thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the deliberate taking and use of specific words and ideas of others without proper acknowledgement of the source. Plagiarism on the part of the student in academic work or dishonest examination behavior will result minimally in the instructor assigning a grade of “F” for the assignment or examination. All instances of academic dishonesty must be reported to the chairperson of the department involved.

