Standard Course Outline
MKTG 330
Advertising and Promotion I

1. <u>General Information</u>:

   Units: 3 credits
   Prerequisites: None
   Course Coordinator: Department Chair
   Revised:

2. <u>Catalog Description</u>:

   Principles and practices of advertising. Social and economic importance of advertising and its relation to modern business organization. Importance of an advertising plan, preparation of advertisements, copy and layout, media planning and application of information technology.

3. <u>Curriculum Justification</u>:

   Understanding the use and integration of advertising and other marketing communication tools to develop successful marketing strategies. This course is designed to improve students' ability to understand the role of advertising and integrated marketing communication (IMC) in building products, brands, and services in today's global business environment. The emphasis is on advertising with considerable attention to other IMC elements, and how they work together to achieve objectives.

4. <u>Course Objectives</u>:

   - *Learning goals – Critical Thinking*: Students will demonstrate their understanding of advertising and other IMC elements and their role in the marketing mix. Students will also demonstrate that they can design advertising/IMC campaigns to meet specific communication objectives.

   - *Learning goals – Business Communication***:** Students will demonstrate that they are able to communicate their campaign plans in a team/individual project and that they can present those ideas orally.

5. <u>Outline of Subject Matter</u>:

   This is a listing of the subject matter that <u>must</u> be covered in this course. It does not preclude other topics that are part of the advertising and IMC area or the depth of some topics. The topic labels below are designed to be general – to incorporate content that may have differing chapter titles across textbooks. The idea is that the list is flexible enough to allow individual instructors to emphasize not just our core subjects but also to put some focus on particular areas of interest to the instructor. The order of the topics listed below may be adjusted and some topics listed may be discussed together. Additional topics can be added into the course based on the instructor's personal preferences in teaching this course. The <u>required topics</u> are also those that are included in the course assessment for MKTG 330.

	Topics:*
1.	Introduction to Advertising & the History of Advertising
2.	The Role of Ad/IMC Agencies/The Advertising/IMC Industry
3.	The Ethics & Social Responsibility Roles of Advertising/IMC
4.	Targeting, Segmentation, and Positioning
5.	Campaign Planning & Strategy
6.	How Consumers Process Advertising/Marketing Communications
7.	Advertising/IMC Research – Measuring Campaign Effectiveness
8.	Creative Message Strategy
9.	Executing Creative Strategy & Tactics
10.	Media Planning Strategy and Scheduling
11.	Traditional Media: Print, Broadcast, Outdoor
12.	Nontraditional and Emerging Media: e.g., Digital & Social Media
13.	IMC Elements: e.g., Product Placement, Event Sponsorship, PR/Publicity

6. <u>Methods of Instructions:</u>

<u>There must be at least one project in the course:</u>

- The project should require students to develop an advertising/IMC plan that includes demonstration of original creative ideas as well as a detailed media plan. For example, students may design a campaign to attract new customers to a local spa. Such a campaign plan should include creative samples as well as specification of media use (scheduling) over the course of the campaign. The relative importance of advertising versus other IMC elements to the project will vary depending on the specific client/brand/product.
- It is recommended that all written individual/team assignments be submitted through plagiarism detection software programs such as Turnitin.

<u>Additional Active Learning tasks that can also be used in the course include:</u>

- Individual participation and discussion.
- Participation exercises (in-class or via online discussion forums) that involve individual and/or group work.
- Formal presentation of group work.
- Exercises that include students actively working together either in class or outside of class on small projects, etc.
- Examinations that use multiple-choice, short answers, and/or essays.

There is no standardized text for all sections of MKTG 330. Examples of an appropriate text include:
- *Advertising and Integrated Brand Promotion*, O'Guinn, Thomas, Chris Allen, et al., Cengage Learning, Latest edition.

* Course syllabi shall conform to this SCO. In addition, course syllabi:
- must include a list of topics to be covered along with a time schedule that includes the dates each topic will be covered and dates for all assessment activities.

- As noted in the University Guidelines for course syllabi, if some of the information is subject to change, that should be noted in the syllabus (e.g., due dates, exam dates).

7. Instructional Policies:

- Grading Policy:
  - Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third (33%) of the final course grade. See academic senate policy: (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2005/07/

- Policy on Classroom Behavior:
  - o All cell phones & other electronic devices (e.g. pagers, iPods, PDAs) must be put on vibrate or turned off during class.
  - o Students must follow the instructor's rules about using laptop and tablet computers for note taking.
  - o Students are responsible for what transpired if they miss a class. It is the student's responsibility to contact the instructor or a classmate to determine what was missed. See "Policy on Make-up Exams and Assignments" below.
  - o Talking and other disruptive behavior are not permitted while classes are in session.
  - o Students are expected and must do ORIGINAL work for all assignments, including exams. See "Academic Integrity" policy below.
  - o It is the student's responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
  - o See also Department of Marketing Classroom and Online Conduct Policies: http://www.csulb.edu/colleges/cba/marketing/classroom/.

- Policy on Make-up Exams and Assignments:
  - o The instructor develops his or her own policy which must conform to University Attendance policy: http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2001/01/

- Policies on Withdrawal, Late Withdrawals, and Incompletes:
  - o The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Late withdrawals require the signature of the instructor, the chairperson, and the Dean of the CBA.

- Academic Integrity:
  - o Students are expected to do original work for all assignments, including exams.
  - o Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials.
  - o Students are expected to adhere to CBA (http://www.csulb.edu/colleges/cba/dean/academic-integrity/) and University policies

regarding Academic Integrity
(http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/).

- Campus Computer/Network Usage:
  - o Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the "Policy Governing Access to and Use of CSULB Computing Resources". These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time-sharing systems, some to microcomputers and local area networks, and some to all systems.
  - o See http://daf.csulb.edu/offices/its/guidelines/usage/using.html.

- Disabilities:
  - o Disabled Students Services (DSS) is a student support service within the Student Services Division. Students that require special exam proctoring environments must contact DSS to make arrangements the first week of class (or earlier).