INSTRUCTOR INFORMATION: Instructor: Carl Rossini  Office Hours:
Office: M206  Telephone: 972-860-4173
Email: crossini@dcccd.edu

INSTRUCTIONAL ASSOCIATE: IA:  Lab Hours:
Telephone:  Office:

In addition to voice mail ________________ and email ________________ for communications, if you need an appointment to discuss the course, please _________________.

NOTE: The instructor reserves the right to modify the course requirements, assignments, grading procedures and other related policies as circumstances so indicate.

TEXTBOOKS:


CATALOG DESCRIPTION:

Fundamentals of advertising, including advertising appeals, print and broadcast copy writing, and design and selection of media will be covered. Typography as it relates to advertising is stressed. The course will provide students with the concepts they will need to go into the advertising field and into advanced advertising courses. (3 Lec.)

Additions to Course Description based on Critical Work Functions in the Customer Service and Sales Skill Standards identified by the Sales and Service Voluntary Partnership, a Partner of the National Skill Standards System.

Learns about products and services; assesses customer needs; educates customers; meets customer’s needs and provides ongoing support; and prepares for selling.

COURSE OVERVIEW:

The objectives of this course will be accomplished through the use of textbook reading assignments, classroom lecture, class discussions, group interaction, required projects and class exercises, library research, and exams. A variety of resources and opportunities will be made available to you throughout this course. Your instructor will work closely with you in developing a program designed to enable you to develop the competencies required in order to obtain the objectives set out for this course.
COURSE OBJECTIVES:

Upon completion of this course the student will be able to explain the principles, practices, and the use of multi-media in persuasive communication; establish promotional strategies, goals, and objectives within budget constraints and regulatory agencies; and create a multi-media campaign based on research for a specific product or service.

STUDENT LEARNING OUTCOMES:

Upon completion of this course the student will:
1. Define marketing, advertising, and sales promotion.
2. Describe the marketing mix.
3. Describe the marketing and promotions planning process.
4. Describe the development of the marketing program.
5. Identify the significant environmental influences on marketing and promotion.
6. Discuss the role of the client, advertising agency, collateral services, and media organizations in the advertising and promotions process.
7. Describe the consumer decision-making process.
8. Describe the concept of target marketing detailing the four steps in the target marketing process.
9. Identify the basic model of communication.
10. Outline the principles, practices, and use of multimedia in persuasive communication.*
11. Determine promotional objectives
12. Identify budgeting approaches and the allocation of resources.
13. Establish promotional strategies, goals, and objectives within budget constraints and regulatory agencies.*
14. Plan and develop creative promotional strategy.
15. Perform market analysis and target market identification.
16. Develop and implement media strategy.
17. Evaluate and follow-up of strategy and implementation.
18. Evaluate print and broadcast media in relation to client needs.
19. Measure the effectiveness of print and broadcast media.
20. Describe support media and its role in advertising and sales promotion.
21. Determine critical direct marketing decisions.
22. Describe the role and scope of sales promotion.
23. Identify consumer-oriented and trade-oriented sales promotion.
24. Define public relations.
25. Describe the process of conducting public relations and the advantages and disadvantages of publicity.
26. Describe the role of personal selling in the promotional mix.
27. Describe the international environment and its impact on the marketing mix.
28. Identify federal regulation of advertising and sales promotion.
29. Discuss the ethics and social responsibility of advertising.
30. Create a multi-media campaign based on research for a specific product or service.*

*WECM Learning Outcomes required by the THECB (Texas Higher Education Coordinating Board)
Additions to Course Goals (Learning Outcomes) based on Key Activities under Critical Work Functions in the Customer Service Skill Standards identified by the Sales and Service Voluntary Partnership, a Partner in the National Skill Standards System.

31. Reviews and comprehends written and multimedia materials pertaining to products or services produced by employee’s company or trade organization.

32. Tests and samples products and services.

33. Studies competitor’s products or services including competitor’s materials (ads, TV commercials, web pages, etc.)

34. Addresses the customer either in person, by telephone, e-mail or other means.

35. Gathers information about customer’s needs and customer’s knowledge of products and services.

36. Responds to customer’s comments and questions.

37. Determines customer’s price considerations.

38. Identifies alternative or additional products or services, and/or options available.

39. Informs customer about service policies (returns, warranties, guarantees, service plans).

40. Contacts customer to determine if products or services meet customer’s expectations.

Additions to Course Goals (Learning Outcomes) based on Key Activities under Critical Work Functions in the Sales Skill Standards identified by the Sales and service Voluntary Partnership, a Partner in the National Skill Standards System.

41. Develops and implements strategy or selling products or services.

42. Identifies and prioritizes customers within market target area.

SCANS COMPETENCIES:

The Secretary’s Commission on Achieving Necessary Skills (SCANS) was appointed by the Secretary of Labor to determine the skills people need to succeed in the world of work. To prepare you with the knowledge and skills needed to succeeding today’s dynamic work environment, these workplace competencies and foundation skills have been designed into the curriculum of MRKG 2349, Advertising and Sales Promotion. The bold face competencies and skills are linked to the Customer Service and Sales Skill Standards identified by the Sales and Service Voluntary Partnership, a Partner of the National Skill Standards System.

Workplace Competencies:

1. Manage Resources: Time, money, material
2. Exhibit Interpersonal Skills: working in teams, leading others, building consensus, teaching others, serves customers, exercises leadership, negotiating to arrive at a decision, and works with cultural diversity.
3. Works with Information: organizing and planning, using information and communications technology, making decisions and judgments, analyzing and solving problems.
4. Apply Systems Knowledge: using information and communications technology, understanding social and organizational systems, monitoring and correcting performance
5. Use Technology: using information and communications technology.
Foundation Skills:

1. Demonstrate Basic Skills: Reading, writing, arithmetic, listening, speaking
2. Demonstrate Thinking Skills: using information and communications technology, gathering and analyzing information, and making decisions and judgments.
3. Exhibit Personal Qualities: adaptability, self and career development, and using social skills.

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<tr>
<th>WEEK</th>
<th>TOPIC ASSIGNMENT/ACTIVITIES</th>
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<tr>
<td>1</td>
<td>Orientation</td>
<td>Read syllabus</td>
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<td>The World of Advertising</td>
<td>Ch 1, pp. 6-38</td>
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<td>and Integrated Brand</td>
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<td>Promotion</td>
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<td>2</td>
<td>The Structure of the</td>
<td>Ch 2, pp. 44-73</td>
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<td>Advertising Industry</td>
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<td>The Advertising Environment</td>
<td>Ch 4, pp. 120-138</td>
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<td>Ch 4, pp. 138-155</td>
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<td><strong>Test #1 Due (Chs. 1, 2, and 4)</strong></td>
<td><strong>Mini-Project #1 Due</strong></td>
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<td>2/16/13 (S) completed by 3:30 PM</td>
<td>2/15/13 (F) by 12:00 noon</td>
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<td>5</td>
<td>Advertising, Brand Promotion</td>
<td>Ch 5, pp. 166-203</td>
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<td>and Consumer Behavior</td>
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*** FACULTY CONFERENCE DAY *** FEBRUARY 21-22 *** CAMPUS CLOSED ***

| 6    | Segmenting, Targeting and Positioning | Ch 6, pp. 210-232 |
| 7    | Advertising and Promotion Research  | Ch 7, pp. 238-269  |
| 8    | Advertising Plan                 | Ch 8, pp. 276-297  |
|      | **Test #2 Due (Chs 5, 6, 7, 8,)** | **Mini-Project #2 Due** |
|      | 3/16/13 (S) completed by 3:30 PM  | 3/15/13 (F) by 12:00 noon |

*** SPRING BREAK *** MARCH 18-24 *** NO CLASSES *** LAB CLOSED ***

| 9    | Creativity in Advertising      | Ch 9, pp. 308-330  |
|      | Message Creativity             | Ch 10, pp. 336-366 |

*** HOLIDAY *** MARCH 29-31 *** CAMPUS CLOSED ***

| 10   | Message Execution              | Ch 11, pp. 370-416  |
|      | Media Planning Essentials      | Ch 12, pp. 428-453  |

Test #3 Due (Chs 10-13, 15, 16) 4/13/12 (S) completed by 3:30 PM Mini-Project #3 Due 4/12/12 (F) by 12:00 noon

12 Support Media and Sales Promotion Ch 15, pp. 538-567

13 Event Sponsorship, Product Placements, Branded Entertainment Ch 16, pp. 574-595

14 Direct Marketing and Personal Selling Ch 17, pp. 600-645

15 Public Relations and Corporate Advertising Ch 18, pp. 630-652

Present Ad Campaigns

Mini-Project #4 and Written Presentation of Ad Campaign Due 5/10/13 (F) due by 12:00 noon

16 Test #4 Due (Chs. 14, 17- 20) 5/14/13 (T) completed by 7:00 PM

GRADING SCALE:

A = 900-1000 points
B = 800-899
C = 700-799
D = 600-699
F = less than 600 points

GRADING CRITERIA:

1. Required points may be earned in this course through examinations, completing mini-projects, and completing an advertising campaign.

   A. Examinations - (4) four each worth 150 points. Tests will be composed of true/false, multiple choice and essay questions.

   B. Mini-Projects - Four (4) each worth 50 points. The mini-project assignments are found on pages 9-10 of this syllabus.
C. Advertising Campaign - worth 200 points. Teams of two will create an advertising campaign for an existing product or service. Follow the guidelines on pages 11-12 of this syllabus. An oral presentation of the campaign will be given in class during the 15th week of the semester. The written presentation with support visuals (e.g. ad layout, storyboard, media schedule) is due by the designated due date.

2. Optional points may be earned in this course through extra credit activities such as unannounced quizzes, class projects, group projects, class exercises, and additional case projects. The student may earn up to 100 optional points during the semester.

OPERATING POLICIES:

1. Attendance Policy - You determine how much time you need to spend in order to complete your course work. NOTE: CLASS ATTENDANCE AND COURSE PROGRESS IS THE RESPONSIBILITY OF THE STUDENT. REGULAR AND PUNCTUAL CLASS ATTENDANCE IS EXPECTED OF ALL STUDENTS.

Financial Aid Statement: Students who are receiving any form of financial aid should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate after the drop date are also subject to this policy.

2. Examination Policy - Examinations will be given in the Test Center, S080. Examinations should be taken within the time frame on the course schedule. You may take the test earlier than the date listed on the course schedule. Study and be prepared. Test Center hours are: M-R 8:00 AM – 7:00 PM, F – S 8:00 AM – 3:30 PM. Last test is issued one hour before closing.

3. Late Work – Mini-projects are due prior to taking unit tests. No work will be accepted after the conclusion of the appropriate test. The last day to turn in any mini-project or advertising campaign, with instructor approval is Friday, May 10, 2013, by 12:00 noon.

4. Completing Required Work - All required mini-projects, advertising campaign, and exams must be completed. No optional points will be counted if any required mini-project, advertising campaign, or exam has not been completed for a grade.

5. Academic Honesty Policy:
   All course work in this class is undertaken with the understanding that academic honesty is the only acceptable behavior. Further, it is understood that the instructor sets the standards of academic honesty in the class, determines when these standards have been violated, and determines the consequences of that behavior by the student. The following instances of academic dishonesty will not be tolerated and if committed, will result in a grade of “F” in the course.
   a. cheating – intentionally using or attempting to use unauthorized materials, information or student aids in any academic exercise. Specifically
      1. Copying from another student’s test paper or case problem.
      2. Using test materials not authorized by the person administering the test.
3. Collaborating with or seeking aid from another student during a test without permission from the test administrator.

4. Knowingly using, buying, selling, stealing, or soliciting, in whole or in part, the contents of an unadministered test.

5. The unauthorized transporting or removal, in whole or in part, of the contents of the unadministered test.

6. Substituting for another student, or permitting another student to substitute for one’s self, to take a test.

7. Bribery another person to obtain an unadministered test or information about an unadministered test.

b. collusion – unauthorized collaboration with another person in preparing work offered for credit i.e., providing exam information to another students, working collectively on assignments intended as individual tasks.

c. fabrication – intentional and unauthorized falsification or invention of any information in an academic exercise.

d. plagiarism – intentionally representing the words or ideas of another as one’s own in any academic exercise.

6. Drop policy - If you do not wish to complete this course, you are responsible for withdrawing yourself from the class. If you are unable to complete this course you must withdraw from it by April 18, 2013. Withdrawing from this course is a formal procedure which you must initiate. The instructor or instructional associate cannot do it for you. You may do this in admissions or counseling. If you stop attending and do not withdraw, you will receive a performance grade, usually an “F”. Students sometimes drop courses when help is available that would enable them to continue. If you feel the need to withdraw, please discuss your plans with the instructor or instructional associate.

STOP BEFORE YOU DROP

For students who enrolled in college level courses for the first time in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop. You may drop no more than 6 courses during your entire undergraduate career unless the drop qualifies as an exception. Your campus counseling/advising center will give you more information on the allowable exceptions. Remember that once you have accumulated 6 non-exempt drops, you cannot drop any other courses with a “W”. Therefore, please exercise caution when dropping courses in any Texas public institution of higher learning, including all seven of the Dallas County Community Colleges. For more information, you may access: https://www1.dcccd.edu/coursedrops

7. Cover Sheet - Each assigned work or test must have a properly filled out cover sheet. Cover Sheets are available in the Test Center and the M & M Center. The cover sheet is to be stapled to the test or assigned work prior to turning it in for grading.

8. Test Essay Answer Sheets - The Test Center has specific forms to be used when answering essay questions. Each student will be given three (3) pages when picking up test forms. Properly fill out pages per instructions on the sheets. Do not write on the back. If three pages are not enough, ask an attendant for more.
9. The following lists when there will be no classes, lab is closed and the Test Center is closed:
   February 21-22 – Faculty Conference Days – Campus Closed
   March 18-24 – Spring Break – Campus Closed
   April 29-31 – Holiday – Campus Closed

10. Notification Of Absence Due To Religious Holy Day(s) - Students desiring to observe a
    religious holy day, which will result in class absence must notify their instructor in writing, for
    each class, no later than the 15th calendar day after the first class day of the semester in which
    the absence will occur. The student is required to complete any assignments or take any
    examinations, within a reasonable time, which may have been missed as a result of the absence.

11. Americans with Disabilities Policy Statement - If you feel you may need an academic
    adjustment (such as help with taking notes, etc.) because of any type of physical disability or
    learning difference, please talk with your instructor during office hours or by appointment
    before the end of the second week of classes. You may also contact Special Services at
    (972)860-4847 for advisement and counseling.

    Marketing and Management Center Location and Hours
    Room: M206
    Hours: M - R 9:00 AM – 3:00 PM, 5:00 PM – 9:00 PM
    F 9:00 AM – 12:00 Noon
REQUIRED MINI-PROJECTS

The mini-projects are listed in four groups to correspond to the test units. You must complete the mini-project from each grouping for a total of four required projects.

Mini-Project I – Test #1 – Required – **Due by designated due date**

Using a variety of resources, select a specific brand of product or service (e.g. Ford 150 truck or Kiwi Carpet Cleaning service). For one week, find as many forms of advertising (newspaper, magazines, direct mail, outdoor, transit, radio, television, specialty, directory, point-of-purchase, Internet, etc.) as you can find for that brand of product or service. Collect examples of printed advertisements and write detailed descriptions for other forms of advertising (radio, television, point-of-purchase, event sponsorship) to support your findings. Identify the common elements communicated in the variety of advertising used for this product or service including:

- client or sponsor
- logo/slogan
- headline/subhead
- copy/message
- graphics/illustrations/photographs
- color(s)
- type font

Write a double-spaced, word-processed paper describing these elements and evaluating how well the firm integrated these elements throughout the various forms of advertising. Include a bibliography and the examples and/or descriptions of the advertising with your paper.

Mini-Project II – Test #2 – Required – **Due by designated due date**

Using the STP concept of marketing discussed in class and in your text, collect examples of printed advertisements that you consider effective examples of segmenting, targeting, and positioning strategies. Include examples of advertisements that:

- represent
demographic segmentation
- geographic segmentation
- lifestyle segmentation
- benefit segmentation
- business-to-business markets
target
- brand-loyal users
- heavy users
- switchers or variety seekers
- emergent consumers
- nonusers
- use
- benefit positioning
user positioning
competitive positioning
repositioning

Write a double-spaced, word-processed paper describing the strategy used by the sponsor of each advertisement. Justify what makes each advertisement effective for you. Include a bibliography and the prints (or photocopies) of the advertisements with your paper.

Mini-Project III – Test #3 – Required – **Due by designated due date**

Using the text guidelines for writing radio and television body copy, redesign a newspaper advertisement for a specific product or service as 1) a full-age national magazine ad, 2) a 30 second radio commercial (script), and 3) a 20 second television commercial (storyboard). Complete a comprehensive layout for the magazine ad, a radio script for 60-65 words*, and a storyboard for a minimum of six (6) frames**. Mount your examples with spray adhesive on black tagboard cut 8 ½ “ x 11”. Photocopy the original newspaper advertisement and adhere it to the back of each piece of tagboard.

* Refer to pages 390-395 in the text for radio script examples.
** Refer to pages 395-400 in the text for TV storyboard examples

Mini-Project IV – Test #4 – Required – **Due by designated due date**

Using the specific product or service newspaper advertisement identified for Mini-Project #3, design five examples of support media and/or sales promotion tools to complete an integrated marketing communication plan. Select from the following list:
Internet advertising (banner)
outdoor (billboard) signage
transit advertising
aerial advertising
specialty advertising
directory advertising
point-of-purchase advertising
event sponsorship
premiums
sampling or trial offers
brand placement
frequency programs
Create thumbnails of the layout for each of these five examples. Mount your examples with spray adhesive on black tagboard cut 8 ½” x 11”. Photocopy the original newspaper advertisement and adhere it to the back of each piece of tagboard.
ADVERTISING CAMPAIGN OUTLINE

The following is an outline for the advertising campaign. This is to be an integrated campaign consisting of advertising, sales promotion, public relations and direct marketing activities. The campaign is due at the end of the semester and will count 200 points (each section has a certain number of points associated with it.) The outline is divided into seven sections with bullet points under each section. You must include the bulleted information in your campaign. The “points to consider” items are suggestions on what you could include in the section and are not meant to be formally answered. (Note: Not all sections include “points to consider”)

I. Introduction: (20 pts)
   * Executive Summary
   * Overview
     Points to consider
     * What is the purpose of the campaign for the specific client?
     * What does the advertiser want to achieve in the new campaign?

II. Situational Analysis (30 pts)
   * Historical Analysis:
     Points to consider
     * What is the client’s current advertising situation for the product/service?
     * What critical factors impact this advertising situation?
       (examples: changing demographics, product positioning, consumer behavior research, etc)
   
   * Industry Analysis:
     Points to consider
     * What are the trends in the industry represented by this product/service? (supply factors impacting product/service)
     * What issues will impact this advertising campaign? (examples: How is the brand perceived, have there been any corporate cultural issues that will impact perception of the company or product/service, big mistakes/successes of the company that are concerns, etc)

   * Market Analysis
     Points to consider
     * What drives and determines the market for the product/service to be advertised? (demand factors impacting product/service)
     * Who are the current users and why are they current users?

   * Competitor Analysis
     * Who is the competition?
     * Develop SWOT analysis.
III. Objectives (25 pts)
* Goals of the advertising campaign:
* Quantitative benchmarks
* Measurement methods
* Criteria for success
* Time frame
  (example: To increase the sales of X brand by 3,000 units through a direct response advertising campaign on late night television daily between 10 pm and 12 midnight during the month of November)

IV. Budgeting (25 pts)
* Methods
* Amount
* Justification
* Points to consider
* What type of budget method will be used for the advertising campaign?
* Develop a budget for the advertising campaign including: Time frames, production costs, media expenditures, ancillary costs, other costs

V. Strategy (40 pts)
* What is the big picture of the advertising campaign?
* What message will be communicated in the campaign?
* What is/are the message strategy objective(s) and method(s)?
* What media options will be selected for the campaign? (include justification for each method)
* What is the time frame for the campaign?

VI. Execution (40 pts)
* Copy strategy:
  Sketch rough layouts for each printed ad to be used in the campaign.
  Create the radio script for the campaign.
  Create the television storyboard for the campaign.
  Sketch rough layouts for sales promotion activities for the campaign
* Media plan:
  Identify media placement for all ads used in the campaign.
  Plan the media schedule for the campaign.
* Integrated marketing communications:
  Discuss the integration of marketing communications chosen for the campaign.

VII. Evaluation (20 pts)
* Criteria
* Research methods
* Consequences and contingencies
* Points to consider:
* How will this campaign be evaluated?
* How will research be used for measurement?
Receiving Your Final Semester Grades:

End-of-semester grades will not be mailed to you by the college.

INTERNET ACCESS TO GRADES

Go to the Dallas County Community College District website (http://www.dcccd.edu).

1. Click on eConnect, then select ‘Current Credit Student Menu’.
2. Under the heading ‘My eConnect Account’, select Log In.
3. Enter your seven-digit student ID number (not your Social Security number.)
4. Enter your password or, if this is your first time to use the system, enter your date of birth.
5. Under the heading ‘My Personal Information’, select Check My Grades.
6. Select the term and grade type that you wish to review, then click on ‘Submit’.