



SAN IGNACIO
UNIVERSITY
MIAMI, USA

Date		Credits	3
Course Title	Advertising	Course Number	MKA1511
Pre-requisite (s)	MAR 1011	Co-requisite (s)	None
Hours	45		

Place and Time of Class Meeting

San Ignacio University
3905 NW 107 Avenue, Suite 301
Miami, FL 33178

Name and Contact Information of Instructor

Book required

(San Ignacio University recognizes the use of the textbook in the classroom as part of the educational methodology and strategy applied in diverse materials. The textbook is part of the curriculum and is used to reach the student in an effective manner in the classroom. Every student is expected to acquire and use the textbook.)

Advertising & IMC Principles and Practice
Moriarty, Sandra; Mitchell, Nancy; et al.
©2012 | Pearson | Published: 02/17/2011
ISBN: 978-0-13-216364-4

Classroom expectations for students

Attendance Policy

Students are expected to attend all scheduled university classes for the courses that they are registered for and to achieve the goals set forth by each class instructor. Attendance is taken daily. Enrolled students are permitted no more than **2** “free” absences in one semester. Students missing **3-5** classes over the course of the semester will receive a one-letter grade deduction from their final course grade; missing more than **6** classes will result in failure of the course regardless of grade average. It is the student's responsibility to arrange to make up work missed because of an absence.

Student Tardiness Policy

A student is considered tardy/late if he/she comes to class 15 minutes late. With three tardies the student accumulates one full absence. If the student misses half of the class period, it is a full absence. When a student has more than 6 tardies, the instructor will contact the San Ignacio



University Coordinator of Student Affairs and Academic Department and request an intervention session with the student. The goal of the intervention session is to develop and implement an intervention program to help students learn new ways to save and manage time.

NOTE: Plagiarism is defined as the use, without proper acknowledgment, of the ideas, phrases, sentences, or larger units of discourse from another writer or speaker. Plagiarism includes the unauthorized copying of software and the violation of copyright laws. Students who commit plagiarism will obtain a grade of “Failure” on their exam or assignment.

Course Description (must correspond exactly to Catalog description)

The purpose of this course is to provide students with the knowledge in advertisement and its key components. Students will be able to describe the roles functions and types of advertising as well as the planning and strategy behind it. Among the topics studied we have: strategic research in advertising, advertising strategy, public relations, regulations of advertising and advertising’s role in marketing.

Learning Objectives

At the end of this course the student will be able to:

- Understand the meaning of advertising.
- Explain how brand equity developed.
- Explain the social impact of brand communication
- Describe how is advertising regulated.
- Understand how marketing communication works.
- Explain demographics and advertising.
- Define common research methods in advertising.

Topical Outline and Schedule

DATE		WEEK 1
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Describe the nature of advertising, its evolution, and modern characteristics. • Study the development of key marketing concepts over time. • Define marketing, the process, and its core concepts. • Determine how marketing communication contributes to brand development. 	
TOPIC (S)	<ul style="list-style-type: none"> • Discuss Library Orientation Course. 	

	<ul style="list-style-type: none"> Analyze the fundamental aspects of industry organization. Establish the fact that advertising is just one tool in the promotional toolkit. Examine the role of advertising in communications, society, and the economy. Highlight the characteristics of the most common types of advertising. Understand how current practices and concepts developed. Define the significance of accountability and integration in advertising. Outline the key components of advertising. Point out the key players and operations in the agency world. Learn the key concepts integrated marketing and brand communication.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> Discuss course expectations as outlined by the syllabus Discuss how the practice of advertising is changing.
HOMEWORK & ASSIGNED READINGS	<p>Review the Syllabus Complete the Library Orientation Course. Instructor to verify completion. Homework: Chapter 1-2, pp. 2-57</p>
DATE	WEEK 2
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> Determine the social impact of brand communication and how advertising is regulated. Assess the ethical and social responsibilities communicators bear. How marketing works as a form of both mass and interactive communication. Review the development of the idea of advertising effects and the problems in traditional approaches.
TOPIC (S)	<ul style="list-style-type: none"> Discuss Final Class Project & Presentation. Learn about ethical decision-making tools to meet international standards and codes. Examine the Facets model of effects and how it explains how marketing communication works. Explain why and how advertising is regulated. Describe how marketing communication and advertising work. Study the factors that drive the association response. Analyze the interaction and impact of brand communication.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> Read and respond to the article on p.77 Review and discuss the facets model of effects on p.106
HOMEWORK & ASSIGNED READINGS	Homework: Chapter 3-4, pp. 63-124
DATE	WEEK 3



SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Consider the sociocultural and psychological influences that influence consumer responses to advertising. • Describe the characteristics used to segment groups of consumers. • Study the basic types of strategic research and how they are used. • Learn the most common methods of research used in advertising.
TOPIC (S)	<ul style="list-style-type: none"> • Discuss student topic selection, library research, tentative bibliography. • Chart the consumer decision making process. • Differentiate and explain the practice of targeting from segmenting. • Identify the external and internal factors that influence consumer behavior. • Assess segmentation strategies and types. • Explain the practice of profiling a target audience. • Understand what micro targeting is and how it is used. • Recognize the key challenges facing advertising researchers. • Describe the task of finding consumer insights. • Review the methods and challenges of advertising research.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Examine and discuss the chart on p.131 • Read and respond to the <i>Day in the Life</i> segment on p.180
HOMEWORK & ASSIGNED READINGS	<p>Investigate concepts and kinds of objectives. Library Research. Develop Tentative Bibliography</p> <p>Due: Project Topic Due: Tentative Bibliography</p> <p>Homework: Chapter 5-6, pp. 129-184</p>
DATE WEEK 4	
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Analyze the components of strategic planning and how the three levels of planning are connected. • Review the process of constructing a campaign plan and its six basic sections. • Explain the science and art of creative strategy and the important features of a creative brief. • Identify key message strategy approaches.
TOPIC (S)	<p>Due: Project Topic Due: Tentative Bibliography</p> <ul style="list-style-type: none"> • Study account planning and how it is used in advertising. • Recognize the ways in which an IMC plan differs from an advertising plan. • Discuss the seven principles that link creative thinking and strategic planning to business results. • Assess the importance of SWOT analysis.

	<ul style="list-style-type: none"> • Fueling Big Ideas with research and consumer insight • Define creative thinking and explain how it leads to a Big Idea. • Identify characteristics creative people have in common and their typical creative process. • Explain the process of implementation and issues that affect the management of creative strategy. • Highlight strategic approaches to branding and message positioning. • Examine time-tested strategic formats in advertising. • Determine what it takes to achieve the goal of matching messages to objectives. • Describe the ROI of creative advertising and the task of managing creative strategies.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Review and discuss the planning development charts on pp. 192-193 • Read and respond to the segment on p. 238
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Chapter 7-8, pp. 189-253
DATE	WEEK 5
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Study the basic style of writing used for advertising copy. • Point out copy elements essential to a print ad. • Assess the characteristics and techniques of broadcasted advertising.
TOPIC (S)	<ul style="list-style-type: none"> • Describe the message and tools of radio advertising. • Summarize the major elements of television commercials. • Analyze the manner in which web advertising is written. • Characterize the language of copywriting and the function of the copywriter. • Learn the effective writing style of a copy. • Understand the tools and practice of radio copywriting. • Study the techniques, planning, and application of television copywriting. • Point out the distinguishing characteristics of copywriting for the internet.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Respond to the <i>Practical Tips</i> segment on p. 264 • Review the Chick-fil-A advertising segment on pp.284-285
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Chapter 9, pp. 259-284
DATE	WEEK 6
SPECIFIC OBJECTIVES	EXAM I <ul style="list-style-type: none"> • Identify the role of visual communication in marketing communication messages.



	<ul style="list-style-type: none"> Define layout and composition and distinguish the differences among them. Explain the process of reproducing art and color in print media.
TOPIC (S)	<ul style="list-style-type: none"> Review the steps in planning and producing video Understand the basic techniques of web design. Highlight the importance of visual communication and the connections to the Facets Model of effects. Describe the function of art direction the creative resources in the designer's toolkit. Learn the print media requirements for production and reproduction. Examine the video production process Analyze the benefits of keeping up with innovative web design techniques.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> Determine why visual presentation is so important in advertising and what the responsibilities of the art director are. Study the aesthetic and technical aspects of visual communication.
HOMEWORK & ASSIGNED READINGS	Chapter 10, pp. 289-318
DATE	WEEK 7
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> Observe the use of media in marketing communication and how the industry is organized. Describe key strategic media concepts and how the landscape of media is changing.
TOPIC (S)	<ul style="list-style-type: none"> Consider the historical associations and purposes of media. Study the evolution of media roles throughout the Print, Broadcast, and Digital eras. Examine the distinct functions of media researcher, planners, and buyers. Distinguish the varied media experiences of audience groups by generation. Recognize the terms used by media planners to identify and measure audiences. Identify remediated traditional advertising objectives or tactics.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> Read and respond to the <i>It's a Wrap Segment</i> on p. 349 Explain how the Digital Age is different from previous media environments.
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Chapter 11, pp. 325-348
DATE	WEEK 8

SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Determine the essential points marketers should be aware of in order to make effective advertising decisions. • Identify factors marketers consider when making out-of-home media advertising decisions. • Study radio and television as marketing communication media.
TOPIC (S)	<ul style="list-style-type: none"> • Examine the use of movies and other video formats for marketing communication. • Analyze consumer perception of print media characteristics. • Recognize patterns of consumer responses to traditional media. • Assess the role of technology in print media. • Understand the use of directory advertising and its advantages. • Discover the advantages and limitations of television advertising • Determine the most effective use of radio advertising
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Discuss the <i>Matter of Practice</i> segment on p.375 • Respond to the brand communication segment on p.366
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Chapter 12, pp. 353-384
DATE WEEK 9	
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Understand how the internet works and the role it plays in marketing communication. • Identify the most common types of online marketing communication. • Study the evolving trends, issues and practices facing internet marketing.
TOPIC (S)	<ul style="list-style-type: none"> • Assess the challenges posed by technological changes in terms of keeping up and ahead of creative marketing communication. • Review important internet terms and tools. • Recognize the five primary purposes of online marketing communication. • Determine how a website differs from other forms of advertising. • Identify how Internet audience is measured and targeted.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Analyze real-world examples of digital media issues raised in class. • Discuss the practice of advertising on Social Media sites and other emerging digital platforms.
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Chapter 13, pp. 389-414
DATE WEEK 10	
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Learn the role of research in developing media plans. • Review the four steps in media planning and their importance. • Explain the responsibilities of media buyers.

TOPIC (S)	<ul style="list-style-type: none"> • How media planners connect brand messages with customers and other stakeholders. • The wide range of media information sources that play a vital role in the planning process. • Identify the general aim of marketing communication and media objectives. • Characterize media strategies that deliver reach and frequency. • Understand the media buyer's function and the purpose of the 21 elements of a media buy. • Explain the differences between media planning and media buying.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Analyze the meaning of the flowchart on p.422 • Discuss the <i>Practical Tips</i> segment on p.432
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Chapter 14, pp.419-452
DATE	WEEK 11
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Characterize the different public relations programs. • Recognize key decisions made during the planning process. • Describe common types of public relations tools. • Highlight the importance of measuring the results of public relations efforts and how it should be done.
TOPIC (S)	<ul style="list-style-type: none"> • Assess why public relations is a fundamental communication discipline. • Identify time, exposure, and other differences between Public Relations and advertising. • Interpret the meaning and importance of corporate social responsibility. • Discuss the management and relationship of the 20 key publics of a multinational corporation. • Understand the research, analysis, and management demands of public relations strategizing.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Differentiate between the practice of advertising and public relations. • Interpret and discuss Figure 15.1 on p.464
HOMEWORK & ASSIGNED READINGS	Due: First Draft of Final Project Chapter 15, pp.459-483
DATE	WEEK 12
SPECIFIC OBJECTIVES	MIDTERM EXAM II <ul style="list-style-type: none"> • Learn how direct-response marketing works. • Assess the primary tools and media available to direct-response programs.

	<ul style="list-style-type: none"> • Study the use of databases in direct marketing.
TOPIC (S)	<ul style="list-style-type: none"> • Analyze trends and challenges facing direct-response marketing. • Assess the short and long term costs of direct marketing. • Review the six steps of the direct marketing process. • Understand the function and practical use of a database. • Describe the purpose of a loyalty program and its planning requirements.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Form groups and respond to the Team Project assignment on p.515 • Discuss the advantages and disadvantages of direct-response marketing.
HOMEWORK & ASSIGNED READINGS	Chapter 16, pp. 487-513
DATE	WEEK 13
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Analyze strategic uses of promotions regarding brand building, integration, and effectiveness. • Explain the function of multiplatform promotions. • Outline types and purposes of trade promotions.
TOPIC (S)	<ul style="list-style-type: none"> • Examine current trends and practices of promotions planning. • Define the function of sales promotion and the importance of consumer targeting. • Learn about the tools and process of implementing consumer promotions. • Describe the use of trade promotion and discuss the most common types. • Understand the nature, considerations, and advantages of multiplatform promotions.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Study and discuss the table of principles on p.550 • Review the objectives outlined in the illustration on p.552
HOMEWORK & ASSIGNED READINGS	Editing & Revision of Final Project Chapter 17, pp. 517-540
DATE	WEEK 14
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Determine what is meant by total brand communication in IMC programs. • Assess the strategic decisions that underlie effective international marketing communication. • Describe the distinctive features of retail marketing.
TOPIC (S)	<ul style="list-style-type: none"> • Identify the basic goals and operations of nonprofit and social marketing. • Explain the nature of business-to-business marketing communication.

	<ul style="list-style-type: none"> • Interpret an IMC campaign as a complex, interconnected, coordinating of activities. • Discuss the benefits and management of synergy. • Understand what a public communication campaign is and how it differs from advertising.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • The media of retail marketing communication and IMC management. • Form groups and respond to the hands-on case on p.575
HOMEWORK & ASSIGNED READINGS	Editing & Revision of Final Project Chapter 18, pp. 545-570
DATE	WEEK 15
SPECIFIC OBJECTIVES	Final Project Final Presentation Final Exam <ul style="list-style-type: none"> • Understand how marketing communication evaluation is conducted • List and explain the stages of message and media evaluation • Describe how IMC tools, campaigns and programs are evaluated.
TOPIC (S)	<ul style="list-style-type: none"> • Learn to evaluate market effectiveness and consider marketing mix factors. • Point out the stages and facets of evaluation. • The need to develop and test alternative message strategies. • Post-testing after marketing communication to determine if objectives were met. • Study the process of evaluating IMC campaigns through the overall impact on a brand and the pieces of the mix.
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Read the article on p. 600 and watch the associated video. • Apply chapter concepts to real-world examples of marketing communication.
HOMEWORK & ASSIGNED READINGS	Chapter 19, pp. 577-601

Instructional Methods

In developing methodological strategies, it is best to discuss them between teachers and students in an environment of freedom and mutual agreement in order to ensure that the students make them their own and take responsibility for their execution and for attaining the goals of this course.

The following strategies may be used in this class:

1. A review of the questions at the end of each chapter.
2. Check of the reading.

3. Analysis of assigned readings.
4. Group discussions.
5. Individual and group discussions.
6. Preparation of reports.
7. Preparation of a didactic plan.
8. Carrying out a micro-class.

Additional Instructional Materials and References

- Advertising Account Planning by Kelley Jugenheimer (2nd 11)
- Advertising Age by Thorson and Duffy (12)
- Advertising and Integrated Brand Promotion by Thomas O’Guinn (6th 12)

Assessment Criteria and Methods of Evaluating Students

96 – 100%	→ A
90 – 95%	→ A-
87 – 89%	→ B+
83 – 86%	→ B
80 – 82%	→ B-
77 – 79%	→ C+
73 – 76%	→ C
70 – 72%	→ C-
67 – 69%	→ D+
63 – 66%	→ D
60 – 62 %	→ D-
< 59%	→ F

Do not count on a curve!

Generally, the grades “A” through “C-” are considered passing grades. Grades “W” and “I” indicate that no grades were earned for the course. A “W” grade indicates that the student withdrew from the course. An “I” grade indicates that the student was passing the course, but failed to complete all the required course work. The instructor, in his/her discretion may grant an “I” grade instead of an “F”, pending completion of the course work by the student within a specified time arranged by the instructor and told to the student. It is the student's responsibility to follow-up with the instructor to complete the course work. If the course work is not completed by the arranged time, the “I” grade becomes an “F”.

Distribution of Grade Elements

Homework: 15% (5% each)

Exams I, II, III: 30% (10% each)



Final Presentation: 30% (15% each)

Final Research Project: 25%

Total: 100 %

Date Syllabus Was Last Reviewed: 7-17-12