



**Cedar Crest College
Advertising
MRK 334-70 Spring 10**

Professor: Arlene Peltola
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**MRK 334-70
Monday 7- 9:30 HBB 6**

Required Text: Essentials of Contemporary Advertising 2e
Arens Schafer Weigold
McGraw Hill
ISBN # 978 07 33897 1
Target Practice

Required Literature: *Advertising Age and Brand Week* are required reading. Students can self-subscribe, use the Library hard copy or refer to the Advertising issue on line (see Weblibliography). We will also be reading passages from buy-ology by Martin Lindstrom and Open Brand by Kelly Mooney provided in class, however, purchasing the books may be more convenient for you and beneficial if you want to read them in their entirety.

Course Description: A 3-credit interdisciplinary approach to understanding advertising and promotion principles in today's business climate, this course emphasizes the planning, implementation and control of various advertising and promotional principles. Its primary focus is directed towards the marketing manager. Specific topics include media strategy, target markets, creation of advertising and promotional programs, and the use of different types of media. Prerequisite: MRK 230.

Objectives: By the completion of the course, the student should be able to;

- Demonstrate an understanding of the advertising industry and how it works to shape individual consumer behavior, businesses and society.
- Set goals for an advertising campaign; define the campaign's target audience and the appropriate advertising vehicles for reaching that audience.
- Create a media plan that includes a situation analysis, objectives, media strategy and tactics and performance metrics.
- Demonstrate an understanding of the creative process and how it applies to advertising.
- Apply your understanding of the roles and uses of media to manage the creation of a media plan that achieves the goals of a given campaign.

Methods: Lecture/In- depth discussion of text, readings/small group assignments and discussions, an individual assignment, comprehensive development and presentation of a Media Plan. **Students must prepare thoroughly for every class as we will look to include a rich diversity of thought to bear on our assignments.** Instructor will provide case examples for students to examine as we discuss the text and view relevant videos. Students will refer to the text student web site www.mhhe.com/arens for chapter

outlines, practice quizzes, video clips, a glossary of terms, sample marketing and advertising plans, portfolios of outstanding creative work and industry resources. Using the library as a resource will be necessary to stay abreast of recent publications and add value to your Media Plan. On-line web site review is required for discussion regarding companies and brands. We will rely on e-college MRK 334 for doc sharing, grade book, announcements, Webliography, dropbox etc. Make sure you are in. and the college IT department (x3348) has your correct e-mail address in that system.

Attendance: Attendance is critical to your success in this course. Students are expected to attend and fully participate in class. In the event that you miss a lecture, it is the student's responsibility to make up work. If an assignment is due the day of the absence, the due date does not change. If you miss more than two classes, you may fail the class. Excused absences are only those that have a submitted doctor's note. Excused absences count as half an absence.

Honor Philosophy

"The Cedar Crest Honor Philosophy states that students uphold community standards for academic and social behavior in order to preserve a learning environment dedicated to personal and academic excellence. Individuals who accept the honor of membership in the Cedar Crest College community of scholars pledge to accept responsibility for their actions and the effect their actions may have on other members of the College Community." (Cedar Crest College Catalog, p 28)

Academic Dishonesty

Whether "deliberate or accidental, academic dishonesty is a serious academic offense and a violation of the spirit of the Cedar Crest Honor Code." (Cedar Crest College Catalog, p 28). Plagiarism is not tolerated; it will result in a zero on the assignment and will be reported to the Provost.

Students with Documented Disabilities

Students with documented disabilities who may need academic accommodations should discuss these needs with the professor during the first two weeks of class. Students with disabilities who wish to request accommodations should contact the Advising Center.

Late submissions of assignments

Students are expected to submit all assignments on the assigned due date. Students who are absent from class are still responsible for timely submission of assignments. Late submissions will earn half credit if submitted within a week of the assignment, beyond that, assignments earn 0 credit.

Team Presentations and Peer Review

Each student is expected to make team presentations. Presentation aids may be used and these aids may be technological or conventional (hand outs, posters, power point etc.) Peer review involves reviewing the work and contributions of those in your assigned group as well as your classmates as a whole.

Evaluation: Grades will be determined based on the following grade distribution;

Discussion Preparedness/Caliber of Contribution*	20%
Mid Term	15%
Final	15%
Individual Assignment	20%
Media Plan	30%

*Details on Discussion Preparedness appear below the Class Schedule

Grade Assignment

93%- 100%+	A
90%-92%	A-
87%- 89%	B+
83%-86%	B
80%-82%	B-
77%-79%	C+
73%-76%	C
70%-72%	C-
67%-69%	D+
60%- 66%	D
Below 60%	F

Assignments: Advertising will be divided into teams that will work together for the entirety of the semester. By the end of Class 1 (1/25), each team will have chosen a local company or brand for their Media Plan. The Media Plan will follow a structure provided in class; at least 2 scholarly and 2 popular sources are required to lend support to the Plan. Works cited is a required page at the end of the Plan; separate the popular and scholarly sources with headings. Students will complete an individual assignment; a 1-3 page paper, a video or a concept board on a chapter topic of interest supported by external research (2 scholarly, 2 popular). Use MLA format and attach a works cited page that separates scholarly from popular sources. Two exams are scheduled. Individual Advertising Age/Brand Week reading and article presentation is required, each week, individual students will prepare comments and present a recent Advertising Age or Brand Week story.

Class Schedule

Date

Jan 25

Introductions

Course Assignments and Expectations
Class Participation- Caliber of Comments
Library Resources beyond Google
"Shopology" – why do THEY buy what they do?
Reading- Advertising Age, Brand Week
Seth Godin's Blog
<http://www.vintageadbrowser.com/search?q=baby+airplane>
Chapter 1: "Advertising Yesterday Today and Tomorrow"
Group Media and Membership Determination
Media Plan Presentation Date 5/3/10
The Marketing Club
Marketing Practicum

Assignment/Reading

Chapter 1, 2 and 3
Read Adv Age article

Feb 1

Library Visitation- Meet at Cressman Library @ 7 pm
Lecture Ch 2: "Economic, Social and Regulatory Aspects of Advertising"
Ch 3 "The Business of Advertising"
Individual discussion Adv Age article
Billion Dollar Brands, Biggest Advertising Spenders, Top Global Brands
Choose an ad, present its Target Market
Timeline for your Media Plan

Assignment/Reading

Chapter 4

Research your BRAND, Industry
Begin a comprehensive research study of your Brand's marketing strategy
Interview or study a manager at your Company (CEO, CMO, Director of Sales etc.)
Adv Age or Brand Week article

Feb 8 Chapter 4: "Segmentation, Targeting, the Marketing Mix"
What Women Want- Helen Hunt, Mel Gibson
Adv Age or Brand Week discussion – individual presentations
Examples of Media Plans

Chapter 5
Review the advertising and/or PR for your BRAND
Determine their advertising and or PR agency
Adv Age Brand Week article

Feb 15 Chapter 5 "Communication and Consumer Behavior"
Adv Age discussion
"Mad Men" Joe Hamm, January Jones clips
<http://www.amctv.com/originals/madmen/about/>
Media Plan- a status update and a view of your preliminary
information retrieval to professor in class

Assignment/Reading

Chapter 6
Determine your Brand's competitive set

Feb 22 Chapter 6 "Account Planning and Research"
Shopology
Adv Age Brand Week discussion
Group Collaboration with Professor
Exam Expectations

Assignment/Reading

Chapter 7
Outline the social media strategy of your Brand
Study Chapters 1-6,

Mar 1 **Midterm; 60 minutes Chapters 1-6**
Lecture Ch 7 "Developing Marketing and Advertising Plans"
Adv Age discussion
Shopology

Assignment/Reading

Ch 8
Adv Age

Mar 15 **Exam One Answers discussed**
Lecture Chapter 8 "Creative Strategy"
Adv Age discussion
Group Collaboration Session

Assignment/Reading

Ch 9, Ch 10
Adv Age

Mar 22 Lecture Chapter 9 "Creative Execution"
Chapter 10; Producing Ads

Assignment/Reading

Ch 11

Mar 29
Assignment/Reading
Chapter 12

Lecture Chapter 11 "Print"

Apr 5

NO CLASS--- SPRING BREAK

Apr 12

Lecture Chapter 12 "Electronic Media"
Adv Age discussion

Assignment/Reading

Ch 13, 14
Adv Age

Apr 19

Chapter 13 "Digital Interactive Media"
Chapter 14 "Specialty Advertising"
Shopology
Adv Age discussion
Exam Expectations

Assignment/Reading

Chapter 15
Adv Age article

Apr 26

Lecture Ch 15 "Media Planning and Buying"
Individual Assignments
Exam 2- 60 Minutes Chapters 7-14

Assignments/Readings

Finalize Media Plan

May 3

Media Plan Presentations

Media Plan Presentation Overview

Each team will hand in an electronic and hard copy version of the Marketing Plan. The electronic version should be to me 24 hours in advance of your presentation. The hard copy is due in class on the presentation date. Each group will present their media plan to the class. Presentations should be 20 minutes in length, and be presented by the each member of the group. Presentation should cover all of the functional areas of the media plan. You will evaluate other members of your Brand team as a factor in the Brand Media Plan grade.

Discussion Preparedness

Grade	Criteria
A	<p>☑ Demonstrates excellent preparation; shows evidence of having identified, analyzed, and responded to the key issues raised in the readings.</p> <p>☑ Volunteers contributions to discussions which reflect a systematic effort to utilize the ideas, interpretations and information presented in the readings as an opportunity to raise ideas and questions that go beyond those found in the readings.</p> <ul style="list-style-type: none">• ☑ Demonstrates an active level of engagement.
B	<p>☑ Demonstrates good preparation; shows evidence of having identified and analyzed the key issues raised in the readings.</p> <p>☑ Volunteers contributions to discussions which reflect a systematic effort to draw upon and apply the ideas, interpretations, and information presented in the readings.</p> <ul style="list-style-type: none">• ☑ Demonstrates a conscientious level of engagement.
C	<p>☑ Demonstrates adequate preparation; shows familiarity with the key issues raised in the readings.</p> <p>☑ Typically does not volunteer contributions to discussions, but will contribute when called upon; contributions do not consistently draw upon or reference the ideas, interpretations and information presented in the readings.</p> <p>☑ Demonstrates a sporadic level of engagement.</p>
D	<p>· Demonstrates minimal preparation; shows familiarity with few of the key issues raised in the readings.</p> <p>· Does not volunteer contributions to discussion and has little to say when called on; contributions do not reference the ideas, interpretations or information presented in the readings.</p> <p>· Demonstrates a superficial level of engagement.</p>
F	<p>· Demonstrates little preparation; shows no evidence of having read the material</p> <p>· Does not volunteer contributions to discussion, does not respond when called on.</p> <p>· Demonstrates virtually no level of engagement, frequently absent from class.</p>

