

MERCER COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

MKT 220
Course Number

Principles of Advertising
Course Title

3
Credits

3
Class Hours

0
Lab Hours

15 Weeks
Length of Semester

Text: Title: Contemporary Advertising
Author: W. Arens
Publisher: Irwin-McGraw Hill Hall
Edition: Ninth

Catalog Description:

The essentials of advertising: functions, applications, current developments. Preparation of the advertisement, principles of layout and copy, evaluation of media, the advertising department, the advertising agency and ethical and legal aspects. Fall offering.

Prerequisites: MKT 101 or permission of instructor

Dr. Carl J. Kovelowski
Course Coordinator

Instructor's Name _____
Time/Location _____
Office/Phone Nos. _____
Office Hours _____
E-mail _____

Course Requirement: The student must:

- (1) Research at least one current article every two weeks, pursuant to the topic or topics being studied those particular weeks.
- (2) Be prepared to present the article orally to the class if called upon.
- (3) Prepare an advertising project to be submitted no later than the 14th week of class.

Article Presentation:

- (1) The article must be as current as possible (no more than 3 years old).
- (2) The article should be summarized in the student's own words.
- (3) The article must also be critiqued; that is to say, the author's main idea should be brought to bear relative to their effects on current advertising techniques. (See attached recommended format)

Suggested Sources for Article Reports:

- | | |
|----------------------------|------------------------|
| 1. Journal of Retailing | 6. Wall Street Journal |
| 2. Business Week | 7. New York Times |
| 3. Harvard Business Review | 8. Media Decisions |
| 4. Advertising Age | 9. Broadcasting |
| 5. Chain Store | |

Grade Evaluation:

Bi-weekly Reaction Papers and Quizzes	20%
4 Hourly Exams	45%
Advertising Project	25%
Class Participation – Attendance and Assignments	<u>10%</u>
Final Grade	100%

Required Format

Name: _____ Section: _____

A REACTION PAPER

Title of Article:

Source and Date:

Author:

Summary of Article:

Reaction and Recommendations:

Week #1 – Chapter 1 – Advertising Today

Student Activities:

1. Read Chapter 1.
2. Prepare the first article to be submitted no later than the second week.
3. Be prepared to discuss the questions for discussion at the end of each assigned chapter.

After having completed the above mentioned activities you should be able to complete the objectives listed on page 4 in your text.

Week #2 – Chapter 2 – The Evolution of Advertising

Student Activities:

1. Read Chapter 2.
2. Prepare the second article to be submitted no later than the fourth week of class.
3. Be prepared to discuss the questions at the end of the chapter.

After having completed the above mentioned activities you should be able to complete the objectives listed on page 28 in your text.

Week #3 – Chapter 3 – The Importance of Marketing and Consumer Behavior to Advertising

Student Activities:

1. Read Chapter 3.
2. Prepare the third article to be submitted no later than the sixth week of class.
3. Be prepared to discuss the questions at the end of the chapter.

After having completed the above mentioned activities you should be able to complete the objectives listed on page 54 in your text.

Week #4 – Chapter 4 – The Scope of Advertising: From Local to Global

Student Activities:

1. Read Chapter 4.
2. Prepare the fourth article to be submitted no later than the eighth week of class.
3. Be prepared to discuss the questions at the end of the chapter.

After having completed the above mentioned activities, you should be able to complete the objectives listed on page 96 in your text.

Week #5 – Chapter 5 – Marketing and Consumer Behavior

Student Activities:

1. Read Chapter 5.
2. Prepare the fifth article to be submitted no later than the tenth week of class.
3. Be prepared to discuss the questions at the end of the chapter.

After having completed the above mentioned activities, you should be able to complete the objectives listed on page 136 in your text.

Week #6 – Chapter 6 – Marketing Segmentation and the Marketing Mix

Student Activities:

1. Read Chapter 6.
2. Prepare the sixth article to be submitted no later than the twelfth week of class.
3. Be prepared to discuss the questions at the end of the chapter.

After having completed the above mentioned activities, you should be able to complete the objectives listed on page 168 in your text.

Week #7 – Chapter 7 – Planning Media Strategy: Relationship Marketing

Student Activities:

1. Read Chapter 7.
2. Prepare the seventh article to be submitted no later than the fourteenth week of class.
3. Be prepared to discuss the questions at the end of the chapter.

After having completed the above mentioned activities, you should be able to complete the objectives listed on page 204 in your text.

Week # 8 – Chapter 9 – Planning Media Strategy

Student Activities:

1. Read Chapter 9.
2. Be prepared to discuss the questions at the end of the chapter.

After having completed the above mentioned activities, you should be able to complete the objectives listed on page 206 in your text.

Week #9 – Chapter 10 – Relationship Building: direct Marketing, Personal Selling and Sales Promotion

Student Activities:

1. Read Chapter 10.
2. Be prepared to discuss the questions at the end of the chapter.

After having completed the above mentioned activities, you should be able to complete the objectives listed on page 304 in your text.

Week #10 – Chapter 12 – Creative Strategy and Creative Execution

Student Activities:

1. Read Chapters 12-13.
2. Be prepared to discuss the questions at the end of the chapter.

After having completed the above mentioned activities, you should be able to complete the objectives listed on pages 370 and 404 in your text.

Week #11 – Chapter 15 – Advertising Media

Student Activities:

1. Read Chapter 15.
2. Be prepared to discuss the questions at the end of the chapter.

After having completed the above mentioned activities, you should be able to complete the objectives listed on page 484 in your text.

Week #12 – Chapter 16 – Electronic Media: Television and Radio

Student Activities:

1. Read Chapter 16.
2. Be prepared to discuss the questions at the end of the chapter.

After having completed the above mentioned activities, you should be able to complete the objectives listed on page 514 in your text.

Week #13 – Chapter 17 – Using Digital Interactive Media and Direct Mail.

Student Activities:

1. Read Chapter 17.
2. Be prepared to discuss the questions at the end of the chapter.

After having completed the above mentioned activities, you should be able to complete the objectives listed on page 544 in your text.

Week #14 – Research Projects Due – Last Exam

NOTE: All of the objectives stated in your course outline will be accomplished with at least a 60% accuracy level. Each objective will be measured utilizing at least one of the following techniques:

- a. Essay Questions.
- b. Objective—True/False, Matching, or Multiple Choice type questions.
- c. A combination of essay and objective type questions.

Advertising projects to be presented orally in class.

Academic Integrity Statement:

“A student who: a) knowingly represents work of others as his/her own; b) uses or obtains unauthorized assistance in the execution of any academic work; or c) gives fraudulent assistance to another student is guilty of cheating. Violators will be penalized.” (Student Handbook)

Classroom Conduct Statement:

It is the students' responsibility to attend all of their classes. If they miss a class meeting for any reason, students are responsible for all content that is covered, for announcements made in their absence, and for acquiring any materials that may have been distributed in class. It is expected that students be on time for all their classes. If students walk into a class after it has begun, it is expected that they choose a seat close to where they entered the room so that they do not disrupt the class meeting.

Students are expected to follow ordinary rules of courtesy during class sessions. Engaging in private, side conversations during class time is distracting to other students and to the instructor. Leaving class early without having informed the instructor prior to class is not appropriate. Unless there is an emergency, leaving class and returning while the class is in session is not acceptable behavior. Disruptive behavior of any type, including sharpening pencils during class while someone is speaking, is not appropriate.

The college welcomes all students into an environment that creates a sense of community of pride and respect; we are all here to work cooperatively and to learn together.