

OBR	
Received(time)	2:26 PM
Date	12/1/2006

**Ohio Articulation Number (OAN)  
Course Submission Form  
2005-2006**



College/University Central State University

Course(s) Submitted(Title & Course #) Advertising – MKT 4451 for  
Ohio Articulation Number OCM 012

Date November 20, 2006 Course 1 of a 1 Course OAN mapping.

Name and title of individual submitting on behalf of the college/university

Name LaTonya Branham Title Associate Registrar

Address 1400 Brush Row Road  
Wilberforce, OH 45384

E-mail [lbranham@centralstate.edu](mailto:lbranham@centralstate.edu)

Phone 937-376-6149

Fax 937-376-6188

Credit Hours 3 qtr \_\_\_\_\_ sem x

Lecture Hours \_\_\_\_\_

Laboratory Hours \_\_\_\_\_ (if applicable)

Pre-Requisites(s) Course work (if applicable)

BUS 2353 – Prin. Of Marketing

Placement Score (if applicable)

(Name of test) \_\_\_\_\_

(Domain) \_\_\_\_\_ (Score) \_\_\_\_\_

Catalog/Course Description (Includes Course Title and Course #)

This course covers the managerial uses of advertising, fundamentals of copy, media selection, agency/client relations, and measuring effectiveness. Current and emerging advertising issues in various media will be examined.

Texts/Outside Readings/Ancillary Materials

Text (mandatory to pass course): Advertising: Principles & Practice, William Wells,

Sandra Moriarty, & John Burnett, Prentice Hall, 7<sup>th</sup> ed., 2006. ISBN 0131465600.

Course Objectives and/or Plan of Work

**Course Objectives/Learning Outcomes**

Upon successful completion of this course, the student shall understand:

<b>Learning Outcomes</b>	<b>Assessment</b>
Role of advertising in the marketing process	Pre/Post Evaluation, Discussion, Online exercise
Advertising production and techniques	Experiential Activities, Case study
Social and ethical implications of advertising	Role play, Experiential Activities, Writing Exercises
Elements of print and electronic media	Case study, Experiential Activities
Advertising agency structure and function	Mock Advertising Agency set-up, Discussion
Advertising's economic relationship to the media	Experiential Activities, Quiz
Advertising's relationship to direct marketing	Experiential Activities, Case Study
Advertising and sales promotion	Experiential Activities, Case Study, Writing Exercises
Advertising regulation	Discussion, Online exercise
Future of advertising	Role play, Experiential Activities, Discussion
Career opportunities in advertising	Role play, Experiential Activities, Discussion, Online exercise

Description of Assessment and/or Evaluation of Student Learning

**Evaluation Policy:**

The following activities/methods will be used to evaluate students:

1. Exams-- There will be 2 exams consisting on both theory and application of the material presented. They will be based on the materials covered in class. Thus, lecture notes, homework assignments, writing assignments, role-play results, handouts and class discussions should be the main source of studying materials. No make up exams will be given without **valid** written or medical letter from proper authorities. All make-up exams, if granted, will be given on one scheduled date.
2. Quizzes-- Quizzes will be given periodically throughout the semester; there will be NO make up on missed quizzes.
3. Homework and Assignments—Homework and assignments are due at the beginning of class on the date given. Late homework will NOT be accepted.

4. Participation—Participation includes role-playing and experiential activities that will be done in class. These activities make the class sessions interesting and intellectually rewarding. Thus, participation is expected and required. You are expected to conduct yourselves in a professional manner at all times.
5. Team Assignment and Presentation—The team project will be completed and turned in at the beginning of class, after the presentation. Teams will rate all team members, and these ratings will be considered in the final team grade.
6. Class Demeanor—Student behavior in class will also be evaluated in determining the final grade. The student is expected to behave and perform in a professional manner (e.g. be punctual, dress appropriately especially on Wednesdays and be attentive during class). Respect the rights of all participants by turning off any device that could cause a disturbance during class (this includes pagers, cell phones, personal alarms and iPod music players). Negative behavior patterns in class (e.g. unexcused absences, tardiness, class disruptions, wearing hats, eating, drinking, smoking and sleeping) could result in a reduction of up to 10% of a student's final grade.
7. Extra Credit—Extra credit WILL NOT be provided.

**Grading Policy:**

The student's final grade for the course will be calculated as follows:

<b>Activities/ Evaluation Methods</b>	<b>Type</b>	<b>Percentages (or Points)</b>
Exams	Individual	25 %
Quizzes	Individual	15 %
Homework and Assignments	Group & Individual	20 %
Participation	Individual	10 %
Team Project & Presentation	Group	20 %
Class Demeanor	Individual	10%
<b>Total</b>		<b>100 %</b>

Master Syllabi and Working Syllabi (if both are used)

**CENTRAL STATE UNIVERSITY  
DEPARTMENT OF BUSINESS ADMINISTRATION  
COLLEGE OF BUSINESS AND INDUSTRY**

**Course Information**

Document Date: Spring 2007

Course Name: Advertising

Course Number & Course Section: MKT 4451-01

Course Prerequisites: BUS 2353

Credit Hours: 3

Classroom Location: Smith Room 315

Class Time and Day: MWF 10-10:50 a.m.

**Instructor Information**

Name: Ty Stone

Instructor's Office Room Number: 167 Smith Hall

Instructor's Office Telephone Number: (937) 376-6440

Instructor's e-mail address: tstone@centralstate.edu

Instructor's Office Hours: MWF 11 a.m.-1p.m., M 2 p.m.-6 p.m.

Biographical Statement:

Ty A. Stone, MBA, PHR is an Assistant Professor in the College of Business at Central State University. She earned her MBA (with a concentration in Organizational Strategy) from Trinity University in Washington, DC. She is also a certified professional in human resources (PHR). Ms. Stone is currently pursuing her Ph.D. in Organization and Management from Capella University.

**Required Texts And Materials (if any)**

Text (mandatory to pass course): Advertising: Principles & Practice, William Wells, Sandra Moriarty, & John Burnett, Prentice Hall, 7<sup>th</sup> ed., 2006. ISBN 0131465600.

**Course Description**

This course covers the managerial uses of advertising, fundamentals of copy, media selection, agency/client relations, and measuring effectiveness. Current and emerging advertising issues in various media will be examined.

**Course Objectives/Learning Outcomes**

Upon successful completion of this course, the student shall understand:

<b>Learning Outcomes</b>	<b>Assessment</b>	
Role of advertising in the marketing process	Pre/Post Evaluation, Discussion, Online exercise	
Advertising production and techniques	Experiential Activities, Case study	
Social and ethical implications of advertising	Role play, Experiential Activities, Writing Exercises	
Elements of print and electronic media	Case study, Experiential Activities	
Advertising agency structure and function	Mock Advertising Agency set-up, Discussion	
Advertising's economic relationship to the media	Experiential Activities, Quiz	
Advertising's relationship to direct marketing	Experiential Activities, Case Study	
Advertising and sales promotion	Experiential Activities, Case Study, Writing Exercises	
Advertising regulation	Discussion, Online exercise	
Future of advertising	Role play, Experiential Activities, Discussion	
Career opportunities in advertising	Role play, Experiential Activities, Discussion, Online exercise	

## **Course Policies**

### **Evaluation Policy:**

The following activities/methods will be used to evaluate students:

8. Exams-- There will be 2 exams consisting on both theory and application of the material presented. They will be based on the materials covered in class. Thus, lecture notes, homework assignments, writing assignments, role-play results, handouts and class discussions should be the main source of studying materials. No make up exams will be given without **valid** written or medical letter from proper authorities. All make-up exams, if granted, will be given on one scheduled date.
9. Quizzes-- Quizzes will be given periodically throughout the semester; there will be NO make up on missed quizzes.
10. Homework and Assignments—Homework and assignments are due at the beginning of class on the date given. Late homework will NOT be accepted.
11. Participation—Participation includes role-playing and experiential activities that will be done in class. These activities make the class sessions interesting and intellectually rewarding. Thus, participation is expected and required. You are expected to conduct yourselves in a professional manner at all times.
12. Team Assignment and Presentation—The team project will be completed and turned in at the beginning of class, after the presentation. Teams will rate all team members, and these ratings will be considered in the final team grade.
13. Class Demeanor—Student behavior in class will also be evaluated in determining the final grade. The student is expected to behave and perform in a professional manner (e.g. be punctual, dress appropriately especially on Wednesdays and be attentive during class). Respect the rights of all participants by turning off any device that could cause a disturbance during class (this includes pagers, cell phones, personal alarms and iPod music players). Negative behavior patterns in class (e.g. unexcused absences, tardiness, class disruptions, wearing hats, eating, drinking, smoking and sleeping) could result in a reduction of up to 10% of a student's final grade.
14. Extra Credit—Extra credit WILL NOT be provided.

### **Grading Policy:**

The student's final grade for the course will be calculated as follows:

<b>Activities/ Evaluation Methods</b>	<b>Type</b>	<b>Percentages (or Points)</b>
Exams	Individual	25 %
Quizzes	Individual	15 %
Homework and Assignments	Group & Individual	20 %
Participation	Individual	10 %

Team Project & Presentation	Group	20 %
Class Demeanor	Individual	10%
<b>Total</b>		<b>100%</b>

The final letter grade will be based on the following scales:

Percentages (or Points)	Letter Grade	Interpretation
90 – 100	<b>A</b>	Superior (Very High)
80 – 89	<b>B</b>	Above Average (High)
70 – 79	<b>C</b>	Average (Satisfactory)
60 – 69	<b>D</b>	Below Average (Low/Poor Work)
Below 60	<b>F</b>	Failure

**Attendance Policy:**

Regular class attendance is required and necessary in this course. When the number of unexcused absences exceeds 3, the student will automatically receive an F in this course. This is a university policy and there are no exceptions (see University Catalogue). Reserve unexcused absences for emergencies. All excused absences require documentation from the proper authorities (e.g. Health Center, medical personnel, law enforcement personnel, Career Services office, funeral director, choir director, band director, Dean of Students, athletic coach) within ten days from the day of absence.

If a student must be absent, it is their responsibility to talk with peers to determine what has been missed. The professor is not responsible for making sure that the student has the missed information, nor is it an excuse for not getting work done or handing in late work.

**Tardiness/Lateness Policy:**

Each student is expected to arrive on time and prepared for class. Students are also expected to remain in the classroom for the duration of the period and only leave in case of an emergency. The professor should be advised in advance when the student must leave early. Students who enter the classroom 10 or more minutes late or those who leave the classroom 10 or more minutes early will be penalized ½ day.

**Academic Integrity/Honesty Policy:** Academic dishonesty in any shape or form will not be tolerated. Written or other work submitted by a student must be the product of his/her own efforts. Plagiarism, cheating and other forms of academic dishonesty, including dishonesty involving computer technology and cell phones, are prohibited. Students caught engaged in any form of academic dishonesty could automatically receive an F in the course.

**ADA Policy:**

CSU provides individuals with disabilities reasonable accommodations to participate in educational programs, activities and services. Students with disabilities requiring

accommodations to participate in class activities or meet course requirements should contact the Office of Student Disability for their CSU accommodation letters. It is the student's responsibility to obtain and present the accommodation letter to the instructor at the beginning of the semester.

**Mutual Respect:**

Please do not hold conversations when the professor or others are speaking. Your undivided attention in class is a must. An atmosphere of mutual respect is in order. The professor reserves the right to request that a student leave the class if his or her behavior seems inappropriate or disrespectful.

**Instructional Methods:**

The predominant instructional method will be lecture and discussion. Technology will also be utilized as appropriate (visual aids, computer technology, etc.). Students will have the opportunity to learn through experiential activities and role-playing exercises at both individual and group levels. Students will be called upon randomly to explain various concepts related to class discussion.

**Outside Reading:**

Students should develop a habit of doing outside reading. Some recommended periodicals are Business Week, Forbes, Fortune, Black Enterprise, Harvard Business Review, US News and World Report, and The Wall Street Journal.

**Assistance:**

Students facing problems (academic or personal) that affect their course performance should contact the instructor in person as early as possible for assistance. In order to receive effective and meaningful help, students should avoid waiting until the end of the semester to ask for assistance.

**Amendments to Syllabus:**

This syllabus provides a general plan for the course. The instructor reserves the right to amend this syllabus at any time. Any such change will be announced, and if practical, distributed in class. As with all other class requirements, the student is responsible for being present to receive such changes.

<b>WEEK</b>	<b>Chapter</b>
-------------	----------------

1	Chapter 1 Introduction to Advertising Pre-test	
2	Chapter 2 Advertising's Role in Marketing	
3	Chapter 3 Advertising & Society Chapter 4 How Advertising Works	
4	Chapter 5 The Consumer Audience Chapter 6 Strategic Research EXAM	
5	Chapter 7 Strategic Planning Chapter 8 Print and Out-of-Home Media	
6	Chapter 9 Broadcast Media Chapter 10 Interactive and Alternative Media	
7	Chapter 11 Media Planning and Buying Chapter 12 The Creative Side and Message Strategy	
8	Chapter 14 Design and Production EXAM	
9	Chapter 15 Direct Response Chapter 16 Sales Promotion, Events, and Sponsorships	
10	Chapter 17 Public Relations	
11	Online Research	
12	Chapter 18 Special Advertising Situations	
13	Chapter 19 Evaluation of Effectiveness	
14	Review of Chapters/ Post test	
15	Final Project Presentations	
Additional Documentation		

OBR Use

Action

Approved	
Additional Information Requested	
Rejected	
Date	

## **Ohio Articulation Number Form Directions**

This form is used to submit your course information to the Ohio Board of Regents, for all courses that make up OAN requirements. This document is a form, so the only fields that need to be filled in can be. When you open this, make sure the top of the screen, where the name of the document is displayed, says "Document1" or something similar to that. When you open this form from a location other than inside of word, it creates a blank template to fill in. Please fill it in with the appropriate course information from your institution. All of the fields in this document are expandable, and will grow to fit as much data in them as you need. Note that these fields are implemented as MS Word tables. Keep that in mind as you are copying and pasting between your syllabi and this form.

Once you are done entering your course information, you need to save this file. Since Word opened a blank version of this file, you will need to rename it to save it. Under file, choose "Save as" and then enter the name of the file. The naming scheme for this form is Institution-Year-OAN number-Course Title.

Example, if you were ABC Community College, and you were submitting your Calculus110 course, the name of the file would be ABC-2005/06-OMT005-Calculus110. If two (or more) courses are required to fulfill that same OAN, you would submit ABC-2005/06-OMT005-Calculus110Calculus111.

When you are done with your submissions, please send them electronically to the Ohio Board of Regents at [atpanels@regents.state.oh.us](mailto:atpanels@regents.state.oh.us) so we can keep your information on file.

If you encounter any problems or have any questions, please contact any of the individuals listed bellow:

Jim Ginzer (614) 752-9486 [jginzer@regents.state.oh.us](mailto:jginzer@regents.state.oh.us)

Sam Stoddard (614) 752-9532 [sstoddard@regents.state.oh.us](mailto:sstoddard@regents.state.oh.us)

Nick Wilson (614) 466-4158 [nwilson@regents.state.oh.us](mailto:nwilson@regents.state.oh.us)