

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



College/University The University of Akron

Course(s) Submitted(Title & Course #) 2520:203 Principles of Advertising (Note: this course was originally 2520:103 but has since been changed to 2520:203] for
Ohio Articulation Number OCM012

Date 5-25-06

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

Name Lawrence Gilpatric Title Dept. Chair, Business Technology

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Credit Hours 3 qtr _____ sem X

Lecture Hours 3

Laboratory Hours _____ (if applicable)

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

Prerequisites: 2520:101 or 6600:300

Placement Score (if applicable)

(Name of test) _____

(Domain) _____ (Score) _____

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

Focuses on the principles and functions of advertising, creation and evaluation of advertisements, research of target market, message selection strategy and media placement options.

Course Objectives and/or Plan of Work

The purpose of this course is to introduce students to the basic principles of advertising, its role in business and in society as a whole, its structure and practice, and the process of planning, executing and evaluating an ad. Other components of marketing, especially strategies and objectives, research, media, the how and why of advertising and how it relates to others areas of the marketing mix- will also be examined.

After completing this course the student will be able to:

1. Discuss the social and economic values of advertising.
2. Explain how advertising, as a form of communication, aids in the marketing of goods and services.
3. Plan an advertising campaign strategy which would interpret the want-satisfying qualities of a product in terms of consumer wants.
4. Properly utilize the various market research techniques by identifying a target market and determining what type of appeal to make in advertising a particular product to them.
5. Demonstrate an understanding of the proper use of color, space, type and product concept by preparing two advertisements for a product of his/her choice.
6. Evaluate and select appropriate media strategies for various products.

Description of Assessment and/or Evaluation of Student Learning

EXAMS: There will be THREE exams. In addition there will be unannounced quizzes. The exams will be objective and require a #2 pencil. The exams are based on material in the text, material discussed in class lectures, materials from videos viewed in class and any other reading which may be assigned.

GRADING: Your grade is based on the total number of points earned on quizzes, exams, papers, cases and the advertising notebook:

EXAM 1	100 POINTS
EXAM 2	100 POINTS
EXAM 3	100 POINTS (comprehensive)
QUIZZES (unannounced)	75 POINTS
NOTEBOOK	75 POINTS
PAPERS & CASES	75 POINTS
CREATIVE ASSIGNMENTS	<u>75 POINTS (in class and out of class)</u>
TOTAL	600 POINTS

The grading scale is as follows:

A = 546-600	C = 427-472
A- = 540-546	C- = 420-426
B+ = 533-539	D+ = 413-419
B = 487-532	D = 367-412
B- = 480-486	D- = 360-366
C+ = 473-479	F = 359 AND BELOW...

Master Syllabi and Working Syllabi (if both are used)

**Principles of Advertising
2520:203
Spring 2006**

**Professor: VICKI ROSTEDT
OFFICE: M182G POLSKY PHONE: 972-7381
E-mail rostedt@uakron.edu**

Office Hours: Monday and Wednesday 8:30-9:55 a.m.
Monday 2:00-5:00 p.m.
Wednesday 11:00-12:15 p.m.
2:00-3:20 p.m.
4:10-5:10 p.m.

**TEXT: Contemporary Advertising (10th ed)
William F. Arens**

COURSE OBJECTIVES & APPROACH:

The purpose of this course is to introduce students to the basic principles of advertising, its role in business and in society as a whole, its structure and practice, and the process of planning, executing and evaluating an ad. Other components of marketing, especially strategies and objectives, research, media, the how and why of advertising and how it relates to others areas of the marketing mix- will also be examined.

After completing this course the student will be able to:

1. Discuss the social and economic values of advertising.
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3. Plan an advertising campaign strategy which would interpret the want-satisfying qualities of a product in terms of consumer wants.
4. Properly utilize the various market research techniques by identifying a target market and determining what type of appeal to make in advertising a particular product to them.
5. Demonstrate an understanding of the proper use of color, space, type and product concept by preparing two advertisements for a product of his/her choice.
6. Evaluate and select appropriate media strategies for various products.

ATTENDANCE: Regular attendance is **EXPECTED!** You will be tested on material from class lecture as well as the text. Please come to class prepared to discuss the assigned reading as well as current advertising campaigns pertinent to the topic for that day. **THERE ARE NO MAKE-UPS FOR ANY QUIZZES OR IN CLASS CASES MISSED.** You are permitted only one make-up for a missed exam and then only if the reason for missing the exam is deemed by the professor to be a satisfactory one. **A written excuse from a physician and previous permission from the instructor is required of a student who wishes to make-up an exam, otherwise a zero is received on the missed exam.**

To ensure an appropriate and professional learning environment, as well as showing respect and courtesy to your classmates, arrive to class on time and refrain from leaving class early. If you must on occasion leave early notify me before class and sit by the door. The classroom is not a lunchroom please refrain from bringing items to eat in class. **Please make sure your cell phones are turned off in class. If your cell phone goes off in class you will be asked to leave.**

EXAMS: There will be THREE exams. In addition there will be unannounced quizzes. The exams will be objective and require a #2 pencil. The exams are based on material in the text, material discussed in class lectures, materials from videos viewed in class and any other reading which may be assigned.

GRADING: Your grade is based on the total number of points earned on quizzes, exams, papers, cases and the advertising notebook:

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EXAM 3	100 POINTS (comprehensive)
QUIZZES (unannounced)	75 POINTS

NOTEBOOK	75 POINTS
PAPERS & CASES	75 POINTS
CREATIVE ASSIGNMENTS <u>class</u>)	<u>75 POINTS (in class and out of</u>
TOTAL	600 POINTS

The grading scale is as follows:

A = 546-600	C = 427-472
A- = 540-546	C- = 420-426
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B- = 480-486	D- = 360-366
C+ = 473-479	F = 359 AND BELOW...

The last day to withdraw is April 14th 2006.

CLASS SCHEDULE AND OUTLINE

WEEK OF	TOPIC	CHAPTER
1/16	Intro/Dimensions of Advertising	1
	Evolution of Advertising	2
1/23	Economics, social, regulatory	3
1/30	Advertising: Agencies & Clients	4
	Consumer behavior	5
	Internet assignment (2/3)	
2/6	Segmentation	6
	Class research assignment (1/10)	
2/13	Paper 1 due (2/13)	
	Exam 1 (2/13)	1-6
	Research gathering information	7
2/20	Marketing and Advertising Planning	8
	Direct Marketing	10
2/27	Public Relations, Sponsorship	11
	Creative Strategy	12
	Internet assignment (3/3)	
3/6	Art & Copy	13
3/13	Paper 2 due (3/13)	
	Ad Production	14
	Exam 2 (3/17)	7-
	8;10-14	
3/20	Media Strategy	9
	Spring Break (3/27-3/31)	
4/3	Print Media	15

4/10	Television & Radio	16
4/17	Interactive media and direct mail Internet out of class assignment (4/21)	17
4/24	Out of home media Paper 3 due (4/28)	18
5/1	Yellow pages Advertising Notebook due (5/5)	18
5/8	Final Thursday May 11th at 2:00 p.m.	1-18

PROJECT/PAPER DESCRIPTION

The penalty for late papers is 5 points per day. The penalty for late projects (i.e. advertising notebook) is 10 points per day. Papers and projects are always due at the beginning of class. If they are handed in after I've collected them they are considered late and points will be deducted. I will not accept any papers placed in my mailbox or under my door.

Instructions:

Select an **existing** brand name **consumer** products or services that are sold **nationally**. You may change products from paper to paper. **Do not make up an imaginary product.** Do not pick an industrial product. Do not pick a product sold only in the Greater Akron area. Do not use any product discussed in- depth in class. The expected length for each paper is one page. If you wish to write more you may, however in most cases it is not necessary. The purpose of these papers are to simply determine whether or not you understand the key issues presented in class and can relate these issues to the "real world". **All papers must be typed. Papers should be presented in a neat and orderly manner. Points will be deducted for misspelled words and incorrect grammar.**

Each student will then write three brief analyses on each of the following for the product or service selected.

Paper 1- Marketing Strategy (2/13/06)

Include a copy of the advertisement for the product.

1. Identify the product name. Describe the product. What makes this product unique?
2. Identify those factors you believe would be useful in segmenting the target market. (e.g. income, age, etc.)
3. Identify the product's primary target market (e.g. upper income, male, between 50-65 years of age). Explain your reasoning.
4. Using VALS, which category would a prospective user of this product fall in?

5. Explain how this point is different from competing brands.
Identify the competitors. How do they differ in their marketing?
6. In your opinion, is the strategy used by your product effective? Why or why not? Be specific.
7. Can another attribute of the product be stressed in the advertisement? Explain.

Paper 2- Creative Strategy (due 3/13/06)

Select an ad for a product or service that is directed toward you (you are in the target market). Either provide a copy of the ad (print) or a clear description of the ad (broadcast).

1. Clearly explain or identify each of the following for this ad:
 - a. The ad's creative objective (what the advertiser wants to communicate). How does the advertiser go about presenting this objective?
 - b. How is the product's USP or unique image presented? Is the USP obvious? Or are you unclear? Explain.
 - c. Does the ad interest you? Does the advertisement actually entice you to buy the product or is the ad just humorous or "cute". Explain.
 - d. What in this ad initially got your attention?
 - e. How much information did you actually receive from the ad?

Paper 3- Media Strategy (4/28/06)

1. Identify all the media that the manufacturer uses to reach the target market. Is the chosen media successful?
2. For each **ONE** of these media, explain why it is used from the viewpoint of creativity, ability to reach the target market, ability to convince, etc.
3. For the media just discussed, explain why it is used from the standpoint of efficiency.
4. Could the advertiser have selected other media (nontraditional) and been just as successful? Explain.

Advertising Notebook (due 5/5/06)

Collect (clip) various ads throughout the semester, representing the various types of advertisements discussed throughout the course. The ads can't come from the Internet.

Each ad must be identified as to which publication the ad appeared in and when it appeared. The ads should be presented in a creative and neat manner. Critique the ads as indicated below. **This assignment must be typed. Project is docked 10 points a day if it is late. I will not accept any assignments in my mailbox.**

Include the following ads in your notebook:

Consumer Ad- aimed at people who buy products for themselves or for their household.

Business Ad- aimed at people who buy or specify goods and services for use in business

Industrial ad- aimed at people who buy or influence the purchase of industrial products.

Trade- aimed at middlemen (wholesalers and retailers) of goods and services who buy for resale to their customers

Professional- aimed at people licensed to practice under a code of ethics or set of professional standards.

Agriculture (farm)- aimed at people in farming or the agriculture business.

Local (retail) - advertising by businesses whose customers come from only one city or local trading area.

International- advertising directed at foreign markets (American companies advertising in foreign markets)

Action advertising- intended to bring about immediate action on the part of the reader.

Direct mail advertising- advertising sent through the mail

Critique each ad by addressing the following.

Did the ad attract your attention? Explain

Is the ad visually pleasing? Explain

Is the ad informative? Defend

Describe the target market. (Be explicit)

Is the ad successful in reaching this market?

Rate the ad.

Additional Documentation

OH - BOWLING GREEN STATE UNIVERSITY OH	TO	UNIVERSITY OF AKRON	EFFECTIVE DATES
BAT 208		2520:203	Fall Semester 1982 - 9999
OH - CUYAHOGA COMMUNITY COLLEGE	TO	UNIVERSITY OF AKRON	EFFECTIVE DATES
MARK 225 Limited to C&T		2520:203	Summer Semester 1979 - Summer Semester 1998
MARK 2270 Limited to C&T		2520:203	Fall Semester 1998 - 9999

OH - EDISON STATE COMMUNITY COLLEGE (1981A) OH	TO	UNIVERSITY OF AKRON	EFFECTIVE DATES
MKT219S		2520:203	Fall Semester 1993 - 9999
OH - LORAIN COUNTY COMM COLLEGE - QTRS (1971A)	TO	UNIVERSITY OF AKRON	EFFECTIVE DATES
MKTG 200 Limited to C&T		2520:203	Fall Semester 1978 - Fall Semester 1998
OH - LORAIN COUNTY COMM COLLEGE-SEMS	TO	UNIVERSITY OF AKRON	EFFECTIVE DATES
MKRG 255 Limited to C&T		2520:203	Fall Semester 1998 - 9999
OH - MIAMI UNIVERSITY (1913A) OH	TO	UNIVERSITY OF AKRON	EFFECTIVE DATES
BTE 263		2520:203	Fall Semester 1960 - 9999
OH - NORTH CENTRAL STATE COLLEGE (1976A) OH	TO	UNIVERSITY OF AKRON	EFFECTIVE DATES
BUS 244		2520:203	Fall Semester 1972 - 9999
OH - OHIO UNIVERSITY (1913A) OH	TO	UNIVERSITY OF AKRON	EFFECTIVE DATES
BMT 270		2520:203	Fall Semester 1967 - 9999
OH - OWENS COMMUNITY COLLEGE (1976A) OH	TO	UNIVERSITY OF AKRON	EFFECTIVE DATES
MKT245		2520:203 Alternate: 6600:350	Summer Semester 1979 - 9999
OH - SINCLAIR COMMUNITY COLLEGE (1970A) OH	TO	UNIVERSITY OF AKRON	EFFECTIVE DATES
MKT215		2520:203	Fall Semester 1968 - 9999

OBR Use

Action

Approved	
Additional Information Requested	
Rejected	
Date	