

Dakota College at Bottineau Course Syllabus

Course Prefix/Number/Title:

BADM 210 - Advertising

Course Description:

As the field of advertising and promotion continues to dramatically change, marketers must look beyond traditional media in order to achieve success. In order to best communicate with consumers, advertisers must utilize a myriad of tools (advertising, public relations, direct marketing, interactive/Internet marketing, sales promotion, and personal selling). This course focuses on the shift from the conventional methods of advertising to the more widely recognized approach of implementing an integrated marketing communications strategy.

Course Objectives:

After taking this course students should be able to:

- Identify important advertising concepts and be able to apply them.
- Analyze and critically discuss important advertising issues.
- Develop a basic advertising plan.
- Recognize that a firm must use all promotional tools available to convey a unified message to the consumer (integrated marketing communications).
- Create effective integrated marketing communications.
- Understand basic advertising placement strategies.

Instructor:

Keri J. Keith

Office:

Thatcher Hall 205

Office Hours:

1:00 – 2:00 pm: Monday, Wednesday and Friday
11-12:00 pm: Tuesday and Thursday

Phone:

701-228-5624

Email:

keri.keith@dakotacollege.edu

Lecture/Lab Schedule:

T/R 12:30-1:45
TH 2211

Textbook(s):

Advertising & Promotion, 8th Edition – Belch and Belch. ISBN: 978-0-07-338109-1

Various Handouts

Course Requirements:

Course requirements consist of class participation, assignments, quizzes, and exams.

Grade Weighting

Ad Analysis Assign:	50 points
Comm Process Assign:	50 points
Execution Style Assign:	75 points
Sales Promo and Corp Publicity Assign:	100 points
Exam #1:	100 points
Exam #2:	100 points
Exam #3:	100 points
Exam #4:	100 points
Participation:	<u>70 points</u>
Total:	745 points

Grading Scale

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
Less than 60%	F

Tentative Course Outline

Date	Planned Activities
August 21 W1	Start to Class Introduction, syllabus, student introductions.
August 23 W1	Lecture, chapter 1
August 28 W2	Lecture chapter 3
August 30 W2	Lecture chapter 2
September 4 W3	Lecture chapter 4
September 6 W3	In-class Assignment: Ad analysis: More details to come. Review 2 print ads. Evaluate them based on: 1. Geographic Target (City, Nation, Region) 2. Demographic Target (Age, Gender, Income, Education) 3. Psychographic Target (Lifestyles, Personalities) 4. Benefit Target (What customers expect from a product/service)

September 11 W4	Exam 1
September 13 W4	Lecture chapter 5. Ad analysis due
September 18 W5	Review Comm Process Assignment: Draw a chart of the communications process. Then, find three print ads and describe each element of the communications process in terms of that ad.
September 20 W5	Lecture chapter 6. Comm Process assign. Due
September 25 W6	Lecture chapter 7.
September 27 W6	Lecture chapter 8.
October 2 W7	Lecture chapter 9. <i>Assignment: Find an example of each of the following execution styles:</i> <ol style="list-style-type: none"> 1. <i>Straight-sell or factual message (or Scientific/technical evidence)</i> 2. <i>Demonstration</i> 3. <i>Comparison</i> 4. <i>Testimonials</i>

	5. <i>Slice of life</i> 6. <i>Animation</i> 7. <i>Personality symbol</i> 8. <i>Humor</i>
October 4 W7	Present assignment
October 9 W8	No class – Leadership conference
October 11 W8	Review for Exam
October 16 W9	Exam 2
October 18 W9	Lecture chapter 10. Lecture chapter 11.
October 23 W10	Lecture chapter 12.
October 25 W10	(Lecture chapter 12, part 2)
October 30 W11	Lecture chapter 13
November 1 W11	Lecture chapter 15. Review for exam 3
November 6 W12	Exam 3
November 8 W12	Chapter 16 Lecture
November 13 W13	Assignment: Find five examples of advertisements that feature sales

	<p>promotions.</p> <p>Assignment: Find five examples of articles that contain corporate-generated publicity</p>
November 15 W13	Chapter 17 Lecture
November 20 W14	Present Examples of promotions and corporate generated publicity.
W14 November 22	No class – Thanksgiving break
November 27 W15	Chapter 19 Lecture
November 29 W15	Chapter 21 Lecture Review for Final Exam
December 4	Exam 4 (FINAL)
December 6	Wrap up and had back final grades.

Relationship to Campus Theme:

A focus on the growing “green” movement in advertising as well as consumption and addressing the new technologies that are affecting the advertising industry. Students will also understand how to utilize these new ideologies and tools to their benefit, as well as the benefit of the world and society as a whole.

Classroom Policies:

Absences and Assignment Due Dates: If a student must miss class, he/she must contact the instructor within 24 hours of the class period. Late assignments will be docked 10% per day late. This is the policy for all assignments in all circumstances. If you email me an assignment, you will get a reply from me to verify that I have received the assignment. If you do not get a

receipt from me, I did not get the assignment. It is your job to ensure that I have received the assignment, so if you do not get a response from me within 24 hours of submitting your assignment by email, you need to resend the email. The assignment continues to lose 10% per day during this time.

Attendance and participation is expected. Ten percent of your grade is based solely on attendance and participation. You are responsible for the activities of each class period. If you know of a conflict ahead of time, you are welcome to submit assignments early.

Electronic Devices: Silence cellular phones, pagers, CD players, radios, and similar devices in the classroom and laboratory facilities. Reasonable laptop-size computers may be used in lecture for taking notes. If this is an IVN course, cell phone must be turned off at all times in class!

This class will be a place where all thoughts are welcome, no one fears sharing their opinion, and minds are open to new ideas. You have all EARNED the opportunity to be here by completing the same criteria, thus making you equals. As emerging leaders, you are expected to show respect for each other's differences. Conflicting opinions are part of life and will create dynamic discussions. The instructor reserves the right to end these discussions and the participants will agree to disagree.

It is your responsibility to keep all assignments that are graded and handed back to you. In the case of a grade dispute, it is the student's responsibility to provide past assignments to confirm grades.

The syllabus is a living document that is subject to change. All assignments will be confirmed during the class prior to their due date. The instructor reserves the right to allow the class agenda to fluctuate as the course progresses.

Academic Integrity:

Plagiarism: To plagiarize is to "steal and pass off the ideas or words of another as one's own" (*Webster's Dictionary*). **Plagiarism will not be tolerated in this course.** When completing a research paper, it is necessary to cite all information gathered from other sources - including direct quotations and paraphrases - within the text of the paper using parenthetical notes at the end of the documents in a works cited list. A handout regarding the MLA guidelines is available at the writing center if you would like further information. Students are expected to follow MLA guidelines for the research paper. If you have any questions - please contact myself or go to the learning center for more information. **Students found plagiarizing material will receive a "0" for the assignment.**

Cheating: Cheating will not be tolerated. Any student found to be cheating will receive a 0 on the assignment; an additional incidence of cheating will result in the student being dismissed from the course.

Disabilities and Special Needs:

If you have any condition, such as a physical or learning disability, for which you need extra assistance, please inform me immediately. If you have already met with Student Development personnel, please provide me with information regarding your special needs as soon as possible so that appropriate accommodations can be made.