

Marketing 467, Advertising and Promotion, Section 800, CRN 10079 – Fall 2008 Syllabus
Rich Hall, Room 221, Tuesday/Thursday 3:55 – 5:15 p.m.

Instructor: Professor Ian D. H. Cuthill, Ph.D., Room 307, Rich Hall
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Office Hours: 10:00 – 4:00 p.m. Friday, or by appointment.

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Course Pre-requisites

Students are expected to have passed Marketing 250 and to have senior standing.

Course Objectives

The primary objective of this course is to teach students to understand and apply fundamental advertising concepts, theories and principles and to integrate them into a marketing communications plan. Students get actual experience of planning and producing a promotional campaign using all of the elements of the Promotional Mix and each of the media used in advertising. This is accomplished in the context of a group exercise which requires creative thinking, marketing research, quantitative data analysis, strategic planning, written and oral communications and interpersonal and team-building skills. It is also an interdisciplinary management experience.

Course Requirements

The course is based upon the required text, *Kleppner's Advertising Procedure, 17th Ed*, by Lane, King and Russell, available from the College Bookstore or Kraftees Bookstore. The text explains what advertising is, its origins, its principles and how it is evolving. Like all fields of social study, marketing changes in tune with society. However, the promotional component of the marketing mix is changing faster than the other three major components due to advances in communications technology and globalization of markets. The group project assignment in this course integrates principles dealing with the Promotional aspects of marketing (Advertising, Public Relations, Sales Promotion, Personal Selling and Direct Marketing) with the other elements of marketing strategy; product, pricing and distribution. Students develop an advertising campaign using Broadcast, Print, and Internet media, simulating the real life situation of a marketing manager of a brand or organization who has to coordinate the contributions of Graphic Designers and producers of Print, TV, Radio, and Internet ads into an effective promotional campaign.

Exams

Three exams consisting of multiple choice and/or simple essay questions based upon the text will be given as indicated in the class schedule. Five random quizzes will also be given during the semester on key concepts.

Group Exercises

Students will be placed in groups selected randomly by the professor. There will be a group exercise consisting of the preparation of a formal written advertising campaign plan, creation of TV, Radio, Print, Billboard and Internet ads, and an oral presentation of the plan to the class. The purpose of the group project is to provide a learning experience in managing the development, integration and implementation of the various elements of the promotional mix and in the development of team-building, critical thinking, oral and written communication skills. Each group will identify a subject for the group project. The subject will be an existing product or organization. An organization can be non-profit, e.g. the YMCA, or for-profit, e.g. Coca-Cola. However, since a lot of preliminary market research is necessary, the subject chosen should be one for which information is readily available. For this reason, selection of a publicly owned organization is recommended as the subject of the campaign. **All ads developed for the campaign must consist of original work.**

The group project is worth 200 points, 100 for the written portion, 50 for the ads and 50 for an oral presentation to the class. Points will be awarded for the written portion as follows: Content – 90 Points, Organization/Layout – 6 points, Spelling/Grammar – 4 points. The oral presentations will be evaluated by the class and the instructor for Content, Clarity and Style. The professor will evaluate and grade the ads.

First group assignment is to write and sign a formal Group Charter. This formalizes commitment to the group project. Groups should set up a presentation binder with **three sections separated by dividers** to record and manage the group's activities. The **first section** should contain a copy of the Group Charter and minutes of group meetings with subjects discussed, assignments made and agreed completion dates; **the second section** should contain a copy of the write-up of the ad campaign and a six slide per page handout of the PowerPoint presentation; **the third section** should contain peer evaluations of group members' participation. Each team member will

evaluate their peers for contribution to the group activities. Peer evaluations will be used to weight individual grades for the group project as indicated on the peer evaluation form.

The **completed folder is due by 12/04/08**, along with the originals of the commercials.

Participation

Class participation is worth about 11% of the grade and will be measured by the professor by attendance and relevant contribution to class assignments and discussions. Peer Evaluations will be used to weight individual grades for the group project.

Student Evaluation

Exams	150 Points
Group Ad Campaign Project	200 Points (Written paper, 100 points; Ads, 50 points; Presentation,50 points)
Quizzes (5)	50 Points
Participation	50 points (Attendance 25 points; Class Contribution 25 points)
Total	450 Points

Grades : A \geq 90%, B \geq 80%, C \geq 70%, D \geq 60%, < 60% = F

Course Expectations

Standards of Behavior

Students are expected to behave in a courteous manner towards each other and to the instructor. This includes refraining during class from eating or drinking, personal conversations, use of telephones, or other behavior which distracts from and disrupts class learning activities. Laptop use is prohibited during class. The instructor reserves the right to exclude any student who disrupts class activities. **Eating or drinking in classrooms is prohibited.**

Attendance

Attendance is expected at all classes and a record of attendance will be kept. Students who are unable to attend due to a valid emergency situation or who notify the instructor of their absence **in advance of class** will be excused. Students who fail to attend at least 80% of the classes **for any reason** will be dropped. It should be noted that **any absence** will result in loss of participation points. The group project makes up a large part of the grade and will require a lot of team work. Attendance and participation at group meetings outside class is therefore also important and should be reflected in the peer evaluation which, as stated, will affect individual grades for the group project.

Academic Integrity Policy

Students are expected to be fully familiar with the college intellectual integrity policy which is in the undergraduate catalog and on the college website. Intellectual honesty is a mandatory requirement. Examples of dishonesty include plagiarism (submitting another's work as one's own), unauthorized collaboration on assignments between groups, use of cheat sheets on closed book exams or tests, buying or selling papers and exams, personal misrepresentation, submitting the same work for credit in different courses, falsifying or fabricating data, etc. If any students are in doubt about whether their contemplated actions violate the policy, they should consult with the instructor prior to undertaking such actions. Instances of dishonesty will automatically result in zero credit for the assignment for those involved. Severe offenses will result in an "F" for the course and may also incur disciplinary penalties. The instructor will write a letter to violators describing the offense and the instructor's disposition of it and a copy will be placed in the student's academic record file. Students who do not accept the instructor's disposition may appeal to the Department Chair and to the Dean's Office.

Add/Drop Process and Course Withdrawal Policies

It is the responsibility of students to be fully informed of the college catalog policies regarding course add, drop, and withdrawal. The instructor reserves the right to drop any student for poor attendance.

Learning Disability

Students with a disabling condition that might interfere with their ability to complete this course successfully should contact the instructor or the Office of Disability Services (Telephone 312-3358) as soon as possible. Special consideration must be authorized by the Office of Disability Services.

***MKT 467-800 Class Schedule Fall 2008 – 221 Rich Hall, Tu/Th 3:55 – 5:15 - Professor Ian D. H. Cuthill**

#	Date	Subject	Assignment
1	8/28/08	Syllabus, Group Selection, Introductions, Personal Data	Professor
2	9/02/08	Ch 1, Introduction to Advertising - Lecture	Professor
3	9/04/08	Ch 15, Advertising Research – Lecture Team Charter due in typewritten format with signatures	Professor Teams
4	9/09/08	Class will meet in Pennfield Library, Instruction Room #1 For Simmons Database Training Hand in VALS survey Hand in typewritten Advertising Campaign Proposals	Professor Tom Larson Students Teams
5	9/11/08	Ch 2, Role of Advertising in the Marketing Plan - Lecture	Professor
6	9/16/08	Ch 3, Advertising and Brand Planning – Lecture Nielsen Media Research Services	Professor Outside Speaker
7	9/18/08	Ch 4, Target Marketing – Lecture	Professor
8	9/23/08	Class will meet in Studio A, Lanigan Hall Obtain TV Producer/Director Group Assignments Ch 24, Economic, Social, Legal Environment – Lecture Hand in Web Designer Contracts	Studio Dir. Bill Canning Professor Teams
9	9/25/08	Ch 7, Media Strategy - Lecture	Professor
	9/30/08	Rosh Hashanah	
10	10/02/08	Exam 1 – Chapters 1, 2, 3, 4, 7, 15, 24,	
11	10/07/08	Ch 8, TV Advertising - Lecture	Professor
	10/09/08	Yom Kippur	
12	10/14/08	Ch 9, Radio Advertising Get Radio Commercial Labbie Assignments Hand in Part I Project Assignment (Situation Analysis)	Professor Lab Dir. Fred Vigeant Teams
13	10/16/08	Ch 16, Creating Copy – Lecture	Professor
14	10/21/08	Ch 17, Creating Copy/Concepts - Lecture	Professor
15	10/23/08	Ch 19, Creating TV Commercials - Lecture	Professor
16	10/28/08	Ch 20, Creating Radio Commercials - Lecture	Professor
17	10/30/08	Ch 22, Planning the Complete Campaign – Lecture Prepare to shoot TV Commercials	Professor Teams
18	11/04/08	Exam 2 – Chapters 8, 9, 16, 17, 19, 20, & 22	
19	11/06/08	Ch 10, Newspaper Advertising - Lecture Shoot TV Commercials	Professor Teams
20	11/11/08	Ch 11, Magazine Advertising - Lecture Shoot TV Commercials	Professor Teams
21	11/13/08	Ch 12, Out of Home Advertising – Lecture Shoot TV Commercials	Professor
22	11/18/08	Ch 13, Direct Marketing - Lecture, Study Guide Complete Web banner ads	Professor Teams
23	11/20/08	Ch 21, Trademarks and Packaging - Lecture	Professor
24	11/25/08	Ch 14, Sales Promotion - Lecture Record Radio Commercials	Professor Teams
	11/27/08	Thanksgiving Holiday	
25	12/02/08	Ch 23, International Advertising - Lecture Create PowerPoint Presentations	Professor Teams
26	12/04/08	Campaign Presentations Hand in All Project Binders and Commercials	Teams
27	12/09/08	Campaign Presentations	Teams
28	12/11/08	Campaign Presentations	Teams
2	12/18/08	Final Exam: 2 - 4:00 pm	

***Schedule may be changed at Professor's discretion**