

Course	JOUR 3150/50 – Topics in Modern Media: Selling Print Advertising MNGT 3100/50 – Issues in Management Selling Print Advertising
Term	Fall Semester, 2008
Instructor	Name: Ms. Dardis McNamee Phone: 01 269-9293 – 39, – 26 Email: dardismcnamee@yahoo.com
Course Description	Designing and implementing a marketing, distribution and print advertising sales program for The Vienna Review, a high-quality public monthly published by the Vienna Journalism Institute at WUV and the city's only English language newspaper. This is a "real world" project involving the principles of how print advertising work for clients, and the practical experience of developing and carrying out an advertising and marketing program as it happens in the profession today.
Prerequisites	Some introductory knowledge of the principles of advertising and marketing is desirable, as is a genuine interest in print media. Entering students should spend some time looking through newspapers and magazines, to see what sorts of advertising appear in what publications and where and how they are presented.
Learning Outcomes	Students learn how to analyze editorial as a context for advertising, how to analyze the readership profile and how to plan and how to carry out the sales program itself. Students will also research, design and prepare a media kit and develop their own sales techniques, identifying prospects and overcoming objections through knowledge, understanding and belief in the product. The sale begins when the client says no!
Textbook and other Materials	No required text. Materials will primarily include original handouts and photo copies from relevant books and newspaper and magazine articles, and the scanning of other publications as sources of sales and marketing ideas.
Grading	Students are graded on the quality of their participation in the marketing and advertising sales program of the paper. Marketing Research and Materials 20% Clients Contacts 20% Sales-Marketing Results 40 % Class Participation 20%

University Policies

Cheating

Any student found cheating on any part of the course work (homework assignment, term paper, quiz, exam, etc.) will automatically be given an "F" for the course. Any student found to be helping another student to cheat will likewise be given an "F" for the course. In each case, the student will also be put on disciplinary probation for the remainder of her or his stay at Webster. If the student is found to have engaged in cheating a second time, s/he will be automatically expelled from the University.

Attendance

Class attendance is obligatory. Instructors will take attendance at each class session and reduce a student's course grade by one-third of a letter grade for each full week of class missed. Any student who misses four or more full weeks of class will automatically be given an "F" for the course.

Weekly Schedule

- Analyzing editorial content as a context for advertising
- Creating a Readership Profile
- The Media Kit: What goes in it and why
- Designing the Sales Program: Identifying prospects and planning your approach
- Sales Techniques: Creating interest, overcoming objections and closing the sale
- Client Service: Delivering on promises and building repeat business
- Some reading required before each class
- Supplementary reading
- Assignments: Secondary-source market research, designing sales materials, client visits, sales follow through ("Fulfillment").
- There may be one or more written tests of the mastery of sales principles, as needed.