

Course	MNGT 3510/50 – Advertising
Term	Fall I, 2008
Instructor	Name: Ted Snyder Phone: 269 92 93-0 Email: snyder@aon.at
Course Description	Studies advertising in terms of its relation to the economy, marketing management, and behavioral sciences. Includes the use, organization, planning, and preparation of advertising and its economic and social effects.
Prerequisites	MNGT 3510
Learning Outcomes	Upon completion of this course the student should: <ul style="list-style-type: none">• Have an good overview and understanding of advertising• Have a good understanding of how and why advertising may be effective.• Have an understanding of the overall promotion process and how it works.• Be able to develop an advertising/promotion budget and have knowledge of what is necessary to sell the budget.• Be able to practice advertising/promotion planning and decision making required for strategic marketing application• Be able to take market research information and apply it appropriately to the development of the advertising/media plan.
Textbook and other Materials	Ray Wright, Advertising (Essex, Pearson Education Ltd., 2000) Course handouts
Grading	Final exam 40% Mid-term exam 30% Research paper and presentation 20% Home assignments 10%
Activities	Learning Approach As class discussion is the most effective way to achieve the learning outcomes, each student is strongly encouraged to voice their opinion. In fact, the benefit you receive from this class is directly related to the extent that you are willing to expose your views to the critical judgment of the class. Please don't be reluctant to say what's on your mind. To the greatest extent possible, this will be a 'hands-on' class, in which students will be encouraged to apply their new-found knowledge and analytical tools to case studies and actual advertising materials.

Homework and group work both figure prominently in the course, and should be considered as essential preparation for each class as well as for your future academic or business career.

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 half a letter grade for each full week of class missed. Any student who misses three or more full weeks of class will automatically be given an “F” for the course.

Course Policies

Weekly Schedule

Week 1

What is advertising?

Working definition of advertising
Introduction to and history of the field
Current trends in advertising
Introduction to 4 ad expectation frameworks
Define expectations of research paper and presentation
Homework: prepare chapters 1 and 2, collect & analyze 10 print ads

Week 2

How are advertising goals determined?

Importance of branding
Deriving advertising objectives from business objectives
Applying advertising strategies

Why should advertising be ethical?

Discussion of the stakeholder/shareholder question
Social criticisms of advertising and their counter-arguments
Methods of regulation
Homework: prepare chapters 3, 4 and 5, 2-page essay on an ethical issue

Week 3

How can advertising be communication?

Stakeholders
Corporate communication
Why do people buy?
Buyer decision process
AIDA consumer behavior theory

Week 4 **What's the advertiser's point of view?**
Major advertisers
In-house vs. outside advertising
MID-TERM EXAM
Homework: prepare chapters 6,7 and 8, 2-page essay on an advertising case study

Week 5 **What kinds of agencies are there?**
Kinds of agencies and their structures
Departments and job functions
What media should we use?
Overview of traditional media
internet and ambient/guerilla advertising
Homework: prepare chapters chapter 9 (pp. 171-185 only), 10, 11 and p. 265

Week 6 **How do you create and pitch an ad campaign?**
Creative brief
Creation process
Creative methods
Evaluation of ideas
Pitching for the account
Homework: prepare legal aspects handout,
Research paper due next meeting

Week 7 **What are the legal aspects of advertising?**
Copyrights and trademarks
Comparative advertising
Review of units 1-7
Research paper presentations

Week 8 **FINAL EXAM**

Additional Information

About the instructor

Ted Snyder is a working professional in advertising. He graduated from the University of California at Berkeley with degrees in Applied Art and German Studies. He has gained advertising experience while working with several agencies and is now a freelance creative, specializing in logo design and 'old-school', hand-made illustration. He is currently pursuing a Master's Degree in Language and Literacy.