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BMKT 240.01: Advertising

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Missoula College

THE UNIVERSITY OF MONTANA

Course Syllabus BMKT 240-Sp2016– Johnson

Course Number and Title: BMKT 240 Advertising

**Textbook: “Advertising & Promotion”, 3rd Edition, by Chris Hackley and Rungpaka Amy Hackley
(Sage Publications. www.sagepub.com)**

Date Revised: Spring 2016

Semester Credits: 3

Contact Hours: 45

Prerequisites: None

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***Email is the preferred form for communication, questions, or sharing information.**

Course Description: An introduction to the key concepts, methods and issues within Advertising and Promotion. Exposure to the history and fundamentals of advertising; In-depth exploration of advertising media, budget plans, ad campaign designs, and research based conclusions.

Course Objectives: Gain an understanding of the role of advertising and promotion from a business and historical perspective. Learn the basics of target marketing and how to design long-term media partnerships. Learn what to expect when you decide to grow your business through advertising.

Course Outline:

- I. Introduction to the History and Roles of Advertising and Promotion
 - a. The changing global advertising environment
 - b. What is advertising and what are the challenges in advertising?
 - c. Studying advertising: managerial, consumer and societal perspectives
 - d. Functionality, symbolism and the social powers of brands

- II. Theorizing Advertising
 - a. Why theorize advertising and promotion?
 - b. Practice based advertising theory
 - c. Information processing and socio-cultural theory in advertising
 - d. Levels of explanation in advertising theory – cognitive, social and cultural

- III. The Brand and Integrated Marketing Communications Planning
 - a. The communicating brand and what advertising & promoting can do for brands
 - b. Marketing and communication planning
 - c. Integrated marketing communications and limitations

- IV. Advertising Agencies – Organizing Creative Work
 - a. Advertising agencies as cultural intermediaries
 - b. Evolution of the advertising agency
 - c. Advertising agencies and the pitch process
 - d. Team roles and responsibilities

- V. Strategy and Creativity
 - a. Creative advertising development process
 - b. Developing communication and advertising strategy and planning
 - c. Creative Development and Campaign evaluation

- VI. Promotional Media in the Digital Age
 - a. Media planning tasks, terms and concepts
 - b. Strategies in using media
 - c. The media mix

- VII. Non-Advertising Promotion
 - a. Non-advertising promotion within integrated marketing
 - b. Roles of sponsorship, product placement and public relations
 - c. Other elements of non-advertising promotion

- VIII. International Advertising
 - a. Advertising and the global economy
 - b. Cross-cultural communication and cultural tensions
 - c. Standardization or localization of advertising

- IX. Advertising and Promotion – Ethics and Regulation
 - a. Ethical issues and controversy in advertising and promotion
 - b. Advertising to children
 - c. Applying ethics and regulations in advertising

- X. Research in Advertising
 - a. Research in advertising: role, issues and origins
 - b. Types and uses of advertising research
 - c. Ethics in research

Grading:

Students' final grade will be based upon cumulative test scores, case studies, special projects, papers and assigned work. Unless special circumstances exist, students will receive reduced credit for assigned work turned in after the due date. A student may not pass this course if the final exam is not taken on the assigned date. It remains the students responsibility to obtain information missed if absent.

Grading Scale:

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

Final Exam:

The final exam must be taken in order to pass this course. There are no exceptions.

Papers:

A final paper may be assigned based on the cumulative information for the course. Short "projects" may also be assigned.

Attendance:

While attendance is not mandatory, it is expected in order for you to obtain the maximum benefit from this course. I recognize that urgent matters or illness occurs, and an infrequent absence may be required. If this happens, please email me to discuss arrangements. If however, a long absence becomes necessary, you may need to see your advisor to make arrangements to drop the course. It is the student's responsibility to stay current and be aware of all required activities, assignments, and due dates.

Missed Notes/Assignments:

Regular course assignment completion is mandatory for passing this course. You will be expected to complete and submit assignments when due. It is your responsibility to obtain any missing notes and assignment information. I will accept late submission of assignments for a reduction in credit because I feel that it is important to complete the work in order to enhance your overall experience. Course materials include the textbook listed above as well as any supplements via Moodle or other audio/visual method, including but not limited to supplements provided through online access through the textbook provider, Sage Publications. Access to these are granted through the purchase or

rental of the text, or its' access code. Additionally, there may be outside assignments, labs or online discussions.

Outside Class Work:

Assignments, case studies and special projects may be assigned throughout the semester. These assignments are the sole responsibility of the student and will be due as assigned. All assignments are expected to be typed, and include the student's name. Any outside work assigned makes up a portion of your grade and should not be ignored.

Incomplete Grades:

An "I" (incomplete grade) will not be given for not doing well in the course, or dropping after scheduled deadline.

Cell Phones/Pagers:

As a general rule, cell phones and pagers are inappropriate during class time. However, some students' unique circumstances require their use (e.g. emergencies, health, absolute business necessity). If you absolutely require their use, please use the following criteria:

1. If they are not required, please turn them off.
2. Use the vibrating mode or turn the ring volume down to its lowest setting.
3. If receiving a call, leave the room quietly. Do not conduct your conversation in class. Please make the call brief. You are responsible for missed notes.
4. Due to testing standards, you may not leave the room during a quiz or exam and cell phones and pagers must be turned off.
5. Number 4 applies to class presentations as well.

Please be courteous of your classmates. Should this policy create routine distractions, this policy will be changed to ban their use during class.

Field/Lab Assignments (If applicable):

In order to facilitate experiential learning, some assignments may require visiting area businesses, conducting observations, or interviewing business leaders. These activities can be an advantage to the businesses as well as an economic hardship should customer traffic or purchasing be affected. Additionally, our reputation, and your education can be adversely affected. Because of these factors, the following guidelines should be followed:

1. Please be respectful of all employees.
2. Keep noise and distractions to a minimum.
3. Dress appropriately – you represent the best our college offers.

4. Do not create additional work for business personnel.
5. Be courteous and thank the business for their time and efforts.
6. Never use inappropriate language.

*It is a privilege for us to learn from these businesses and not take them for granted.

Questions or Concerns:

I encourage you to contact me with any concerns or questions. It is possible that another source may not have accurate or complete information pertaining to a question you may have. You may call me or e-mail me with questions. (Email is most efficient) I will answer as soon as possible. You may also make an appointment with me should this be required. I will do everything possible to make this course a positive learning experience.

Academic Misconduct

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University.

All students need to be familiar with the Student Conduct Code. The code is available for review online at
<http://www.umt.edu/SA/VPSA/index.cfm/page/1321>.