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1-2015

### BMKT 240.01: Advertising

Wendi S. Carpenter

*University of Montana - Missoula*

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#### Recommended Citation

Carpenter, Wendi S., "BMKT 240.01: Advertising" (2015). *Syllabi*. 3020.

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**Missoula College**  
**The University of Montana**  
**Business Technology**

**COURSE NUMBER AND TITLE:** BMKT 240-SP15-Carpenter, Advertising  
**DATE:** Spring, 2015  
**INSTRUCTOR:** Wendi Carpenter, Management  
**E-MAIL:** wcarpenter@cherrycreekradio.com  
**PHONE:** (406)728-5000 Cell: (406)240-2845  
**OFFICE:** Adjunct Office  
**CREDITS:** 3

**COURSE DESCRIPTION:** 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
- II. Overview: Market Demographics and relevance
- III. Forms of Media
- IV. Print Media
  - a. Newspapers
  - b. Magazines
  - c. Direct Mail
  - d. Layout and Design
  - e. Readership
  - f. Buying
- V. Broadcast Media
  - a. Radio
    1. Copywriting & Production
    2. Ratings
    3. Buying
  - b. Television
    1. Writing & Production
    2. Ratings
    3. Buying

- VI. Specialty Advertising
  - a. Internet
  - b. Direct Mail, Valpak, etc.
  - c. Billboards
  - d. Other
  
- VII. Advertising Planning
  - a. Determine Your Budget
  - b. Focus on your Target Market
  - c. USP
  - d. Consistent Message
  - e. Measuring Performance
  - f. Advertising Agencies

**GRADING:**

Students' final grade will be based upon attendance, interaction, case studies, special projects and assigned work. Unless special circumstances exist, students will receive no credit for assigned work turned in after the due date. A student may not pass this course if the final paper is not presented on the assigned date. Please refer to your schedule book for final schedules. It remains the students responsibility to obtain information missed if absent.

**QUIZZES:**

No quiz will be forthcoming. A final paper will be expected based on the cumulative information discussed in class. Short "projects" will be assigned.

**GRADING SCALE:**

Currently the University of Montana does not recognize +/- grades. Additionally, I do not "round" or "curve" grades and cutoffs are not compromised.

**A: 90-100%**

**B: 80-89%**

**C: 70-79%**

**D: 69-64%**

**F: 63%**

**MISSED NOTES/ASSIGNMENTS:**

It remains the students' responsibility to obtain lecture notes and assignments that are missed. Students who miss group activities that are graded may not receive credit. Many of these activities are based upon group interaction, and make-up is not practical. Missed notes must be obtained through another student as I cannot provide students with missed notes or overhead transparencies. Missed handouts may be obtained from me.

**OUTSIDE CLASS WORK:**

Assignments, case studies and special projects will be assigned throughout the semester. These assignments are the sole responsibility of the student and will not be accepted late. Assignments are due at the beginning of next class time unless otherwise stated. All assignments are expected to be typed, and include the student's name, mailbox, and course section number. Outside work makes up a large 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 times. However, to some students, unique circumstances require their use. (I.e. emergencies, health, absolute business necessity) If you absolutely require their use, you must follow the following criteria.

1. If they are not required, please turn them off.
2. If possible, use the vibrating mode or turn the ring volume to its lowest setting.
3. If receiving a call, leave the room quietly. Do not conduct your conversation in class.

(You are responsible for notes missed)

**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. If you remove an item from inventory, Please return it to the appropriate location.
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.

**ACADEMIC INTEGRITY:**

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 [Student Conduct Code is available online](http://life.umt.edu/vpsa/student_conduct.php) for review at [http://life.umt.edu/vpsa/student\\_conduct.php](http://life.umt.edu/vpsa/student_conduct.php).

**DISABILITY ACCOMMODATION:**

Eligible students with disabilities will receive appropriate accommodations in this course when requested in a timely way. Please contact me after class or in my office. Please be prepared to provide a letter from your DSS Coordinator. For more information, visit the [Disability Services for Students website](http://www.umt.edu/dss/) at <http://www.umt.edu/dss/> or call 406.243.2243 (Voice/Text).

**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 your questions. I will answer these 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.

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