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## MKTG 369.01: Advertising Competition

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# ADVERTISING COMPETITION

## Fall Semester 2002

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### **REQUIRED READING: ADVERTISING AGE**

**The Copy Workshop Workbook, 3<sup>rd</sup> Edition  
Bendinger, Bruce, 2002.**

A more “enlightening” title for this course might be “Creating an Integrated Marketing Campaign.” After a quick review of the fundamentals, this class will require you to write a situation analysis, develop a creative brief, and make supportable recommendations for its execution. These efforts will form the basis for the University of Montana’s Advertising proposal to Toyota Motor Sales, USA, Inc. at the National Student Advertising Competition in April of 2003.

To facilitate the “leap” from fundamentals to creating a campaign, the course will rely heavily on your participation in Workbook exercises and weekly quizzes. This format should provide for a lively discussion of the current issues, trends, and an analysis of which ads work, and which do not. Your ability to practically apply marketing principles and provide analysis will be critical to your success in the class.

In addition to the quizzes and assignments, a Situation Analysis will also be required. Award winning advertising doesn’t just happen, it requires a thorough, structured, analysis of the product (or brand) and the market. Individual research and writing capabilities will have a significant affect on your grade this semester.

Prior to the end of the semester, you will be required to commit to a small group, which will ultimately formulate Montana’s campaign proposals in the second semester. Even if you will not participate into the second semester, our school calendar dictates that you will apply your research and recommendations this semester.

Grading will be based on:	Situation Analysis	35%
	( 2 progress reports @ 10% each)	
	Quizzes	20%
	Assignments/Participation	40%
	Fundraising	5%