The purpose of the course is to introduce Marketing students to strategy and implementation of the primary means of marketing communication. The course will cover all aspects of these communications tools, from planning, brand positioning, campaign development, communication goals, design, and budgeting to evaluation and measurement. In addition, students will be assigned a term group project (discussed in a separate handout).

**COURSE MATERIALS**

**Text:**

**Course Philosophy:**

The purpose of this course is to provide you with an understanding and practical knowledge of Advertising, and an Integrated Marketing Communications perspective. Advertising & Marketing Communications are fascinating parts of Marketing and success in the field of Marketing requires effective knowledge of these disciplines. No matter what your major or future career path, you should be able to apply much of what you learn in this class. The class format is primarily lecture, however, I **HEAVILY ENCOURAGE CLASS DISCUSSION** (No one should have to listen to me for 3 hours and I really do not want to talk all that time).

Learning is an interactive process and as consumers (and students) each of you should provide insight and examples drawn from your own experiences.

**But please raise your hand before speaking and wait to be called upon- and please be courteous to others, as you would like them to be to you. I will do my best to include all relevant questions and comments as part of our discussion. I may ask you to hold a thought if I feel it will better fit in elsewhere or will be answered soon- but do ask questions. Your participation is an important component in your grade. Note: Side conversations are rude and not appreciated.**

I want you to do well in this class. However, you have to put forth the effort. To improve the quality of class discussions and your comprehension of the material **you must read the assigned chapters (and other material) prior to class. This is a requirement and your responsibility**
(and you will get much more out of class if you do this in advance). I come to class prepared and I expect you to do the same.

Instructor’s Expectations of Students:

I expect you to be committed to learning about Advertising and fulfilling course obligations. In fact in this class we are all marketers and I will be asking you questions as though you are the marketing manager so be prepared to think as a marketer.

I want you to leave this course equipped with knowledge that you can utilize in the future. Your commitment in this class is apparent to me in the following ways:

1) Come to class prepared (completed assigned readings, review notes)
2) Attend class regularly, on time, and stay for the entire class period
3) Be aware of any changes and updates made to the syllabus and/or assignments
4) Actively participate in class (ask questions, contribute to the class discussion, pay attention)
5) Ask me questions when you are unclear about a topic or want to explore an area in more detail
6) Have integrity! (Do not plagiarize your assignments or cheat on quizzes and/or tests! - at Rutgers this is cause for failure – nuff said!!)

Students’ Expectations of the Instructor:

Just as I have expectations for you, I want you to know that I am also committed to your education.

1) The class will be informed and updated on the direction of the course
2) Be prepared for class, beginning and ending on time
3) Return assignments/tests back to you in a timely fashion
4) Facilitate open discussions and encourage questions
5) Be available to you when you have problems, questions, and suggestions

Course Components:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Mid-Term</td>
<td>20%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>30%</td>
</tr>
<tr>
<td>Project/Presentation</td>
<td>30%</td>
</tr>
<tr>
<td>Attendance &amp; Class Participation</td>
<td>20%</td>
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<tr>
<td>TOTAL</td>
<td>100%</td>
</tr>
</tbody>
</table>

Tests:

We will have two tests during the term (a mid-term and a final). Tests will cover assigned reading, lectures, videos, exercises, class discussion and will include material from all topics covered up until the class session just before the test. If I do not cover material in the class lecture that is included in your text, you are still responsible for it! The format of the test may include multiple choice, fill in the blank, and some short answer questions (but don’t count on it). IN GENERAL I PREFER ESSAY AND THAT IS WHAT YOU SHOULD PLAN ON- ESSAY
MEANS YOU WILL NEED TO THINK AND COMMUNICATE BACK TO ME- THE WORLD IS NOT REALLY MULTIPLE CHOICE OR TRUE/FALSE (THAT WAS HIGH SCHOOL). When you leave Rutgers communication of your ideas, thoughts and opinions will be how you will be evaluated, so let’s start that process now.

Your final exam will be cumulative.

Do not wait until the night before the test to study! Start EARLY and study hard. If you are not in class on the day the mid-term is given you will receive a grade of 0 on that test. You can make up the mid-term ONLY if you present an approved excuse (see Attendance section below) within one “business” week after the date of the test. If you fail to provide me with an excuse within one week after the test you will get a 0. See me in advance if you have to miss the exam date. You CANNOT take this exam home! If I do not receive your graded exam at the conclusion of the class period in which the exam is reviewed you will get a 0 for the exam (regardless of what your original grade was).

Quizzes: May or may not be given- and will not be announced in advance.

Term Project. You will work in teams of 4-5 individuals (depending on class size). Groups will be assigned (in the real world you do not get to choose who you work with so neither will you here). Details on the assignment are provided to you in a separate handout. You must turn in a group paper and each group will give a presentation in class- all group members will participate (all must be present- no exceptions and no make-ups). Remember that you need to start EARLY on this project. It is a major component of your grade.

You will be meeting with me at least once early in the term to discuss the progress of your group project. At this meeting you need to “pitch” me (the CEO) your new product idea. Make sure you justify your selection, your target market, and environmental opportunities.

Preliminary Assignments. There may be a few short assignments during the semester. These could be individual or group in nature (your team group). These will be announced as they come up- if you miss a class be sure to check with another student or the Professor about assignments.

Group Presentation. At the end of the term each group is responsible for presenting their project to the class. You will have 10 minutes to present your project (this is not a lot of time for a group presentation so be sure you’ve practiced and have the timing down). You cannot go over your time (we just don’t have the time). Your grade will be deducted if you do not complete your presentation in the allocated time and whatever content you didn’t cover will not be evaluated. This is a professional, business presentation; as such you will be graded not only on content, but also organization, presentation skills, visual aids (optional but if you use they are gradable, and dress (biz casual just fine). Each member of your group must orally present a section of the presentation (that means just about 2 minutes each, not a lot of time).

Teamwork. Working as a group is an important component of this class. As mentioned above groups will be assigned. Then as a group you will need to agree on your project topic. Each member will receive the same grade for the final report and group presentation. If there is an issue about a specific team member not “pulling their weight” then the other team members may come to me (as a group only- not as individuals) and share that concern. I will then, as CEO, determine if that member is to be “fired” (just like the Apprentice) resulting in no credit on the project for that student. Do your part and be an active member of your group. YOU DO NOT WANT TO BE FIRED. No one may be fired when there are 2 weeks left so don’t wait till then to make this important decision that someone is not doing their part.
Attendance:

Regular attendance is both expected and considered necessary for adequate completion of the course. Attendance will be taken each class promptly at start of class. If you are fifteen minutes late to class (according to my watch) or leave early (without an approved excuse) you will be counted absent. You are responsible for all material covered in class or assigned, regardless of the reason for absence. You are given one unexcused absence. After this initial unexcused absence a deduction of 5% may be made to your final grade for each class absence. There is NO CAP on the amount of points that will be taken from your grade (If you miss 3 classes, you will have 15% taken from your final grade average). If you miss 4 classes you will automatically receive an F (failing grade). For frequent absences, missing a test and/or the group presentation an official excuse from the Dean’s office may be necessary. Please remember that if you are missing a lot of classes your participation grade will be quite low.

The following is a list of approved absences (with original/not copied documentation that includes the dates missed in class):

1. Student’s illness
2. A serious illness in the student’s immediate family
3. Death in the student’s immediate family
4. University-related trips (with prior notification)
5. Religious holidays (with prior notification)
6. Court subpoena (with prior notification)

Work related excuses, weddings, other family events, a family vacation, etc. are not approved absences. Neither are club or fraternity events as these are beyond academics.

Remember to bring your name sign to every class so I can easily identify you and get to know you (with large classes this is difficult but I do try so please assist me by bringing those signs).

Participation:

Part of your responsibility as a student is to ask questions or make (constructive) comments during class. Class participation is not the same as class attendance and as such regular attendance alone will not guarantee you a good participation grade. It is extremely important that you come to class fully prepared to participate and contribute to discussions. Participating in class makes the class more enjoyable not only for yourself, but also for the other students in the class so SPEAK UP!

If you do not participate in class you will receive a 0 for this class component. I do reserve the right to increase attendance and participation beyond the 20% allocated in the case of “very” borderline grades.

If you are not satisfied with the grades you are receiving throughout the term please see me ASAP. I rarely change graded assignments—but together we will hopefully create effective strategies to improve your grades. Don’t wait until the end of the term to talk to me about any problems (group project, personal, etc.).

Final grades are nonnegotiable (unless of course, a mathematical error has occurred). I will not release grades early. Grades are posted to REGIS at the conclusion of the term.
For this course the following guidelines will be utilized to determine all term grades.

- Grade will be comprised of four elements:
  - Midterm
  - Final
  - Term Project Grade
  - Attendance and Class Participation

- Grading Scale:
  - A: 94-100
  - B+: 88-93
  - B: 83-87
  - C+: 78-82
  - C: 70-77
  - D+: 68-69
  - D: 65-67
  - F: <65

- To earn an A you will need to either:
  - Earn an A level grade (94 or higher) on both the midterm and the final and earn at least a B+ on your project
  - Earn an A level grade on either the midterm or the final and at least a B+ level on the other exam combined with an A (or A-) grade on your project

- All other grades will be calculated by the Professor using these same grading elements, with more emphasis on the final exam than the midterm (so if you do not perform well on the midterm you still can achieve a good grade in this course), and weighting the project more heavily when that has been the highest grade earned

- Missing classes will negatively affect your grade as mentioned elsewhere in this syllabus

- Class Participation will be an additive factor in determining grades, especially in those “borderline” cases

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**Academic Integrity**

In my experience, I have encountered two types of problems with respect to academic integrity: plagiarism and collusion. Reproduced below are excerpts which are worth sharing:

*Plagiarism is the copying from a book, article, notebook, video or other source, material whether published or unpublished, without proper credit through the use of quotation marks, footnotes and other customary means of identifying sources, or passing off as one’s own, the ideas, words, writings, programs and experiments of another, whether or not such actions are intentional or unintentional. Plagiarism also includes submitting, without the consent of the professor, an assignment already tendered for academic credit in another course.*

*Collusion is working together in preparing separate course assignments in ways not authorized by the instructor. Academic work produced through a cooperative (collaborative effort) of two or more students is permissible only upon the explicit consent of the professor. The collaboration must also be acknowledged in stating the authorship of the report.*

“Honesty is the best policy.”-Anonymous

Recent events in the business world (Enron, Tyco, Madoff, etc.) attest to the importance of “doing the right thing.” Unethical behavior is typically not a one-time occurrence—it is a pattern. Furthermore, it is a reflection of your character. Plagiarism and cheating will come to haunt you (whether you get caught or not). Be proud of grade, your future diploma….BE HONEST!!!

**University Honor Code**: “I pledge, on my honor, that I have neither received nor given any unauthorized assistance on this examination (assignment).”
**Classroom Conduct.** All cell phones/beepers need to be turned off when you enter the classroom. Laptops are to be used for taking notes only! **NO EXCEPTIONS!**

Furthermore, sleeping, reading material (other than your textbook), text messaging, tweeting, surfing the net, checking Facebook or other social media, and playing games, etc. during class are also disruptive to classroom learning, discourteous to the other students and especially to me and ARE UNACCEPTABLE- YOU WILL BE ASKED TO LEAVE AND WILL RECEIVE AN ABSENCE FOR THE CLASS AND LOSS OF CREDIT FOR THE DAY.

Consider this your personal warning and know I am very serious about this point. In past semesters students were “asked” to leave class and were noted in my records for using their phones during class. **Expect if you break this rule for your final grade to be negatively impacted!**

Additionally, though this has never yet happened if I deem your classroom behavior to be overly disruptive I will ask you to leave the classroom. If this occurs, you will receive an unexcused absence for that day. This includes excessive talking and/or disruptive behavior which is not only VERY disrespectful to me, but also to your fellow classmates.

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**Term Project**

There will be a major project required for this course which will be done in teams (assigned by the professor). This is described in a separate handout.

You must turn in your project assignment during the class period and date noted in the course schedule or as assigned during class. **I will not accept late work.**

1. You can only submit typed work
2. Use 12, times new roman font
3. Double space your work
4. Use complete sentences and paragraphs
5. You need to use correct spelling (that’s what spell check is for- but spell check is not perfect- so be sure to read what you’ve written as well) and grammar!
6. Use correct citation (APA or MLA form). This includes electronic sources.
7. Staple your work
8. Use one inch margins on all sides

I am also certified to teach Language Arts and Social Studies to secondary school students. At their level some grammar and spelling errors are bound to occur. At the college level these are unacceptable. Your work reflects the care you put into it.

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**Students with Disabilities:**

Students who need special accommodations should contact me ASAP. I am happy to make appropriate accommodations for you (within school guidelines) but I can only react to what I know.
The following Tentative class schedule uses class session numbers as well as the first w/o date (the Monday of the week). This is the w/o that is the NB class week. B/C we start on a Tuesday and the Newark class meets on Mondays (happens every fall) the Newark class will lag a week until late in the term. Also please note this is provided as Tentative as I often segue onto other subjects when they arise. We will probably tend to fall behind this schedule but will catch up as the term goes on.

<table>
<thead>
<tr>
<th>Session- Date</th>
<th>Topic(s)</th>
<th>Chapter(s)</th>
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</thead>
<tbody>
<tr>
<td>1- 9/1</td>
<td>Course Introduction</td>
<td>1</td>
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<tr>
<td></td>
<td>Advertising Today</td>
<td>2,3</td>
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<tr>
<td></td>
<td>The Big Picture</td>
<td>4</td>
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<tr>
<td>2- 9/8</td>
<td><strong>Crafting Marketing and Advertising Strategies</strong></td>
<td>5</td>
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<td></td>
<td>Marketing and Consumer Behavior</td>
<td>6</td>
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<td>Market Segmentation and the Marketing Mix</td>
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<td>3- 9/15</td>
<td>Research</td>
<td>7</td>
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<tr>
<td></td>
<td>Marketing and Advertising Planning</td>
<td>8</td>
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<tr>
<td></td>
<td>Term Project handed out &amp; Discussed</td>
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<td></td>
<td>Term Project Teams Assigned</td>
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<tr>
<td>4- 9/22</td>
<td>Planning Media Strategy</td>
<td>9</td>
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<tr>
<td></td>
<td><em>Project Subjects Submitted in writing with all team members</em></td>
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<td>5- 9/29</td>
<td><strong>Creating Advertisements and Commercials</strong></td>
<td>10</td>
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<td>Creative Strategy: The Creative process</td>
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<td>Creative Execution: Art &amp; Copy</td>
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<td>Producing Ad for Print, Electronic and Digital</td>
<td>12</td>
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<tr>
<td>6- 10/6</td>
<td><strong>Using Media</strong></td>
<td>14</td>
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<tr>
<td></td>
<td>Electronic Media: TV &amp; Radio</td>
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<td></td>
<td>Digital Media Interactive</td>
<td>15</td>
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<tr>
<td>7- 10/13</td>
<td>Mid-Term (first half of class- yes class continues after midterm)</td>
<td></td>
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</tbody>
</table>
8- 10/20 Interactive and Social Media

**Integrating Advertising: Relationship Building**

9- 10/27 Out of Home, other

Direct Marketing, Personal Selling, Sales Promotion

10- 11/3 Public Relations, Sponsorship, Corporate

11- 11/10 Internet Advertising

12- 11/17 Catch Up (if needed)/Group Project Time prior to Presentations

13- 11/24 No Class for NB (use time for team project), for Newark this is the week we catch up – Thanksgiving this week (enjoy a feast)

14 -12/1 Projects Due - Class Presentations- Attendance is Mandatory – Review/Bring your questions

15- 12/8 Final

*The professor reserves the right to make modifications to this schedule as necessary.*

Finally, we meet in the evening, for many that may be directly after work. You are welcomed to bring drinks and snacks to class (I do). Class starts promptly at 6:40 pm in NB and 6:00 in Newark and ends at 9:30 NB and 9:00 Newark. We will take a break during that time period, but if you find you need to get up and take a break at another time please do so quietly. You need not ask for my permission, just be courteous leaving and re-entering the room.