

Marketing
Course Number: 29:630:363
Course Title: Advertising

COURSE DESCRIPTION

This course is designed to introduce students to advertising. We will examine its history, role in society, industry and institutions, and the components of effective advertising strategies. The overall approach to this material will be from an integrated marketing communications (IMC) perspective. In addition, students will be assigned a term group project to gain real-world experience in creating an integrated marketing communications awareness campaign.

Students will learn how to write targeted social media ads, perform demographic targeting, learn social media content promotion strategies, and proper content scheduling.

COURSE MATERIALS

There is one required textbook for this course and one case study.

Text and Materials

The textbook is: Arens W., Weigold M., Contemporary Advertising, 15th edition (McGraw-Hill/Irwin, 2017).

The case study is: Tech Talk: Creating A Social Media Strategy. It can be purchased at this link here: <https://hbsp.harvard.edu/import/660260>

Please note: You will need to register an account when you get to the coursepack link. It will prompt you to sign in or register. (You should click register now from that page).

Additional resources to keep you current on advertising trends:

AAF SmartBrief <http://www.smartbrief.com/aaf/index.jsp>

Adweek Morning Digest <http://www.adweek.com/newsletter-preferences/>

PUBLICATIONS, WEB SITES, E-NEWSLETTERS [HIGHLY RECOMMENDED]:

<u>Ad Age</u>	<u>Adweek</u>	<u>Brandweek</u>	<u>Mediaweek</u>	<u>Promo</u>
aaf.org	aef.com	adflip.com	creativity-online.com	marketingpartnerships.com

You will also need to watch TV, read magazines, listen to the radio, etc., for the advertisements.

Because correct grammar is a part of your grading criteria, please download the free grammar check:
www.grammarly.com

LEARNING GOALS AND OBJECTIVES

Course Objectives

- Understand advertising's role in marketing: its strengths, weaknesses, and how to maximize the impact of advertising you create.
- Gain a thorough understanding of how advertising is created, placed, and how success is measured.
- Develop a critical and discerning eye toward the very best in advertising and translate that into the ability to develop and present great work.
- Consider your ethical boundaries and communicating with people with very different cultures, beliefs, and values than your own.
- Launch paid social ad campaign
- Write content for social media posts
- Plan and schedule posts
- Manage weekly \$5k promotion budget
- Analyze data metrics results
- Target different market segments
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The purpose of this course is to provide students with theory and practical knowledge of the advertising industry. Also to provide hands on opportunity to develop an advertising campaign and to understand the functions of an advertising agency as it serves the needs of the client, define the different types of agencies, identify the different roles and responsibilities of account management, planning and research, media management, analytics, creative development and social media advertising. To review the procedures used in creating print and broadcasting advertising, research, strategies, and executions and related sales promotion.

Moreover, the course includes a hands on activity managing \$5k per week on a social media campaign using Mimic Social. It is the world's first social media marketing simulation. Students will learn how to write targeted social media ads, perform demographic targeting, learn social media content promotion strategies, and proper content scheduling.

PREREQUISITES

No prerequisites are required.

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

- Expect me to attend all class sessions. I expect the same of you. If I am to be absent, my department chair or I will send you notice via email and Canvas as far in advance as possible. If you are to be absent, report your absence in advance at <https://sims.rutgers.edu/ssra/>. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek makeup work, also send an email with full details and supporting documentation [within 1 days of your first absence].
- Your attendance is required for all classes; additionally, your active participation will be essential to develop your understanding of the material.
- You are allowed one missed class. Any additional missed classes without a doctor’s excuse will reduce your grade by five points.
- For weather emergencies, consult the campus home page. If the campus is open, class will be held.

- Expect me to arrive on time for each class session. I expect the same of you. [If you are going to be tardy, then send me an email in advance].

- Expect me to remain for the entirety of each class session. I expect the same of you. [If you are going to leave early, then alert me before the class].

- Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and assignments. You cannot learn if you are not prepared. The minimum expectation is that for each 3-hour class session, you have prepared by studying for at least twice as many hours.

- Expect me to participate fully in each class session. I expect the same of you. Stay focused and involved. You cannot learn if you are not paying attention.
- Lectures will be posted online therefore; notes will be taken on paper and not on a computer.

CLASSROOM CONDUCT

Students should behave in class by respecting others and not talking while the lecture or other students are talking. If you are rude or disruptive, you may be asked to leave the class. Expect to randomly be called

on, please raise your hand with questions, quietly go to the bathroom breaks (breaks will be given typically after one hour of class), if you must eat or drink in class, do it quietly without disrupting others, avoid side conversations, sleeping, and name cards will be issued and used in each class.

Your focused attention and active participation, especially while other students are presenting, is critical for your development and for the classroom-learning environment. Please refrain from disruptive discussions, cell phone usage, laptop usage, and other distracting behavior. Also, please respect your fellow classmates by listening to them and not interrupting their comments.

Unless the class is conducting research using electronic devices, cell phones and computers will not be used in the classroom. If you need to take notes with your computer, please see me in advance for approval.

EXAM DATES AND POLICIES

There are three (3) exams in this course and will all be multiple choice, closed book exams:

1st exam –(), (multiple choice, closed book)

2nd exam –(), (multiple choice, closed book)

Final exam – (specific date to be announced) – (multiple choice)

Grade return policy:

Grades will be given in the class following the exam, typically one week later.

During exams, the following rules apply:

- If you have a disability that influences testing procedures, provide me an official letter from the Office of Disability Services at the start of the semester.
 - No cell phones or other electronics are allowed in the testing room. They cannot be visible at any time during the exam.
 - Alternate seating; do not sit in your usual seat.
 - Use the bathroom prior to the exam start; bathroom breaks, if essential, will be escorted.
 - Your exam will not be accepted unless you sign the Honor Pledge.
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GRADING POLICY

Course grades are determined as follows:

1. ***Class Participation and attendance (10%)***. Your individual participation grades depend on the quantity and quality of your contributions, answering questions, engaging in in-class exercises, asking insightful questions, offering applicable work experience examples, and evidencing general engagement in the class.
2. ***Agency Team Presentations (30%)***. Each team will run an advertising agency and develop an integrated marketing awareness campaign for Ted Talk Newark, in competition with the other teams in a dynamic environment. You will have scheduled team assignments due throughout the semester.
3. ***Course Exams (3x15=60%)***. We will have three exams that cover the course work discussed during lectures. See the schedule for the exams.

Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot and will not adjust grades based on consequences, such as hurt pride, lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals. Do not ask me to do so. It is dishonest to attempt to influence faculty in an effort to obtain a grade that you did not earn, and it will not work.]

Letter Grade Points

A	90-100
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	65-66
D-	64-60
	Below
F	60

COURSE SCHEDULE

The following is a TENTATIVE schedule of events subject to change as necessary and desirable. Students will be notified in advance of any changes requiring preparation. Potential variations may include guest speakers, recorded presentations, and other events that may supersede this schedule.

c	Topic	Items Due
Class 1	<p>Course Overview</p> <p>Integrated Marketing Communications</p> <p>Team assignments Syllabus Reconnaissance Review Canvas</p> <p>Project Plan Discussion</p> <p>Create an integrated marketing communications awareness campaign for The Mental Health Toolbox</p>	<p>1. Read the syllabus</p> <p>2. Buy the book and case</p> <p>3. Exchange information with your teammates</p> <p>4. Introduction of team project:</p> <p>5. Forming an AAF Chapter</p> <p>Chapter 1 – Advertising and Integrated Marketing Communications 7 Cost effective ad types: https://www.wordstream.com/blog/ws/2019/07/30/cost-effective-ad-types</p>
Class 2	<p>How to research information in the Library</p> <ol style="list-style-type: none"> 1. Research the health providers 2. Demographics of mental health service users 3. Where do people get mental health information? 	<p>Read Chapter 7 – Research: Gathering Information for IMC Planning</p>
Class 3	<p>Buyer Behavior</p> <ol style="list-style-type: none"> 1. Describe your research plan. 2. Who will you survey? 3. What questions will you ask? 	

Class 4	<p>The IMC Planning Process</p> <p>Research [<i>Briefly describe your exploratory (secondary) and primary research methods.</i>]</p> <p>Target Market [<i>A rich profile; tell us to who you want to advertise.</i>]</p> <p>Brand Value Proposition [<i>Tell us your brand's benefits.</i>]</p>	<p>Guest to talk about the Mental Health Toolbox</p> <p>Lecture on the creative brief and strategy</p>
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Class 5 1 st Exam		Assignment 1 – Team presentations on research plan
Class 6	Project Plan	1st exam – Chapters 1, & 7 – (multiple choice, closed book Chapter 16: Social Media)
Class 7	Project Plan SWOT ANALYSIS DUE	Read– Chapters 5 & 6 Read Chapter 5 – Marketing and Consumer Behavior: The Foundations of Advertising Read Chapter 6 – Market Segmentation and the Marketing Mix: Determinants of Campaign Strategy
Class 8	Social Media Case study	Discuss the case Tech Talk: Creating a Social Media Strategy Individual Assignment: Answer questions from the Tech Talk

Class 9	<p>Create a Buyer personas for your strategy How to Create Detailed Buyer Personas for Your Business https://blog.hubspot.com/marketing/buyerpersona-research</p> <p>Project Plan: Advertising and marketing plan Turn in objectives, strategies and positioning statement</p> <p>Devise the creative strategy/creative brief Draft the Creative Brief How do you craft an inspiring message strategy? Begin with a sound strategy Remember that most products are not unique Show an understanding of your target Remember that your audience isn't very</p>	<p>Complete your research Buyer persona complete Exam review What's your creative strategy?</p>
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interested in what you have to say

Class 10 2 nd Exam		2 nd Exam – Chapters 5 and 6
Class 11 3 rd Exam	Project Plan	Assignment #3 – present your buyer persona and customer journey Work on project presentations
Class 12	Project Plan Work on project presentations	

NO CLASS		
Class 13	Work on presentations	Project Plans due

Class 14	Agency Team presentations	Agency Team presentations
Final Exam	Agency Team presentations	Agency Team presentations

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek **religious accommodations**, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of **gender or sex-based discrimination or harassment**, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]