

Marketing
Course Number: 33:630:363
Course Title: Introduction to Advertising

COURSE DESCRIPTION

This course is designed to provide the student an understanding of the creation, design, and production of material for advertising campaigns in all media. Students will also examine the role of integrated marketing communication and public relations to add value to the brand in business and consumer markets.

COURSE MATERIALS

There is one required textbook.

Text and Materials

Title: Integrated Advertising, Promotion, and Marketing Communications

Author: Kenneth E. Clow and Donald E. Baack

Publisher: Pearson

Edition: 8th

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

Learning Management System: Canvas

LEARNING GOALS AND OBJECTIVES

Course Objectives

- Analyze how ethical considerations affect the development of advertising campaigns.
- Define the process known as STP (Segmentation, Targeting and Positioning) marketing.
- Explain the concept of integrated brand promotion and the role advertising plays in the IMC (Integrated Marketing Communication), process.
- Develop a basic advertising campaign.

- Explain and evaluate the role of public relations.
- Analyze the pros and cons of different classes of media used in the buying and placement process.

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.

COURSE EXPECTATIONS

In this course you will be expected to complete a number of tasks including:

- Downloading and uploading documents to Canvas
- Carefully read the instructions for each assignment and do not take up classtime with questions that show you have not taken the time to read information that is clearly posted
- Accessing documents online
- Viewing online videos
- Participating in online discussions with your teams
- Participating in synchronous online discussions
- Using Grammarly prior to submissions

Students should behave in class by respecting others and not talking while the lecture or other students are talking. Expect to randomly be called on. We will have a break during the class, typically after one hour to one- and one-half hour of class. If you must eat or drink during class, please do it quietly without disrupting others, avoid side conversations. Make sure to mute your devices so as not to disturb the class.

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

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.
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EXAM DATES AND POLICIES

Discussions (20 points) - There will be discussion questions in Units 1, 2, 3, 5, and 7. Each question response should be 100-150 words. Initial posts are due by 11:59 p.m. After posting their answers, students should make two or more replies to other students' posts.

Quizzes (20 points) - There will be quizzes in Units 2, 3, 5, 6, and 7. Quizzes are due by 11:59 p.m.

Assignments (50 points) - In Units 2, 3, 6, and 8, students will complete a range of assignments, including an Ad Campaign Proposal, Media Assignment, PR Assignment, and Brand Assignment. Assignments are due at 11:59 p.m.

Exams (200 points) - Students will complete a Midterm Exam in Unit 4 and a Final Exam in Unit 8. The exams are due at 11:59 p.m.

Ad Campaign Project (200 points) - In Unit 8, students will take their Ad Campaign Proposal from Unit 2 and develop it into an Ad Campaign Project. For this project, students will gather information to assist with the creation of an ad campaign for a hypothetical advertising agency/company. There are two parts

to this assignment: a paper and sample ads for online presentation. The project is due in Unit 8 by 11:59 p.m.

Grade return policy:

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

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.]

GRADING POLICY

Grades for this course will be calculated as follows:

Letter Grade	Percent	Points
A	90-100%	900-1000
B	80-89%	800 - 899
C	70-79%	700 - 799
D	60-69%	600 - 699
F	Below 60%	Below 600

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.

Readings	Deliverables	Unit
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Syllabus		Introduction
1-3	Introduction, Discussion	1
4-5	Discussion, Ad, Quiz	2
	Ad Campaign Proposal Presentations	
6-7	Discussion, Quiz	3
	Media Assignment Presentations	
8-9	Discussion, Midterm	4
10-11	Discussion, Quiz	5
	PR Assignment Presentations	
12-13	Quiz	6
	Brand Assignment Presentation	
14	Discussion, Quiz	7
	Ad Campaign Presentations	
15	Discussion	8
	Final Exam	

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.]