COURSE DESCRIPTION

This class is for the undergraduate student interested in learning the fundamentals of today’s advertising profession and its role as part of the overall marketing communications function. Advertising is one of the six primary parts of the marketing communications plan - the others are Sales Force/Personal Selling, Sales Promotion (both trade and consumer), Collateral Material, Public Relations and Direct Marketing/Response. Advertising will be the primary focus of this course, however, we will also address all aspects of the Marketing Mix and how they are integrated so that the “brand” speaks with one voice.

Using “real-world” advertising, research, creative, production, media planning exercises and materials, we will study and discuss several different topics:

• Advertising practices, “real-world” actions, theories and concepts proving themselves as viable advertising activities and media actions for generating sales, customer traffic and revenue

• Advertising, public relations, communications, promotion, and media’s important role to the marketing department and to the overall organization---both profit-making and non profit

• Finding ways that agencies (people/departments/services) and clients can work better together

• Analyzing the demands for segmentation, targeting, media and positioning

• Finding strategic information for decision makers in advertising

• Creativity in all areas of advertising---from planning to production, media to billing

• The essence of client and vendor relationships

• The changing media environment

• The marketplace is complex and changing with new competitors, technological advances, pricing changes, new media mixes, marketing suppliers, new laws, distribution channels, strategic partnerships, and diminished customer loyalties.

COURSE OUTCOMES

Introduction to Advertising is designed to provide students with the following outcomes:

1) An understanding of the advertising industry and how advertising agencies operate.
2) An understanding of how advertising campaigns are created and executed.

3) An understanding of the development of strategic insight and the role it plays in successful advertising.

4) An understanding of the media landscape.

Finally, success is staying ahead of the competition. In this economy, it is essential to have greater agility, better marketing, exceptional advertising, promotion and media savvy, plus the ability to innovate in the marketplace if you want to be successful in this business or whatever career you choose to pursue.

As future business people and possible marketers, if you remember nothing of this class, always remember that in whatever you do in business to always let your light (the essence of who you are) shine at all times. Why? In Advertising and Marketing, you will face all types of experiences—good, bad and ugly. In order to have sustainable success in this business, it is important to ALWAYS exude your light in order to have a productive and gratifying career.

**COURSE MATERIALS**

**Required Textbook:**

*The Art of Client Service* by Robert Solomon

*Advertising Creative: Strategy, Copy and Design* by Tom Altstiel and Jean Grow

**Suggested Textbooks:**

*Confessions of an Advertising Man* by David Ogilvy

*Leadership: From Inside Out* (2nd edition) by Kevin Cashman

*Advertising Promotions and Other Aspects of Integrated Marketing and Communications- 9th edition* by Terrance A. Shimp and J. Craig Andrews

*Invitation to the Party: Building Bridges to the Arts Culture and Community* by Donna Walker-Kuhne

*Multicultural Intelligence: Eight Make or Break Rules for Marketing to Race, Ethnicity and Sexual Orientation* by David R. Morse

Additional class reading materials and assignments may be found on Blackboard.

**COURSE ORGANIZATION AND ADMINISTRATION:**

*LET YOUR LIGHT SHINE! (“LYLS”)*

This course is organized around the theme of the class, “Let Your Light Shine.” It is divided into four main areas:
1. “L” – Learn Your Stakeholders

2. “Y” – Your Message is EVERYTHING

3. “L” – Live Your AIRPORT

4. “S” - Service Your Clients, Vendors, Staff and More With INTEGRITY

In this course, you will be required to practice your “pitching” and communications skills. Every week, you will pitch a key idea(s) found in a weekly article you will read from the assigned marketing / advertising / business press.

You will also form “agency teams” with several other students. Many of the exercises and case analyses can or must be done with your agency team. Some course assignments must be done individually. Ultimately, the goal for this class is to truly contribute in a meaningful way to your learning and understanding of advertising and communications.

The class agenda for each week will be as follows:

I. Empowering Quote  
   (Words for your consideration as future marketers.)

II. Hot Topics in Advertising  
   (Weekly pitching exercise that allows you to practice your effective communications skills.)

III. Lecture/Discussion on the Weekly Topic or Guest Speaker

IV. -BREAK-

V. Class Exercise

VI. Creative Critique & Review of Current Advertising and Promotions Campaigns

VII. Review of Next Week’s Class and Assignments

**COURSE EVALUATION**

A. Class Participation & Group Exercises (30%)
B. Weekly Pitching Assignments (5%)
C. Creative Brief (5%)
D. Mid-Term (30%)
E. Agency Team Competition: New Business Presentation (30%)
<table>
<thead>
<tr>
<th>DATE</th>
<th>WEEKLY TOPICS AND ASSIGNMENTS</th>
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<tbody>
<tr>
<td>September 3, 2014</td>
<td>Course Overview and Introduction to Advertising and Promotions</td>
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<tr>
<td></td>
<td>“L” – Learn Your Stakeholders – History of Advertising</td>
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<td>ASSIGNMENT:</td>
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<td></td>
<td>- Advertising &amp; Creative Book: Chapters 1-3 / p. 394</td>
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<td></td>
<td>- HBS article, <em>How To Make Your Case In 30 Seconds or Less</em> (on Blackboard)</td>
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<tr>
<td>September 10, 2014</td>
<td>“L” – Learn Your Stakeholders – Ad Agencies</td>
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<td></td>
<td>- Advertising &amp; Creative Book: Chapters 4 &amp; 15</td>
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<td></td>
<td>- Art of Client Service Book: pages XV thru p. 36</td>
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<tr>
<td>September 17, 2014</td>
<td>“L” – Learn Your Stakeholders – Segmentation &amp; Targeting</td>
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<td>- Advertising &amp; Creative Book: Chapters 6-7</td>
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<td>September 24, 2014</td>
<td>“Y” - Your Message is EVERYTHING – “The Big Idea”</td>
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<td>- Advertising &amp; Creative Book: Chapters 12-14</td>
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<td>- Art of Client Service Book: pages 37-56</td>
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<td>October 1, 2014</td>
<td>“Y” - Your Message is EVERYTHING – Digital Media, from TV to Social Media</td>
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<td>- Advertising &amp; Creative Book: Chapters 9-11</td>
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<td>October 8, 2014</td>
<td>“Y” - Your Message is EVERYTHING – Beauty of Public Relations</td>
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<td>- Advertising &amp; Creative Book: Chapter 8</td>
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<td>- Art of Client Service Book: pages 89-101</td>
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<td>October 15, 2014</td>
<td>“L” – Live Your AIRPORT – The Power of Integrated Marketing Communications</td>
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<td>MID-TERM REVIEW</td>
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<tr>
<td>October 22, 2014</td>
<td><strong>MID-TERM</strong></td>
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</tbody>
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| October 29, 2014| “L” – Live Your AIRPORT – Media Buying, Budgeting & Metrics | ASSIGNMENT:  
Advertising & Creative Book: Chapter 16  
Art of Client Service Book: pages 57-85 |
| November 5, 2014| “L” – Live Your AIRPORT – Event Marketing, Sponsorships and More | ASSIGNMENT:  
Art of Client Service Book: pages 102-144 |
| November 12, 2014| “S” - Service Your Clients, Vendors, Staff and More With INTEGRITY | ASSIGNMENT:  
Advertising & Creative Book: p. 380  
Art of Client Service Book: pages 145-154 |
| November 19, 2014| “S” - Service Your Clients, Vendors, Staff and More With INTEGRITY |  |
| November 26, 2014| No Class / **HAVE A HAPPY THANKSGIVING!** |  |
| December 3, 2014| Agency Team Competition: New Business Presentations |  |
| December 10, 2014| Agency Team Competition: New Business Presentations | (Agency Team Peer Evaluations due by the end of class.) |

The specific course requirements are outlined below.

**FINALGRADE DETERMINATION**

90.00 to 100.00 (A)  
87.00 to 89.9999999 (B+)  
80.00 to 86.9999999 (B)  
77.00 to 79.9999999 (C+)  
70.00 to 76.9999999 (C)  
60.00 to 69.9999999 (D)  
0.00 to 59.9999999 (F)

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.

A. CLASS PARTICIPATION

Effective participation requires listening as well as speaking. Students are expected to come to class having read and digested the required reading for that period. You will be called on to answer questions that naturally arise in the lectures and class discussions. Because this class relies heavily on your ideas, your reactions, and your questions, your attendance is critical. Your grade will be adjusted to reflect absences, excessive tardiness, or other disruptions that do not positively contribute to class participation.

From time to time, we may conduct class via the web. On these days, you may attend class face-to-face or by logging in via the web. If you choose the latter, you will need a webcam, a usb headset, and wired access to the Internet.

B. WEEKLY PITCHING ASSIGNMENTS

Marketers must be able to communicate their ideas succinctly and effectively. You will be required to practice your “pitching” and communications skills during this course. Every other week, you will have one to two minutes to pitch a key idea(s) found in an article you will read from the assigned marketing / advertising / business press.

C. MID-TERM AND FINAL PROJECT WILL EVALUATE “LYLS”

There are four modules in this course which are associated with the theme, Let Your Light Shine. We will spend the class sessions on each of these four modules as well as always discussing your role as an effective, innovative and authentic advertising/communications manager. The mid-term will assess your individual understanding of the course material to date. The final project will address all of the modules.

D. FINAL PROJECT

AGENCY TEAM COMPETITION: NEW BUSINESSS PRESENTATION

For your final project, you will be a part of a student agency team that will take on the persona of a real-life agency and do a new business pitch to a potential client. Each team must assign the following roles:

- Account Director
- Creative Director
- Media Planner
- Public Relations Director
- Social Media/Digital Director

Format for this assignment is a PowerPoint presentation, suggested number of slides - 20 to 25. Please include agency name, first and last names of all team members (and their roles), client and date in the first slide. Each slide should contain a notes section except the first (introductory) and last (Q&A) slides. Please incorporate course readings in your presentation. Additional materials and visuals in your presentation are required.

Timing: max 25 minutes for presentation, 5 minutes for Q&A.
Presentation Structure
There are four sections to your presentation as described below:

1. Executive Summary: This section summarizes the major problems facing the company and the proposed solution. It also outlines some of the methods used to arrive at the recommended actions. This should be short but structured so that your client would be satisfied with the summary would not need to look through the body of the analysis. (1-3 slides, plus, title slide) (This should be done by the Account Director)

2. Assessment of Current Situation: This assessment may include an analysis of customers, competitors, and environmental threats facing the potential client as well as any distinctive advantages it may have in competing in such a situation. Here, DO NOT REPEAT CASE FACTS unless they are relevant to your point. You should use various analytical techniques (e.g., SWOT, BCG Grid, Porter Five-Forces model) to make your points. (3-5 slides) (This should be done by the Account Director)

3. Presentation of the Creative Concepts (“The Big Idea”): Slides should present your campaign creative and messaging. Your slides should include advertising and public relations activities, media planning strategy, social media/digital and execution, target audience, segmentation activities and the estimated size and composition of the promotional budget. (15-17 slides) This should be led by the Creative Director. The Media Planner, PR Director and Digital/Social Media Director should also present.

4. Overview of Agency Fees & Anticipated Campaign Costs: This section gives the client a high view of how much the agency charges for its services and the costs of the campaign. (1-2 slides) (This should be done by the Account Director.)

ACADEMIC INTEGRITY & HONOR PLEDGE

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy- (http://academicintegrity.rutgers.edu/files/documents/AI_Policy_2013.pdf). 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.”

Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE, CLASSROOM CONDUCT 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 Blackboard as far in advance as possible. If you are to be absent, report your absence in advance at https://sims.rutgers.edu/ssra/ or sent me a text message. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek makeup work, also send me an email with full details and supporting documentation [within 2 days of your first absence].

- Expect me to arrive on time for each class session. I expect the same of you.
- 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.

- For weather emergencies, consult the campus home page. If the campus is open, class will be held.

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**EXAM DATES AND POLICIES**

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.
- You must show a valid Rutgers photo ID to enter the room and to turn in the exam.
- Alternate seating; do not sit next to another student or 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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**SUPPORT SERVICES**


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/](http://veterans.rutgers.edu/)

If you are in need of mental health services, please use our readily available services. Rutgers Counseling and Psychological Services – New Brunswick: [http://rhscaps.rutgers.edu/](http://rhscaps.rutgers.edu/)

If you are in need of physical health services, please use our readily available services. Rutgers Health Services – New Brunswick: [http://health.rutgers.edu/](http://health.rutgers.edu/)

If you are in need of legal services, please use our readily available services- [http://rusls.rutgers.edu/](http://rusls.rutgers.edu/)

If you are in need of additional academic assistance, please use our readily available services- Rutgers University-New Brunswick Learning Center: [https://rlc.rutgers.edu/](https://rlc.rutgers.edu/)

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**ADVERTISING / MARKETING / MEDIA RESOURCES**

(Exceptional sources for our class, future classes and on the job.)

Advertising Research Foundation, 641 Lexington Avenue, New York, NY 10022: (212) 7515656. ([www.thearf.org](http://www.thearf.org))
Adweek, 49th East 21st Street, New York, NY 10010 (www.adweek.com)
American Advertising Federation, 1101 Vermont N.W., Ste. 500, Washington DC 20005; (202) 898-0089. (www.aaf.org)

American Business Press, 675 3rd Avenue, Ste. 415, New York, NY 10017; (212) 661-6360 (http://www.americanbusinessmedia.com/)

American Marketing Association, 250 South Wacker Drive, Chicago, IL 60606; (312) 648-0536 (www.ama.org)

Association of National Advertisers, 155 East 44th Street, New York, NY 10017 (212) 697-5950 (http://www.ana.net/)

Business Marketing Association, 150 North Wacker Drive, Ste 1762, Chicago, IL 60606; (312) 409-4262 (http://www.marketing.org/BMA/contact_hq.asp)

Business Marketing, 740 Rush Street, Chicago, IL 60611 (www.adage.com)
Communication Arts, P.O. Box 10300, Palo Alto, CA 94304 (http://www.commarts.com/)

Council of Better Business Bureaus, 4200 Wilson Boulevard, Arlington, VA 22203; (703) 2760100 (www.bbb.org)

Direct Marketing Association, Inc., 1120 Avenue of the Americas, New York, NY 10036-670; (212) 768-7277 (www.the-dma.org)

Direct Marketing, 224 Seventh Street, Garden City, NY 11530 (www.dmfa.org)

Harvard Business Review, Soldiers Field, Boston, MA 02163 (www.hbs.edu/bhr)

Incentive Marketing, 633 Third Avenue, New York, NY 10017 (http://www.incentivemeasures.com/contact.aspx)

InfoPresse Communications, 4316 boulevard Saint-Laurent, Bureau 400, Montreal, Quebec, Canada H2W 1Z3 (http://www.infopresse.com/)

International Association of Business Communicators, 1 Hallidie Piazza, Ste. 600, San Francisco, CA 94102; (415) 433-3400 (http://www.iabc.com/)

Journal of Advertising Research, Advertising research Foundation, 641 Lexington Avenue, New York, NY 10022 (www.arfsite.org)

Journal of Advertising, American Academy of Advertising, c/o Ron Lane, School of Journalism, The University of Georgia, Athens, Ga 30620 (http://www.getcited.org)

Journal of Broadcasting, Broadcast Education Association, 1771 N Street N.W., Washington, DC 20036 (www.beaweb.org)

Journal of Marketing, American Marketing Association, 250 South Wacker Drive, Ste. 200, Chicago, IL 60606 (www.ama.org)
Magazine Publishers Association, 575 Lexington Avenue, New York, NY 10022; (212) 752-0055 (http://www.magazine.org/home/)

Marketing News, American Marketing Association, 250 South Wacker Drive, Ste. 200, Chicago, IL 60606 (www.ama.org)

Marketing Research Association, 2189 Silas Deane highway, Ste. 5, Rocky Hill, CT 06067; (203) 257-4008 (http://www.mra-net.org/)

Mediaweek, 1515 Broadway, New York, NY 10036 (www.adweek.com)

Min/Media Industry Newsletter, 145 East 49th Street, New York, NY 10017 (http://www.pbimedia.com)

Modern Packaging, 205 East 42nd Street, New York, NY 10017 (http://www.modernpackaginginc.com/)

National Advertising Review Board, 845 3rd Avenue, New York, NY 10022; (212) 832-1320 (http://www.narcpartners.org/aboutnrb.asp)

National Association of Broadcasters, 1771 N Street, N.W., Washington, DC 20036; (202) 4295300 (www.nab.org)

Outdoor Advertising Association of America, 1850 M Street, Ste. 1040, Washington, DC 20036; (202) 833-556 (www.oaaa.org)

Promotional Product Association International (was Specialty Advertising Association), 3125 Skyway Circle North, Irving, TX 75038; (214) 580-0404 (www.ppai.org)


Public Relations Society of America, 33 Irving Place, 3rd floor, New York, Ny 10003-2376; (212) 995-2230 (www.prsa.org)

Sales and Marketing Management, 633 Third Avenue, New York, NY 10164 (http://www.ismm.co.uk/)

Standard Rate and Data Service (Directory), 1700 Higgins Road, Des Plaines, IL 60018 (www.srds.com)

ADVERTISING TRADES & WEBSITES
Adage
Adnews
Adweek
Agenda breaking news
B to B online
Brand Republic
Brandweek
Clickz
Cnet media
Dow Jones ad index
Emarketer
FMBQ - radio industry news
Internet Advertising Report
Marketingprofs
Media Guardian
Media Life
Mediabistro
Mediapost
Mediaweek
New York Times media advertising
Target Media News
Wall Street Journal - media & marketing edition
Yahoo ad news