Course Description

An overview of the broad field of advertising. This course acquaints student with the role of advertising in the American economy and society. Students study TV, radio, print advertising functions, and support advertising forms such as direct mail, transit, and outdoor media. Students create ads as part of an advertising campaign project.

Textbook, References and Supplies


Student Learning Outcomes

Upon successful completion of the course the student will:
1. Acquire a working understanding of the advertising business.
2. Apply knowledge of job opportunities in advertising.
3. Acquire the ability to formulate simple ad campaigns using a media mix.
4. Gain experience in the preparations of print ads and electronic commercials.
5. Identify the advantages of different advertising media.

Student Contributions and Class Policies

Students will be expected to:
1. Prepare a comprehensive ad campaign using at least three media. (See attached outline for format and content)
2. Participate in scheduled field trips and in-class professional presentations. Some release time from class is given to work on semester projects.
3. Complete assigned readings and exams.
4. Attend all classes.

Evaluation of Students
The semester grade will be determined on a weighted average of the exam and project grades based on the following proportions: Project-45%; exams-30 %; Survey of businesses-5%; final exam-15%; class activities-5%.

Course Schedule

This class meets for 3 lecture hours per week as follows:

Weeks 1-2: Orientation, background and evolution of advertising; sales promotion and public relations (Chapters 1, 17 and class discussion - PR vs advertising)

Assignment # 1: Look through the Yellow pages for display ads of several businesses and select 10 of them for potential advertising campaigns. Write three paragraphs on each business discussing its benefits for customers, describing its product attributes or services, and summarizing the text and graphic inducements the ad makes for the business’ products or services.

Week 3: Marketing and advertising communications; social and ethical issues; advertising benefits and criticisms (Chapters 2, 5, 18 and class discussion)

Week 4: Economic/regulatory issues, organizational structure (Chapters 2, 3)

Test

Weeks 5-7: Campaign planning, research, advertising objectives (Chapters 4, 6, 7, 15)

Project discussion and work begins

Weeks 8: Budgeting, message strategy, media (Chapters 7, 8)

Weeks 9-11: Media Choices - benefits and limitations (Chapters 11-14)

Test

Weeks 12-13: Creative decisions (Chapters 9, 10)

Week 14: Work on projects

Week 15: Oral presentation of projects; written projects due

Week 16: Final exam
Videos: Award winning commercials; Student competition video

Advertising Campaign Outline
Outline for Written Presentation
Comm 2327 (Principles of Advertising) – MC

I. Introduction/Background Section (2-3 pages in length)
   A. History of client company or individual
   B. Current problems relating to marketing or advertising
   C. Past advertising efforts, if any. Describe in detail (Media used, etc.)
   D. Description of average customer’s profile or similar target audience
   E. Discussion of client’s marketing strategy (five-year plan)

II. Goals Section (½ page)
   A. General Goal
      Sample: “To increase public or business community’s knowledge of the Corporate Directory Service.” (The Directory, a listing of publicly held companies in the Southwest, is the product being promoted.)
   B. Specific Objectives (these are the choices of media used: radio, television, outdoor, specialty, transit, newspaper, magazines/newsletters, Internet home pages, etc.)

      Samples:
      Radio: Run three commercials a week for two weeks on business programs of one classical music radio station in Dallas and Houston. The commercials are 60-second ads that would run during two-week segments (four-week total) following the release of the Spring and Fall directories.
      Magazines: Run three sixth-page ads in Texas Business, Oklahoma Business and New Mexico Business Journal magazines. These would be trade-out ads with Financial Trend, owner of the Directory, and run on a space-available basis.
      Newspaper: Run four column-inch ads in the business sections of the largest circulation newspapers in Dallas, Houston, San Antonio, Albuquerque, and Oklahoma City. These will appear in the first two Sundays in February and September.

III. Plan Execution (6-8 pages)
   Explanation: This section includes a detailed write-up of reasons for media used, logic behind creative strategies, and theme tying together all media. This section also includes samples of each media chosen and a time chart.

   The format is as follows:
1 page – overall explanation how all your chosen media work together to reinforce each other.
1 page – Discussion of specific uses of first medium such as radio.
1 page – Sample of radio script
1 page – Discussion of specific uses of second medium such as magazines.
1 page – Sketched out or computer-generated sample of magazine ad.
1 page – Discussion of specific uses of third medium such as television.
1 page – Neatly drawn with pencil/pen or computer-generated storyboard of commercial.
Additional pages for other samples or additional media used.
1 page – Time line chart/graph (Cross section of media and when used within period of campaign.)

IV. Follow-up and Evaluation (1 page)
Explanation: This section discusses the methods to be used for measuring the success or failure of the campaign. These can include telephone interviews, written surveys, in-store traffic surveys, personal visits with customers and formal analysis reports from hired consultants. Suggestions are made for future advertising campaign themes, targeted markets and goals.

Instructor Information

Name:
Office phone:
Office hours:
Office location:
E-mail address:
Division Secretary: Lula Lee, 141 AFA
Office phone: 685-4624
Note: Students are encouraged to contact the instructor at any time; however, making an appointment will guarantee the instructor’s availability at a specific time.