

# MKTG A130: PRINCIPLES OF ADVERTISING

Item	Value
Curriculum Committee Approval Date	09/22/2021
Top Code	050910 - Advertising
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

## Course Description

Examines the major components of modern advertising and promotion. Key areas explored include the social and economic role of advertising, controls over advertising, planning of the campaign, and the role of research, media playing, advertising strategy and coordination with other elements of marketing. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Develop a creative brief (or work plan) for an advertising campaign that clearly defines the audience to be reached, what communication is intended to achieve, and the promise that will create a bond between the consumer and the brand.
2. Design a media strategy for an advertising campaign that includes the identification of the intended audience to be reached, selection of the media vehicles, and determination of the timing of a media schedule.

## Course Objectives

- 1. Analyze target markets for specific products and services.
- 2. Locate and select appropriate media.
- 3. Employ logical and emotional appeals.
- 4. Recognize, identify and evaluate potential effect on customers.
- 5. Design single advertisements and complete campaigns.
- 6. Evaluate effectiveness of the marketing program.
- 7. Demonstrate effective advertising layout and design.
- 8. Analyze effective media and creative strategy.

## Lecture Content

The place of advertising. Beginnings. Origins of newspaper advertising. History of advertising. Roles of advertising. Advertising and the marketing mix. Advertising as an institution. Advertising to the consumer. Advertising to business. Non product advertising. Planning the advertising. The advertising spiral and brand planning. Pioneering stage. Competitive stage. Retentive Stage. Target marketing. Defining prime prospects. Planning the advertising to meet the target's needs. Positioning. Profile of the buyer. Beyond demographics: Psychographics. Managing the Advertising. The advertising agency, media services and

other services. The agency. How agencies developed. The full service agency. the traditional agency organization. Global agencies. Competitive accounts. Agency networks. The advertiser's marketing/advertising operation. Marketing-services system. Brand management. Agency client relationships. Changes in marketing. Basic media strategy. Circulation. Nontraditional media. Media characteristics. The budget. Using television. Television as an advertising medium. The many faces of television. The rating point system. Share of audience. Using radio. Limitations and challenges of radio. Technical aspects of radio. Buying radio. Using newspaper. Marketing the newspaper Zoning. Circulation analysis. Technology and the future of newspaper. Using magazines. Costs and revenue. Media competition. Cross-media buys. Measuring magazine audiences. Out-of-home advertising. The outdoor industry. The elements of outdoor. Direct-Response and Direct-Mail advertising. Definitions and terms of direct response. Modern direct response. Database marketing. Sales promotion. Forms of sales promotion. Point of purchase advertising. Specialty advertising. Sampling. Creating the advertising. Research in advertising. Creating the copy. The total concept: words and visuals. Print production. The television commercial. The radio commercial. Trademarks and packaging. The complete campaign. Other environments of advertising. Retail advertising. International advertising. Legal and other constraints on advertising. Economic and social effects of advertising. The economic role of advertising. The social role of advertising. Types of advertising criticism. Inadvertent social implications. Overt use of advertising for social causes.

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

## Instructional Techniques

Instructional methodologies include: 1. Lecture 2. Application of ideas and principles 3. Team projects 4. Group discussions 5. Assigned classroom activities

## Reading Assignments

Students will spend a minimum of 3 hours per week reading the textbook and/or other reading materials as assigned.

## Writing Assignments

Students will spend a minimum of 2 hours per week writing project papers.

## Out-of-class Assignments

Students will spend a minimum of 3 hours per week completing cumulative assignments as required for the term project.

## Demonstration of Critical Thinking

Written assignments; student prepared ads; term project; quizzes, and exams; group presentations; regularly assigned homework.

## Required Writing, Problem Solving, Skills Demonstration

Written reports requiring critical and analytical evaluation of advertising strategy  
Written examinations  
Written project  
Written homework assignments  
Extensive copywriting exercises

### **Textbooks Resources**

1. Required Wells, William, Sandra Moriarty and John Burnett.. Advertising Principles Practice, ed. New Jersey: Prentice Hall, 2005 Rationale: latest
2. Required Moriarty, S. Advertising and IMC Principles, ed. Pearson, 2014