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**NEW YORK CITY COLLEGE OF TECHNOLOGY**

**CITY UNIVERSITY OF NEW YORK**

**DEPARTMENT OF BUSINESS**

**ESSENTIALS OF ADVERTISING**

**MKT 1214-OL76 (22090)**

**FALL 2023**

**ONLINE-SYNCHRONOUS COURSE SYLLABUS**

**INSTRUCTOR’S INFORMATION**

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| **INSTRUCTOR:** | **DR. JOHN F. DIXON** |
| **OFFICE:** | 1025 NAMM HALL |
| **STUDENT HOURS:** | Monday 3:00 p.m. - 4:00 p.m.  Wednesday 3:00 p.m. - 4:00 p.m. |
| Thursday 4:00 p.m. - 5:00 p.m. |
| **TELEPHONE NUMBER:** | (646) 765-4600 (Cell Phone) |
| **E-MAIL:** | j[dixon@citytech.cuny.edu](mailto:dixon@citytech.cuny.edu) |

**Course Description:**

The course provides the definitions of the various promotional types, including advertising, sales promotion, public relations, and personal selling; an historical analysis of advertising; the types and functions of advertising agencies; a review of advertising’s role in society and an examination of the media planning and buying processes. The course will also include an analysis of broadcast and print media; the creation of broadcast and print advertisements; a review of the different types of sales promotion techniques, events, and sponsorships; the role of public relations; an examination of the various types of specialty advertising techniques and an overview of global advertising.

**Required Textbook:**

**Advertising & IMC: Principles and Practice** by Sandra Moriarty, Nancy Mitchell, Charles Wood and William Wells, 11th Edition, 2019, Pearson Prentice Hall. I recommend that you rent the E-Book Version (Digital) with ISBN 978-0-13-448155-5 for 180 days via City Tech’s Bookstore at citytech-shop.com.

**Course Learning Objectives:**

1. To provide the students with the fundamental principles of the Essentials of Advertising in an ever-changing environment.
2. To determine the place of Advertising in the Marketing Mix and show how it is used as a tool in marketing products and services of corporations and non-profit organizations.
3. To provide the students of Advertising with the specific process to follow in developing effective advertising programs.
4. To describe the elements in the Promotional Mix and examine their uses, similarities, and differences.
5. To provide the students with the necessary information to develop and analyze an Advertising Campaign.
6. To enable the students to interact with professionals in the field of advertising, including corporate advertising executives, media representatives, media researchers and advertising agency personnel.

**Student Learning Outcomes:**

At the conclusion of the course, the students should be able to acquire the following skills and knowledge:

1. The students will be able to develop an advertising campaign for a product or service in the marketplace.
2. The students will be able to create a media plan for a product or service in the marketplace.
3. The students will enhance their planning, leadership, organizational, networking and business communication skills by participating in a collaborative term project.
4. The students will learn the advertising terminology used by advertising professionals in the field.
5. The students will know the various sales promotion techniques used by marketers to promote products and services in the marketplace.
6. The students will enhance their writing and oral communication skills by researching, writing, and submitting their advertising campaigns at the end of the semester.

**Intellectual Honesty and Academic Integrity:**

According to the New York City College Student Handbook, the terms **cheating,** and **plagiarism** are defined as follows:

**Cheating**

Cheating is the unauthorized use or attempted use of material, information, notes, study aids, devices, or communication during an academic exercise.

The following are some examples of cheating, but by no means is this an exhaustive list.

1. Copying from another student during an examination or allowing another student to copy your work.
2. Using notes during a closed-book examination.
3. Taking an examination for another student or asking or allowing another student to take an examination for you.
4. Changing a graded exam and returning it for more credit.
5. Submitting substantial portions of the same paper to more than one course without consulting each instructor.
6. Allowing others to research and write assigned papers or do assigned projects, including the use of term paper services.
7. Giving assistance to acts of academic misconduct/dishonesty.
8. Fabricating data (all or part).
9. Submitting someone else’s work as your own.
10. Unauthorized use during an examination of electronic devices such as cell phones, computers, or other technologies to retrieve or send information.

**Plagiarism**

Plagiarism is the act of presenting another person’s ideas, research, or writings as your own.

The following are some examples of plagiarism, but by no means is this an exhaustive list:

1. Copying another person’s actual words without the use of quotation marks and footnotes attributing the words to their source.
2. Presenting another person’s ideas or theories in your own words without acknowledging the source.
3. Using information that is not common knowledge without acknowledging the source.
4. Failing to acknowledge collaborators on homework and other assignments.

**Internet Plagiarism** includes submitting downloaded term papers or parts of term papers, paraphrasing, or copying information from the internet without citing the source, and “cutting & pasting” from various sources without proper attribution.

**ACCESSIBILITY AND ACCOMMODATIONS:**

The City University of New York (CUNY) is firmly committed to making higher education accessible to students with disabilities by removing architectural barriers and providing programs and support services necessary for them to benefit from instruction and resources and accommodations provided. For more information, please see:

Disability Services on the CUNY SPS Website.

**ONLINE ETIQUETTE AND ANTI-HARASSMENT POLICY:**

The University prohibits the use of University online resources or facilities, including Blackboard, for the purpose of harassment of any individual or for posting of any material that is scandalous, libelous, offensive, or otherwise against the University's policies. Please see: “Netiquette in an Online Academic Setting: A Guide for CUNY’s School of Professional Studies’ Students.”

**COURSE ORGANIZATION AND INSTRUCTIONAL METHODOLOGY:**

1. This Essentials of Advertising class is a 3-credit Online-Asynchronous course using **Blackboard Collaborate Ultra,** whichis CUNY’s web-based, course management system that professors use to present their course materials Online. **Blackboard** is used toreview and submit assignments, view documents, take examinations, access grades, and interact with the professor and other students through Discussion Boards, email, etc.
2. Here is the link to City Tech’s website with information on workshops and HELP for students using **Blackboard:**

<http://websupport1.citytech.cuny.edu/workshops.html#student>

**TECHNOLOGY REQUIREMENTS:**

Since this is a fully Online course, you are required to have access to the following:

1. **Blackboard** – the link to **Blackboard** is: <http://it.citytech.cuny.edu/blackboard-student.aspxITECH@citytech.cuny.edu> or call 1-718-254-8565.
2. **A City Tech E-Mail Address –** We must be able to communicate via email. It is your responsibility to ensure that your City Tech email is working. Whenever I send email to students, the notices and information will be sent to your City Tech student email address. The website for activating/verifying your email is as follows: <http://it.citytech.edu/student-email.aspx> or contact: [StudentHelpDesk@citytech.cuny.edu](mailto:StudentHelpDesk@citytech.cuny.edu).
3. **Regular access to a computer with reliable Internet connections** – You will need the Internet to use **Blackboard,** for text chat sessions and to do Internet Research on course topics.
4. It is essential that students are familiar with using documents in MS Word, PowerPoint, Pdf and Adobe and be able to navigate the Internet to use email, including opening, sending attachments, and downloading files, etc.

**EVALUATION/GRADING:**

Your grades in the class will be determined by the following: 2 Examinations (a Midterm and Final Exam, both worth 20% each); a Term Project, 30% and a series of Homework Assignments, also worth 30% of your final grade for the course.

**EXAMINATIONS: *(400 Points)***

The Midterm Examination ***(200 Points)*** and the Final Examination ***(200 Points)*** will take place according to the Course Outline (See page 10) and will be ***2 hours***  ***each (120 minutes)***. Both Examinations will be given on **Blackboard. (Dates to be determined)**

**TERM PROJECT:** (***300 Points***)

The Term Project for the Advertising Class will be to create a Team-Based Advertising Campaign, which is a set of **Advertisements** that revolve around a single **theme** that are intended to achieve a particular objective or set of objectives. Advertising Campaigns can be created for a product or service, brand, company, industry, etc. The instructions for your Advertising Campaign Term Project can be found on pages 11, 12 and 13 in this Syllabus.

**ADVERTISING HOMEWORK ASSIGNMENTS:** (***300 Points***)

Each team will be required to submit a total of 10 separate assignments throughout the course of the fall 2023 semester. The assignments are directly related to the development and completion of your Advertising Campaign Term Projects.

The list of assignments that follows (page 8) conforms to the Ad Campaign Term Project outline provided on pages 12 and 13 in this syllabus. The chart on page 8 also provides the Start Times, Due Dates and Point Values for each assignment.

|  |  |  |  |
| --- | --- | --- | --- |
| **Advertising Assignments, Due Dates and Points Chart** | | | |
| **Assignment Numbers** | **Homework Assignments** | **Start Dates & Due Dates** | **Total Points** |
| **1.** | **Team Profile & Responsibility** | **Thursday, 8/31 ­–Wednesday, 9/13** | **10** |
| **2.** | **Marketing Review** | **Thursday, 9/14 ­–Wednesday, 9/27** | **15** |
| **3.** | **Situation Analysis** | **Thursday, 9/28 ­–Wednesday, 10/11** | **15** |
| **4.** | **Research Foundation** | **Thursday, 10/12 ­–Wednesday, 11/1** | **40** |
| **5.** | **Proposed Target Consumers** | **Thursday, 10/26 ­–Wednesday, 11/15** | **40** |
| **6.** | **Advertising Objectives** | **Thursday, 11/9 ­–Wednesday, 11/15** | **10** |
| **7.** | **Media Plan & Schedule** | **Thursday, 9/7 ­–Wednesday, 11/22** | **100** |
| **8.** | **Advertising Budget** | **Thursday, 11/16 ­–Wednesday, 11/29** | **10** |
| **9.** | **Creative Rationale** | **Thursday, 10/5 ­–Wednesday, 11/1** | **10** |
| **10.** | **Creative Supplement** | **Thursday, 10/5 ­–Wednesday, 11/29** | **50** |

**GRADES**: **Your grade for the course will be based on the following:**

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| --- | --- | --- |
| **COURSE COMPONENTS** | **POINTS** | **PERCENTAGE OF GRADE** |
| **Midterm Examination** | **200** | **20%** |
| **Final Examination** | **200** | **20%** |
| **Term Project** | **300** | **30%** |
| **Homework Assignments** | **300** | **30%** |
| **TOTAL** | **1000** | **100%** |

**GRADING SYSTEM: All grades will be based in proportion to the following scale:**

|  |  |  |
| --- | --- | --- |
| **GRADE** | **POINTS** | **GRADE SCALE** |
| **A-** | **930 – 1000** | **93 – 100** |
| **A-** | **900 – 929.99** | **90 – 92.9** |
| **B+** | **870 – 899.99** | **87 – 89.9** |
| **B-** | **830 – 869.99** | **83 – 86.9** |
| **B-** | **800 – 829.99** | **80 – 82.9** |
| **C+** | **770 – 799.99** | **77 – 79.9** |
| **C-** | **700 – 769.99** | **70 – 76.9** |
| **D-** | **600 – 699.99** | **60 – 69.9** |
| **F-** | **Below 600** | **59.9 and below** |

**COURSE DURATION:**

This Online-Asynchronous Essentials of Advertising course begins on Friday, August 25th, 2023, and ends on Tuesday, December 19, 2023. The class will meet occasionally on Blackboard Collaborate Ultra as determined by the professor and students to discuss and review important aspects of the course.

# COURSE OUTLINE

**REQUIRED TEXT: Advertising & IMC: Principles and Practice**

**by Sandra Moriarty, Nancy Mitchell, Charles Wood, and William Wells**

**11th Edition, 2019**

**Pearson Prentice Hall**

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| --- | --- | --- | --- |
| **TOPIC** | | **CHAPTER** | **WEEK** |
| **I.** | **Introduction To Advertising** | **-** | **1-2** |
| **II.** | **Advertising’s Role in Marketing** | **2** | **3** |
| **III.** | **Social and Ethical Issues in Advertising** | **-** | **4-5** |
| **IV.** | **Media Strategy and Planning** | **-** | **6-7** |
|  | **MIDTERM EXAMINATION** |  | **8** |
| **V.** | **Advertising Objectives and Target Markets** | **-** | **9** |
| **VI.** | **Media Basics** | **12** | **9-10** |
| **VII.** | **The Creative Side of Advertising** | **9** | **11** |
| **VIII.** | **Creating Print Media** | **-** | **11-12** |
| **IX.** | **Creating Broadcast Advertising Design and Production** | **-** | **12** |
| **X.** | **Sales Promotion, Events, and Sponsorships** | **-** | **13** |
| **XI.** | **Public Relations** | **3** | **14** |
| **XII.** | **Global Advertising Campaigns** | **-** | **14** |
| **XIII.** | **Review for Final Examination** | **-** | **15** |
|  | **FINAL EXAMINATION** | **-** | **15** |

***NOTE: Outside reading assignments will be given periodically throughout the semester.***

# ADVERTISING TERM PROJECT INSTRUCTIONS:

**1.** The purpose of the Advertising Term Project is to create an Advertising Campaign for a **product, service, brand, or company** of your choice.

**2.** You will be required to create your own advertising agency, which will consist of 5-6 students on each team. You must also choose a catchy/fresh name that will identify your agency.

**3.** Each advertising team should have the following functional positions:

1. **Account Executive** - Person responsible for the overall management of the advertising campaign team and completion of the project. This also includes budgetary responsibility.

2. **Media Planner/Media Buyer** - Person responsible for choosing the most appropriate advertising media to promote the product/service among the selected target market. This also includes creating a media schedule.

3. **Media/Market Researcher** - Person responsible for gathering and analyzing all the necessary product, competitive and market research data required to complete the Advertising Campaign.

4. **Graphic Artist** - Person responsible for creating all graphic materials such as Storyboards, Layouts, Sales Promotional Pieces, etc.

5. **Copywriter/Production** - Person responsible for writing all the copy (words or text) for the campaign, including the words for all Internet, Magazine, Outdoor, Newspaper, Television and Radio Commercials/Advertisements.

**4.** All members of your advertising agency will receive the same term project grade at the end of the semester. This of course is based on your contribution toward the completion of the final campaign. None of the above positions are fixed, i.e., the roles that you play will be based on the multifaceted skills of the team members. The point is that you work together as a team on all aspects of the advertising campaign.

**5.** In addition to the Advertising Campaign, you must also develop a supplemental Sales Promotion Activity that will reinforce/enhance the Advertising Campaign.

**6.** Your budget for the Advertising Term Project is $100 million for a one-year period covering **January 1, 2023, to December 31, 2023**. You must spend all of the money in your budget. See Sample Budget in Ad Notes.

**7.** The Advertising Campaign will be submitted in the form of a 20-page, double-spaced, typed-written report on 8 ½” by 11” plain bond paper. The final campaign project report is due on **Thursday, November 30, 2023.**

**8.** In developing the Advertising Campaign, you may seek outside advice from such people as Graphic Artists, Photographers, Copywriters, etc. However, the actual work must be done by you and not by professionals.

**9. Your final report should conform to the following outline:**

1. **CAMPAIGN PLAN:**
2. **TEAM PROFILE AND RESPONSIBILITY** – It consists of 3 aspects: (1) a photograph of each team member; (2) a short biographical sketch and (3) the functional position and description taken from item #3 on page 11.
3. **MARKETING REVIEW** - Overall review of chosen industry (2 pages).
4. **SITUATION ANALYSIS** - History of past Advertising Campaigns (not the company or product), current and competitive information on selected product or category (2 pages).
5. **RESEARCH FOUNDATION** - Research Objectives and data analysis. Summary of all research data used to develop The Advertising Campaign. You can create your own survey and/or summarize data obtained from industry sources. (3-5 pages)
6. **PROPOSED TARGET CONSUMERS** - People who you are trying to reach. (Include demographic/psychographic data, where possible) This information can

be obtained from the U.S. Census Bureau or any other credible source. The web address for the Census Bureau is [www.Census.gov](http://www.Census.gov). (3-4 pages)

1. **ADVERTISING OBJECTIVES** - Explains why you are undertaking this specific Ad Campaign. Objectives should be specific and measurable over time. (Give reasons why you chose these advertising objectives). (1-2 pages)
2. **MEDIA PLAN & SCHEDULE** - Media vehicles & cost for time & space. (Give reasons why you chose the selected media vehicles). (5-7 pages)
3. **ADVERTISING BUDGET** - Total cost of ad campaign & promotional activity. This is a line-item budget enumerating all the major costs related to the Ad Campaign. (1 page)
4. **CREATIVE RATIONALE** - (1 page)
   1. Creative theme: for example, "**Can You Hear Me Now?**" - **Verizon Wireless**; **Old** **Spice - “Smell Like a Man;” McDonalds - “Fuel Up…Feel Good,” etc.**
   2. Slogan (e.g., "***THE ULTIMATE DRIVING MACHINE,***" "***FINGER LICKIN GOOD,***" "***GOOD TO THE LAST DROP,***" "***IT GIVES YOU WINGS,***" “***LIFE’S GOOD*,” *“JUST DO IT,” “EARTH’S BIGGEST BOOKSTORE,” “I’M LOVIN’ IT,” etc.****).*
   3. Give reasons (rationale) for your creative theme and slogan.

**II**. **CREATIVE SUPPLEMENT:**

* 1. A record of the advertising, sales promotion, display & design material.
  2. All layouts, storyboards, sales promotion pieces, retail displays, and other creative must be prepared by students.
  3. You may use photographs, charts, graphs, music, videotapes, etc. for Radio, Magazine, and Television ads.
  4. All work created by your ad agency must be original. You cannot use existing slogans**,** themes, and advertisements.

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| **Tips for Managing a Team Project** | |
| **Challenges** | **Solutions/Strategies** |
| 1. **Organizing**   **Teams** | * Choose a Team Leader by Consensus. * Exchange Information. * Allocate parts of the project (Let members choose areas based on interest and strengths, if possible). * Capitalize on the strengths of team members when making assignments. * Choose a topic with everyone’s input (that way they will buy into it and be more committed and enthusiastic about the chosen topic). * Create an Online Folder for the Project. * Make sure that all parts of project are assigned to a team member, so that nothing is overlooked. |
| 1. **Time**   **Management** | * Use a daily journal for assignments and important dates. * Try to accommodate everyone’s schedule. * Store all work in the Online Project Folder. * Students should manage their own teams. * Create a team chat room. * Determine the best time for meetings. * Have a set agenda for meetings so that time is not wasted. * Conduct Online meetings. * Require periodic status updates from each member on their part(s) of the project. * Keep teammates informed about all time-related issues, commitments, or problems. |

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| 1. **Communication Problems** | * Exchange phone numbers and email addresses. * Keep teammates informed about any time problems. * Let other members know if you are unable to complete your assigned task(s). * Stay in constant communication with team members. * Provide more than one way that you can be reached by teammates (home number, personal email, etc.). * Let Team Members know about emergencies. |
| 1. **Technical Issues**  * Connectivity Issues (ex: WIFI issues) * Internet issues * Platform issues * Emails not updated | * Make sure everyone has an updated college email address. * Rely on the college’s support team (Help Line, etc.). * Seek help from adequate sources, such as other students, tech savvy people, etc. * Find someone that may have the proper hardware to assist you. * Contact your internet provider for connectivity issues. |
| 1. **Self-Motivation** | * Let each member choose sections of the project that interest them (which results in them being more enthusiastic and committed). * Each member should take responsibility for their own learning. * Stay engaged with the course daily. * Be disciplined and committed to your schoolwork. * Encourage one another (Remember that you are part of a team). |
| **6. Online Instruction Adaptability Issues**   * Students may not always be comfortable with online instruction and could need further guidance. | * Upgrade your computer skills through training workshops. * Be patient with your teammates. * Learn from Online Tutorials. * If you do not know about some aspect of technology, ask team member(s). * Learn from other Teammates. * PRACTICE, PRACTICE, PRACTICE in your free time!!! * Purchase computer software using student/college discounts. * Spend time on the online platforms. * Find a quiet place to focus and do assignments, especially students who live in large households. |
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