

**Department of Business:**

**MKT 1214: Advertising  
Monday & Wednesday 4:00 – 5:15pm  
Namm N-1018**

**Pre-requisites & Co-requisites:** MKT 1100 & MKT 1102. Pre-or Co-requisite: ENG 1101.

**Required Textbook(s) & Supplemental Material(s):** Advertising & IMC: Principles and Practice by Moriarty, Mitchell & Wells 11th Edition. Publisher: Pearson.

**Course Description/Overview:** 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; an examination of the media planning and buying processes; 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.

**Learning Objectives - Course Specific & General Education:**

- To provide the students with the fundamental principles of the Essentials of Advertising in an ever-changing environment.
- 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.
- To provide the students of Advertising with the specific process to follow in developing effective advertising programs.
- To describe the elements in the Promotional Mix and examine their uses, similarities, and differences.
- To provide the students with the necessary information to develop and analyze an Advertising Campaign.
- 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.
- Review communication theory fundamentals (IMC) that apply to all forms of promotion communication.
- Evaluate behavioral foundations of promotion management in advertising.
- Assess environmental and demographic changes that influence retail promotion.
- Review retail promotion management and advertising process.



- Develop and assess a promotional strategy targeted to a selected consumer market.
- Determine and evaluate the characteristics of effective personal selling.
- Analyze the different media and explore the role each plays for domestic and

**Student Learning Outcomes – Course Specific & General Education:** At the conclusion of the course, the student should be able to acquire the following skills and knowledge:

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

**CUNY’s Academic Integrity Policy:** *Academic dishonesty is prohibited in The City University of New York.* Penalties for academic dishonesty include academic sanctions, such as failing or otherwise reduced grades and/or disciplinary sanctions, including suspension or expulsion.

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

**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 it an exhaustive list:

**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 and pasting” from various sources without proper attribution.

For a more detailed explanation, you can find the full Academic Integrity Policy here:

[http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY\\_ACADEMIC\\_INTEGRITY\\_6-2011.pdf](http://www.citytech.cuny.edu/aboutus/docs/policies/CUNY_ACADEMIC_INTEGRITY_6-2011.pdf)

### **College Attendance Policy:**

#### **Excessive Absence:**

A student’s class participation is directly connected to their attendance. If a student is excessively absent, it will significantly affect their class participation grade.



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

Midterm Examination	25%
Class Participation and Quizzes	25%
Assignments and Presentations	25%
Final Presentation	25%
<hr/>	
	100%

**Grading System:**

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

A	=	93 - 100
A-	=	90 - 92.9
B+	=	87 - 89.9
B	=	83 - 86.9
B-	=	80 - 82.9
C+	=	77 - 79.9
C	=	70 - 76.9
D	=	60 - 69.9
F	=	59.9 and below

**Assessment Methods:** Midterm, Final, Term Project, Presentation & Homework

**Course Technology:** Blackboard Technology All students will be responsible for Blackboard access and participation. PowerPoint (enhanced with transitions, color, and music). Social Media Technology/Vine App. OPEN LAB e-portfolio.

**Class Schedule:**

TOPIC		CHAPTER	WEEK
I	The New World of Marketing Communication	1	1
II	Integrated Brand Communication	2	2
III	Brand Communication and Society	3	3
IV	Media Planning and Negotiation	15	4
	Media Basics	12	



V	Paid Media	13	5
VI	The Creative Side and Message Strategy	9	6
VII	<b><i>MIDTERM EXAMINATION</i></b>		7
VIII	Promotional Writing	9	8
IX	Visual Communication	11	9
X	Social Impact, Responsibility, and Ethics: Is It Right?	18	10
XI	Owned, Interactive, and Earned Media	14	11
XII	The Creative Side	9	12
XIII	Strategic Research	6	13
XIV	Review for Final	-----	14
XV	<b><i>FINAL PROJECT PRESENTATION</i></b>	-----	14-15