



**NEW YORK CITY COLLEGE OF TECHNOLOGY
CITY UNIVERSITY OF NEW YORK**

**DEPARTMENT OF BUSINESS
ADVERTISING
SPRING 2014**

Course: MKT 1214 (DO82)

4 Credit Hours

Classroom Number: MIDWAY 305

Instructor: Dr. Alyssa Dana Adomaitis

Instructor Email: AAdomaitis@citytech.cuny.edu

Office Hours: F 4-6 pm or

by appointment only

Class meeting schedule: M/W 1-2:15 pm Office Location: NAMM 1025

Office Phone: 718.260-5757

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; 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:

Upon successful completion of the course, the student should be able to:

- 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.

In addition,

- 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 characteristics of effective personal selling.
- Analyze the different media and explore the role each plays for domestic and

LEARNING OUTCOMES:

At the conclusion of the course the student 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 team-oriented 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 presenting their advertising campaign at the end of the semester.

REQUIRED TEXTBOOK:

Moriarty, S. Mitchell, N. & Wells, W. (2010). Advertising & IMC Principles and Practice. Boston: Prentice- Hall.

Compliance with Federal Law: For information on the authors, titles, retail prices, ISBN numbers, and other details regarding the text books, please visit the college website at <http://citytech.cuny.edu>

Career Employability Skills: In order to be successful in the workplace, a graduate of CUNY-Citytech has two needs: 1) strong understanding and skills in their major area of study and 2) good employability skills. The employability skills associated with success are communication, problem solving, time and task management, teamwork, leadership, diversity appreciation and social responsibility.

TECHNOLOGY ENHANCEMENT:

- ❖ Blackboard Technology All students will be responsible for Blackboard access and participation
- ❖ SAFEASSIGN Technology for the submission of Final papers
- ❖ PowerPoint (enhanced with transitions, color, and music)
- ❖ Social Media Technology/Vine App
- ❖ *OPEN LAB* e-portfolio

COURSE POLICIES & PROCEDURES:

ATTENDANCE:

Class attendance is expected. **THREE or more absences and/or excessive lateness/ or leaving early (2 late class arrivals equals 1 absence,) will cause a failed grade.** Although students are graded on academic achievement and performance rather than on attendance per se, there are several in class activities, assignments, and quizzes that are completed and handed in during scheduled class times. These assignments are required and contribute to the final course grade.

Should a student be absent more than two days of a quarterly course, one must bring in documentation of the day and time of absence on official letterhead.

Students who are not present in class on the days of these assignments will **NOT** be given the opportunity to make-up these activities unless recognized by CUNY-CityTech.

It is *strongly recommended* that a student's personal appointments be scheduled at other than class times (*this includes job interviews and medical appointments*).

If you are absent when an assignment is due, you are responsible for having the assignment turned in during the class period. If you are absent from class, you are responsible for the material covered. *This means you must get the missed work and you are responsible to get the material by contacting your peers.*

In addition to class attendance, it is also expected that students will complete readings and homework as assigned and participate in class discussions to the extent that it is possible in a class setting. Participation is important in this course. When students' share their thoughts and experiences, class concepts become concrete in their minds as well as in the minds of other students. It is the sharing of our experiences that helps us to learn from each other as well as about each other. Members of this classroom will practice inclusively. We will listen to one another's views with respect regardless of race, gender, sexual orientation, or disability.

PARTICIPATION:

Your success in this class depends on your willingness to put effort into your work. You are expected to participate in all large and small group activities, exercises and discussions. Participation will help you understand the subject matter and will be considered when determining your final grade.

Participation is 10% of your final grade. Coming to class is **NOT** participation.

Participation involves:

- **Active Learning.** Taking notes, asking questions and taking responsibility for your own learning.
- **Working with others in group activities:** A chain is only as strong as its weakest link. Don't drag your team down by refusing to get involved.
- **Attending class regularly.** If you aren't here, you can't learn.

Student Conduct Policy:

Loud, disruptive or inappropriate behavior is not permitted and will not be tolerated. Definition of such behavior is the sole judgment of the instructor. This will include, but is not limited to:

1. Use of or interruption by any electronic device, especially cell phones.
2. *Talking amongst students* or comments that are made to distract from the class.
3. Disrespectful comments to or about anyone or any group of people.
4. Food shall be permitted in the class unless it becomes a disruption to the classroom.
5. Do not attempt to discuss grades before, during or after class hours. Please make an office appointment for these discussions.
6. All rules of conduct in the Student Handbook apply.

Special Request:

As Fashion Marketing/Creative Marketing students and instructors we should be proud and stand out in a crowd. Unfortunately not all fashions are tasteful. Please hold yourself to a higher standard.

ELECTRONIC DEVICES:

Many people in our society have not yet learned professional, considerate, behavior regarding electronic devices. Turn off all cellular telephones, beepers, wrist watch alarms, etc. before you enter class. If you use a computer, please sit in the two front rows of the class. **If your electronic device audibly activates during class or you are found on a social media site such as Facebook or Twitter or a shopping website while in class lecture, you will be deducted 5 points from your final grade each time.** If you are expecting a life and death announcement from an immediate family member—brother/sister/parent/spouse/child — please notify me *before* class of that situation.

ACADEMIC INTEGRITY POLICY:

The value of an institution of higher education is dependent upon its ability to maintain the integrity of its academic environment. Academic dishonesty cannot and will not be tolerated at Berkeley College. Berkeley College is committed to supporting its mission to provide an educational experience designed to develop professional competencies including developing habits of personal and professional integrity. The College expects all members of its community - - students, faculty and staff - - to act honestly in all situations.

"Academic Dishonesty is any form of cheating and plagiarism which results in students giving or receiving unauthorized assistance in an academic assignment or receiving credit for work which is not their own."

All students are expected to agree to a pledge of honesty concerning their academic work, and faculty is expected to maintain the standards of that code

Academic misconduct is defined as any act that violates the rights of another student with respect to academic work or involves misrepresentation of a student's own work. Academic misconduct includes but is not limited to: cheating on assignments, quizzes, or examinations, plagiarizing pieces of work, depriving others of necessary course work, and sabotaging another's work.

Academic dishonesty on exams, quizzes, or any other graded assignment will result in a zero for that graded activity or assignment.

Academic dishonesty includes use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, or the acquisition of tests or other material belonging to a faculty member.

Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source.

Academic dishonesty will bring about disciplinary action, which may include expulsion from the university. This is explained in the College's online handbook.

"Academic dishonesty (is any) form of cheating and plagiarism which result in students giving or receiving unauthorized assistance in an academic exercise or receiving credit for work which is not their own. "(Kibler et. al. (1988), Academic integrity and student development: Legal issues and policy perspectives, Ashville, NC: College Administration Publications, Inc., p. 1.) All students are expected to agree to a pledge of honesty concerning their academic work, and faculty are expected to maintain the standards of that pledge.

INFORMATION (TECHNOLOGY) LITERACY STATEMENT

Information Literacy is a valuable set of skills that empowers students to become agile information seekers who adapt to changing modes of information delivery and are selective, critical, ethical users of information in all formats. These skills are embedded within course work throughout academic programs.

QUIZZES, EXAMINATIONS, AND GRADING:

In-class learning assignments are given and completed during class time. These are *unscheduled* but occur frequently. In-class assignments may consist of group activities, short reaction papers and so forth. QUIZZES are in the format of problem solving questions and given at the start of the class.

Should you arrive late on that day, you risk missing the quiz. **There are no make-ups on quizzes.** Students who miss any quiz for reasons that are recognized by CUNY-Citytech (e.g., documented family emergencies, documented illness and the like) *need to contact the instructor prior to missing the quiz.*

There are two exams scheduled during the quarter which includes a **comprehensive midterm** and a **final exam** which will be given during final exam week. **There are no make-up exams.** A student who is unable to take the exam at the scheduled time will result in a **0** on that exam unless absence is

recognized by Berkeley College policy. The mid-term and final exams are worth 100 points each. The midterm exam is scheduled for _____ and the final exam is scheduled for _____. The date for the final **will not** be changed.

ASSIGNMENTS/ NO LATE WORK POLICY:

Assignments and projects are due at the beginning of class as scheduled. **NO LATE work will be accepted.** Assignments placed under the professor's door will *not* be accepted. Written work must be **word processed/typed** on standard size 8 1/2" by 11" paper in black ink in **Times New Roman font**. **All names must be typed on assignments to be accepted. Please plan accordingly for all your assignment due dates.**

Process for Evaluation:

Outstanding (A) work went beyond the package and presentation requirements.

Good (B) work met all grading criteria, performed to top standards.

Average (C) work, met all but one or two of the grading criteria.

Below Average (D) work met only one or two of the grading criteria.

Project Grading Criteria:

- 1) *Initiative* - Students must prove resourcefulness in presenting meaningful information in a well-structured package. Students must demonstrate inclusion of supporting information from course materials. Students must show evidence of adequate preparation in the presentation.
- 2) *Thoroughness* - Students must have covered all topical areas. Students should provide adequate coverage within each topical area.
- 3) *Accuracy* - Students must have reached appropriate conclusions from the information they received. Students must have applied course material accurately, reflecting knowledge and understanding of the material.
- 4) *Professionalism and Creativity* – The promotional package and presentation should reflect professionalism in preparation and clarity, and creativity. They should be attractive and eye-catching. The promotional package and presentation should show evidence of advance work and planning.

Papers will be graded on the following criteria:

- Clear and thorough application of direct and database marketing concepts and principles (including material covered in the assigned reading, lectures, and discussions).
- Demonstration of original, logical, strategic thinking including a complete analysis of facts, logical synthesis, and persuasive conclusion/recommendation. Specific examples should support the analysis. Address the specific requirements of the assignment.
- Quality of research (depth, breadth, appropriateness) and proper acknowledgement of references, including complete citations using APA style in-text notes, when appropriate.

- Appropriate language and tone, accurate spelling, correct grammar, appropriate punctuation, and logical organization. You will not receive an A if your writing is awkward, contains grammatical or punctuation errors, or is disorganized.

In a case of an emergency, you may e-mail your assignment to me prior the start time of the class to get full credit. Documentation of the emergency will be expected.

Please do not send me work if you are running late. It must constitute an emergency.

ACADEMIC WRITING CENTER (AG-18):

Any student needing help will find an array of services such as study skills training; support for reading and writing skills; and assistance with mathematics, oral communication and computer applications. Both peer and faculty tutors are available for assistance. The Academic Support Center offers academic assistance to all students through the use of services including tutoring, workshops and access to computer-based programs. For further information, please visit the Academic Support Center on campus and on Blackboard.

All term papers must be seen by ASC prior submission. Please have the appointment slip with edits attached to final submission of paper. ***You are to edit your own paper once edited by ASC.***

SAFEASSIGN AS A LEARNING TOOL

SafeAssign helps prevent plagiarism by providing both the student and the professor a feedback report that compares any student work submitted through the software with a comprehensive database of books, journals, websites and papers written by other students. Some of the writing assignments in this course will use Blackboard's **SafeAssign** software to help students improve their skill at paraphrasing statements contained in research on a topic and to help increase awareness of the proper use of citation when a student writes a paper using ideas or statements taken from a research source.

For any assignment requiring research and/or requiring more than two pages of writing, students will be expected to submit that assignment through **SafeAssign** in Blackboard, following the submission guidelines given with the assignment instructions. Prior to submitting a final draft of an assignment, students will have the opportunity to submit several drafts of that assignment to **SafeAssign** in order to get sufficient feedback from **SafeAssign** reports to help minimize the risk of plagiarism.

- ❖ **If the assignment continues to have evidence of plagiarism in the final draft of the assignment, the professor will file a report to the Department Chair documenting the use of the paper as an action of academic dishonesty.**
- ❖ **If a student fails to submit an assignment to SafeAssign, the professor will assign a grade of zero for that assignment.**

- ❖ **Please understand there are time limitations that must be met. Do not e-mail the professor that SAFEASSIGN was not accepting papers after submission time-out. It is then considered LATE, and NO LATE work is accepted.**
- ❖ **By submitting a paper to SafeAssign, that paper will become source material included in the SafeAssign database.**

GRADES:

Grading and add/drop policies are in accordance with University policies. Students need to submit assignments *on or before the due date*.

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points. The total possible points are 500. Two hundred points can be earned through examinations and 100 points through quizzes. A student's score is converted into a percentage and grade will be assigned using the scale listed below. *Excessive absence/lateness can affect grade average by lowering it by 10%.*

PARTICIPATION = 10% of your final grade if you contribute to class discussion

PAPER 1 = 100 points Comparative Ads (European/Asian vs. American)

PROJECT 2 = 200 points Creative Advertising Campaign

MIDTERM EXAM = 100 points

FINAL = 100 points

TOTAL = 500 points

CREDIT HOUR ASSIGNMENT POLICY:

Course work performed outside of the classroom (such as reading, studying, writing papers, doing projects or receiving tutoring) is critical to academic success. **While the time requirements for individual students may vary somewhat, a general rule of thumb is that students should spend about two hours outside the classroom for every one hour required in it.**

E-PORTFOLIOS/OPEN LAB:

CUNY-College of Technology asks all students to participate in building a program-long ePortfolio of the work that they complete while taking classes at the College. Through a process of *collect, select, reflect, and connect*, students learn to judge the quality of their own work, speak about their learning, and present evidence of their current knowledge and skills. College faculty will assist with this process by recommending that you store at least one significant piece of work from each course in your Blackboard content collection. For more information, see the "**ePortfolios at CUNY-College Technology**" organization in Blackboard.

MIDTERM REPORTS:

At the end of Week all students will be notified through their CUNY- College of Technology e-mail accounts and/or posted on Blackboard about their progress in this course.

COMPLIANCE WITH AMERICAN DISABILITIES ACT:

Any student who seeks a reasonable accommodation of a disability with respect to an academic matter should obtain a CUNY Citytech College Request for Accommodation of Disability Form, as soon as the need becomes apparent, from one of the ADA Coordinators. The ADA Coordinators can be reached in person or by phone at:

Room A-237 Student Support Services.

Phone # 1.718. 260.5143

Fax: # 1.718. 254-8539

COURSE SCHEDULE

The following is a schedule of topics that will guide the course. How much time is spent on each topic will depend on student's interest and involvement therefore, students will need to be flexible in terms of timing their reading of the assigned materials.

Credit hour Assignment Policy -Assigned homework such as reading course chapters, preparing the Swatch Kit which will be used as a reference guide for your term paper, daily current events, and writing assignments that will assist you to build a strong, thorough research paper is expected to take up to 6-7 hours weekly. Please plan accordingly.

Week	Topic	Assigned Reading
Jan. 28 -Feb. 2	Overview of Contemporary Advertising; What is advertising?; Market Economies Consumer Appeal to Advertising	Chapter 1
Feb. 9	Advertising Brand Personalities Elements in the Communication Process Persuader's Six Tools of Persuasion <i>Paper #1</i>	Chapters 3

Feb 12-13	<i>School Closed- Lincoln Birthday</i>	
Feb. 16	<i>School Closed –President’s Day</i>	
Feb. 18	<i>Writing Workshop for Formal Writing and Citations for a Research Paper</i> <i>Research Methods for Term Project</i> <i>Plagiarism</i> Librarian, Ian Berlin	<i>Study for Writing Quiz</i> <i>Research Topics</i>
Feb. 23-Mar 2	Fundamentals of Buyer Behavior Persuasion in Advertising Communications (Elaboration Likelihood Model) (Evaluation of classic commercials)	Chapter 5
Mar 9	Segmentation, Targeting Understanding the Target Audience <i>Paper #1 Due</i>	Chapter 4
Mar 16	Advertising Facilitating Purchase Advertising & Distribution <i>MIDTERM EXAM</i>	Chapter 4
Mar 23	Developing, Planning & Assessing Advertising Plans; Advertising Budgets <i>Midterm Grades Posted on BB</i>	Chapter 7
Mar 30	Advertising Management & Advertising Objectives <i>Project #2- Advertising Campaign</i> Team Project <i>Diversity in the classroom</i>	Chapter 7
Apr 3-11	<i>Spring Recess</i>	
Apr 13 -20	Creativity Advertising Strategies & The Creative Process <i>Presentation Guidelines</i>	Chapter 8

Apr 27 Trade-oriented and Consumer-oriented
Promotions
(Newspaper, Magazine & Direct Marketing)

May 5 *Group Lab Work- Finalizing Campaign*

May 11 **Presentations of Advertising Campaign**

Schedule of Presentation
Group Assessment of Team Members

May 18-23 **FINAL EXAM WEEK**

MAY 20 ***FINAL EXAM at 1pm***

References

- Bowser, Eileen, *The Transformation of the Cinema 1907-1915*. New York, 1990.
- Consuming Fashion: Adorning the Transnational Body*. Editors: Anne Brydon and Sandra Liessen. NY: Berg 1998.
- Godey's Ladies Book*
- Hampton, Benjamin B., *A History of the Movies*. New York, 1931.
- Harper's Bazaar: *100 Years of the American Female*. NY: Random House, 1967.
- Kismaric, Carole and Marvin Heiferman "Fame after Photography" The Museum of Modern Art, NY, 1999.
- Marx, Samuel. Mayer and Thalberg: *The Make-Believe Saints*. Hollywood, 1975
- Meyer, Susan E. *Americas Great Illustrators*; NY: Harry N. Abrams, Inc., 1978.
On the Edge: Images from 100 Years of Vogue. NY: Random House, 1992.
- Peterson's Magazine
- Polymus, Ted. *Style Surfing*. NY: Thames and Hudson, 1996.
- Ramsaye, Terry. *A Million and One Nights: A History of Motion Pictures Through 1925*. New York, 1954.
- Rhode, Eric. *A History of the Cinema from its Origins to 1970*. NY: De Capo Press, 1976.
- Schau, Michael. *J. C. Leyendecker*. NY: Watson-Guptill Publishing Co., 1974.
- Vogue: Book of Fashion Photography 1919-1979*. NY: Simon and Schuster, 1979.
 White, Shane and Graham White. *Stylin': African American Expressive Culture from Its Beginnings to the Zoot Suit*. Ithaca: Cornell University Press, 1998.

Advertising Comparison Paper

Due:

Guidelines

1. Use Lecture notes/text to answer questions.
Must be typed written on standard 8 1/2 by 11" paper, black ink,
Times New Roman font
Hand in Advertisements –*Remember Presentation counts!(no construction paper or ripped out ads) color photocopies only accepted on 8 1/2 x 11 in*

2. Choose 2 advertisements to work with, (it does not have to relate to fashion or clothing design). One advertisement from an American Magazine and one advertisement from a Foreign Country (not published in the United States), but of same type of product. Do **not** choose the same exact ad if one can be found.
 - a. How did you obtain the ads? (Newspaper, magazine, or did a friend pass it on)? What is the name of the magazine? Date published?

 - b. Who/What is the brand of the product or service? What is the logo?

 - c. Does this brand have equity to you? Explain in detail using promotional jargon why or why not?

 - d. What are basic consumer needs that the ad is designed to appeal to? Is the advertisement functional, symbolic, experimental, or a combination of the aforementioned appeals?

 - e. Where would it rank on Maslow's Hierarchy of needs? Please compare and describe as it relates to consumer appeals (d).



- f. Does the advertisement meet cognitive or hedonic needs? What are the motivations behind the ad –rational or emotional? What is the need? For example, love, fear, friendship, glamour, information, price or practicality.
- g. Does this brand/name fulfill the objectives of retail promotion?
Does it inform? Create a want? Facilitate purchase?
- h. What do you think about each of the advertisements? What do you like or dislike about the advertisements? Would you buy the product?

TERM PROJECT

Campaign for a New Fashion Product

In preparing a campaign for a new unadvertised product your creative powers will not be inhibited by past or current advertisements. There is not much data available on a new product or service, so here is your chance to be really creative!

In selecting a new fashion product you may use fashion/business magazines as a source of inspiration. A second possible source is to “dream up” a product which will serve our purposes.

The name and brief description of the fashion product is to be submitted to the instructor by: _____.

1. PRODUCT

- A. Nature of product/packaging
- B. Design, unusual features
- C. Trade name (ex of a trade name is Nike, DKNY, Seven (jeans), Ralph (perfume), New Balance (sneakers))
- D. Trademark (ex. of a trademark is the K-Mart symbol, Target’s Spot the Dog and Bull’s-eye, Lord and Taylor rose, Nike “swoosh”)
- E. Slogan (ex of slogan’s are “expect more pay less,” “anything you want you got it,” “good life great price,” “just do it,” “you’re going to like the way you look”)

2. CAMPAIGN OBJECTIVES AND STRATEGIES

List the campaign goals and explain the desired strategies. As an example, is the goal of your ad campaign to increase awareness of the AIDS crises? Are you trying to introduce a new apparel product that has never been available before? Are you trying to increase demand for a particular product by using magazine advertenting?

Examples of strategies that your campaign should be answering are:

- Who are we trying to reach?
- What is it we want to say to our target market?
- Where are we going to advertise?
- Where and when will we run our ads?

Be sure to explain your target market, that is, who is the group of people who will be the best prospects for the purchase of your product or service? Explain the demographic and psychographic information about your target. Be creative!

3. APPEALS TO BE EMPHASIZED

An appeal is the selling message in advertising and is really what an ad has to say to a consumer. An example is: American Tourister Luggage's appeal emphasizes the attribute of strength, Wal-Mart emphasizes value, Marshall's appeals to the "off-price" customer who wants designer clothing at lower retail prices. Present the appeals that you think are likely to be most effective. Give the reasons for your appeal selections.

4. APPROPRIATIONS AND BUDGET

Set a figure that seems to be reasonable. This initial figure can be considered as tentative only. As you work out the details you may want to revise it. Present a detailed budget showing how you plan to spend the appropriations. Show the amount that you intend to spend in each medium by months, plus all other items that you think should be included.

5. TYPES OF MEDIA

List the media that you plan to use, and state clearly why you have selected this media mix. Think in terms of measurements –number of exposures, etc. List the specific magazines, newspapers, TV stations, etc. that you want your product or service to be promoted in.

6. ADVERTISING SCHEDULE

Present in chart form the schedule that you plan to use in each medium listed in the preceding section. Explain it well. Show the cost for using each medium.

7. CREATIVE STRATEGY AND ADVERTISING COPY

Prepare the advertising copy for at least two major types of media that you have recommended. For TV and radio, you may suggest a type of program and prepare a commercial.

LAYOUT

Prepare a complete layout for one print advertisement.
