NEW YORK CITY COLLEGE OF TECHNOLOGY
CITY UNIVERSITY OF NEW YORK

DEPARTMENT OF BUSINESS

ESSENTIALS OF ADVERTISING

MKT 1214-HD87 (17451)
FALL 2021

ONLINE COURSE SYLLABUS

INSTRUCTOR'S INFORMATION

INSTRUCTOR:	**DR. JOHN F. DIXON**
OFFICE:	1025 NAMM HALL
STUDENT HOURS:	Monday 4:00 p.m. - 5:00 p.m. Wednesday 4:00 p.m. - 5:00 p.m. Thursday 4:00 p.m. - 5:00 p.m.
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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 $73.50 for 180 days via City Tech 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.

<u>Student Learning Outcomes:</u>

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 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 submitting their advertising campaigns at the end of the semester.

<u>Intellectual Honesty and Academic Integrity:</u>

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.

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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 strictly 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."

<u>COURSE ORGANIZATION AND INSTRUCTIONAL METHODOLOGY</u>:

1. This is a fully online 3-credit course with no required class sessions at the College. In this course, we will use **Blackboard. Blackboard** is CUNY's web-based, course management system that professors use to present their course materials online. **Blackboard** is used to review and submit assignments, view documents, take examinations, access grades, and interact with the professor and other students through Discussion Boards, 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

<u>TECHNOLOGY REQUIREMENTS</u>:

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. In the event that I send email to students, the notices and information will be sent to your City Tech student email. The website for activating/verifying your email is as follows: http://it.citytech.edu/student-email.aspx or contact: 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 and sending attachments and downloading files, etc.

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EVALUATION/GRADING:

Your grades in the class will be determined by the following: Examinations, a Term Project, a Status Report and Examination Study Guides as discussed below.

EXAMINATIONS: *(500 Points)*

The Midterm Examination *(200 Points)* and the Final Examination *(300 Points)* will take place according to the Course Outline (See page 9) and will be *__1 hour and 30 minutes__* each (90 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 10, 11 and 12 in this Syllabus.

TERM PROJECT STATUS REPORT: (*100 Points*)

Each team will be required to submit a Status Report that summarizes the progress on how far along your team is toward completing the Advertising Campaign.

EXAMINATION STUDY GUIDES: (*100 Points*)

Each student will be required to submit two Study Guides that will be used to prepare you for the Midterm and Final Examinations. The Study Guides will be worth *50 Points* each for a total of *100 Points.*

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

COURSE COMPONENTS	POINTS	PERCENTAGE OF GRADE
Midterm Examination	200	20%
Final Examination	300	30%
Term Project	300	30%
Status Report	100	10%
Study Guides	100	10%
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 fully online Essentials of Advertising course begins on Wednesday, August 25, 2021, and ends on Tuesday, December 21, 2021. The class meets 30 times during the semester on Tuesday and Thursday from 2:30 pm to 3:45 pm of which 24 times will be on Blackboard Collaborate and the remaining 6 times on campus in the classroom. The 6 in-class dates are as follows: (1) Thursday, 8/26; (2) Thursday, 9/9; (3) Thursday, 9/30; (4) Thursday, 10/21; (5) Thursday, 11/11 and (6) Thursday, 12/14.

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

	TOPIC	CHAPTER	WEEK
I.	**Strategic Brand Communication**	1	1
II.	**Advertising and the Advertising Agency**	2	2
III.	**Segmenting and Targeting the Audience**	7	3
IV.	**Media Planning and Negotiation**	15	4
	MIDTERM EXAMINATION		
V.	**Media Basics**	12	5
VI.	**Paid Media (Print and Broadcast Media)**	13	6-7
VII.	**The Creative Side**	9	8
VIII.	**Promotional Writing (Copywriting)**	10	9
IX.	**Visual Communication**	11	10
X.	**Sales Promotion, Events, and Sponsorships**	-	11
XI.	**Public Relations**	3	12
XII.	**Global Advertising Campaigns**	-	13
XIII.	**Advertising Term Project Group Session**	-	14
XIV.	**Review for Final Examination**	-	15
XV.	**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 or service** of your choice.

2.   You will be required to create your own advertising agency, which will consist of 5-member teams of students.   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 the 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, 2021 to December 31, 2021**.

7. The Advertising Campaign will be submitted in the form of a 20-page typed-written report on 8 1/2 by 11 plain bond paper. The final campaign project report is due on **Thursday, December 2, 2021.**

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. <u>**Your final report should conform to the following outline:**</u>

   I. CAMPAIGN PLAN:

   A. <u>**MARKETING REVIEW**</u> - Overall review of chosen industry (2 pages).

   B. <u>**SITUATION ANALYSIS**</u> - History of Advertising, current and competitive information on selected product or category (2 pages).

   C. <u>**RESEARCH FOUNDATION**</u> - Research Objectives and data analysis. Summary of all research data used to develop The Advertising Campaign. You can create your own survey or summarize data obtained from industry sources. (2-3 pages)

   D. <u>**PROPOSED TARGET CONSUMERS**</u> - People who you are trying to reach. (Include demographic/psychographic data where possible) This information can be obtained from the U.S. Census Bureau located at 395 Hudson Street in Manhattan. The telephone number is (212) 584-3440 and the web address is www.Census.gov. (2 pages)

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E. **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)

F. **MEDIA PLAN & SCHEDULE** - Media vehicles & cost for time & space. (Give reasons why you chose the selected media vehicles). (5-6 pages)

G. **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)

H. **CREATIVE RATIONALE** - (1 page)

1. Creative theme (e.g., "**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 for your creative theme and slogan.

II. CREATIVE SUPPLEMENT:

A. A record of the advertising, sales promotion, display & design material.

B. All layouts, storyboards, sales promotion pieces, retail displays, and other creative must be prepared by students.

C. You may use photographs, charts, graphs, music, videotapes, etc. for Radio, Magazine and Television ads.

D. All work created by your ad agency must be original. You cannot use existing slogans**,** themes, and advertisements**.**

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.
2) 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.

3) 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.
4) 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.
5) 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.