

Chaminade University
School of Business

Instr: Brock Lawes

This course is designed to introduce you to the field of advertising and promotion management. The emphasis in the course will be on the role of advertising and promotion in the marketing communications program of an organization. The field of advertising and promotion is examined from the integrated marketing communications perspective. To fully understand advertising and its role in marketing, attention must be given to other promotional areas such as direct marketing, sales promotion, publicity/public relations, and personal selling. To effectively plan, implement, and evaluate advertising and promotional programs requires an understanding of the overall marketing process, consumer behavior, communications theory and the media of advertising and promotion. The various factors that must be considered in planning, developing and implementing advertising and promotional programs and campaigns will be examined. Attention will also be given to the environment in which advertising and promotion operates and promotional decisions are made. The regulatory, social and economic factors that influence, and are in turn influenced by, an organization's advertising and promotional program will be examined.

Text: Introduction to Advertising and Promotion, An Integrated Marketing Communications Perspective, 4th E., Belch
Belch, Irwin Pub. , 1998.

Assignments: Videos; a one or two page summary of each video shown addressing at least one of the commercials or programs therein. The 5-W's communication model is used - Who? (source) says What? (message) in what Way? (channel) to Whom? (audience) with What effect? (feedback). You should use hypotheses and critical thinking to make your judgements (your opinion) on these W's.

Vignette summaries; Each text chapter opens with a promotional vignette describing a recent promotional program. Hand-in a 2-3 page critical summary of two vignettes of your choice, first-come, first-served, as scheduled.

A mid-term and a final exam to be announced.

A course exercise in marketing communications evaluation; a presentation and written report evaluating a described communications program of your choice from any of the marketing communications programs covered in the course.

Ex. television campaign, local or national; print ad series; direct mail; sales promotion, personal selling, etc.

<u>Grade Weights</u> :	Attendance, participation	10%
	Video summaries (4)	15%
	Vignette summaries (2)	15%
	Midterm	20%
	Final	20%
	Course exercise	19%
		<u>100%</u>

OUTLINE

WEEK

- 1 Introduction of the course, the class members, procedures, etc.
CH. 1, "An Introduction to Ad. & Promo."
Students should begin choosing vignettes and considering their course exercise subjects.

CH 2, "The Role of Ad. & Promo. in the Marketing Process"
CH 21, "Regulation of Ad. & Promo."
- 3 CH. 22 "Evaluating the Social, Ethical, and Economic Aspects of Ad. & Promo."
CH. 3, "Organizing for Ad. & Promo.: The Role of Ad Agencies and Other"
Vignette selections and course exercise subjects due.
- 4 CH 4, "Perspectives on Consumer Behavior"
- 5 CH 5 ... Part III "Analyzing the Communications Process"
CH 6
Video I
- 6 CH 7 --Part IV "Establishing Objectives & Budgeting for the Promo. Program"
Video I summaries due
- 7 CH 8 "Creative Strategy"
CH 9. "Creative Strategy"
Vignette I summaries due
- 8 CH 10 "Media Planning & Strategy"
MIDTERM TBA; Progress towards course exercise completion begun.
- 9 CH 11 "Evaluation of Broadcast Media"
CH 12 "Evaluation of Print Media"
Video II
- 10 CH 13 "Support Media"
CH 14 "Direct Marketing"
Video II summaries due
- 11 CH 15' "Sales Promotion"
CH 16 "PR, Publicity, & Corp. Advertising"
- 12 CH 17.' "Personal Selling"
CH 18 " Measuring Effectiveness ..."
Video III
- 13 CH 19 " Business-to-Business Communications"
CH 20 " International Ad. & Promo."
Video III summaries due
Course exercise presentations/reports
- 14 Vignette II summaries due
Course exercise presentations/reports
Video IV

OUTLINE, cont'd.

Video IV summaries due
Course exercise presentations/reports completed
All outstanding assignments in if any credit to be received

*A 10% penalty is assessed for all late assignments.

*Additional videos on advertising & promotion will be shown throughout the course to illustrate current practices.

***There's the possibility of guest speakers in class and/or field trips to significant ad. & promo. organizations.

* Writing Proficiency

Writing is an integral part of academic life at Chaminade. Students are expected to write prose that is correct and appropriate to their purpose and audience. Furthermore, by the time of graduation, they must be able to demonstrate competency in communicating in writing to both specialists in their field and to the general public. To this end, all appropriate courses at Chaminade have writing requirements.

** WRITING STANDARDS

All work submitted by Chaminade University students must meet the following writing standards. Written assignments failing to meet these standards will not be accepted, unless other criteria have been specified for a particular assignment.

1. Written assignments should use correctly the grammar, spelling, punctuation, and sentence structure of Standard Written English.
2. Written assignments should develop ideas, themes, and main points coherently and concisely.
3. Written assignments should adopt modes and styles appropriate to their purpose and audience.
4. Written assignments should be clear, complete, and effective.
5. Written assignments containing material and ideas borrowed from sources should carefully analyze and synthesize that material. In addition, the sources of the borrowed material should be correctly acknowledged.

*Chaminade University Undergraduate Catalog,
**Chaminade University Graduate Catalog,