

**P, c a, Ad e, MGMT 0328**

**O, eS e 2009**

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**Ta :**

Essentials of Contemporary Advertising, 2/e



William F. Arens, David Schaefer, Michael F. Weigold  
[http://highered.mcgraw-hill.com/sites/0073380970/student\\_view0/](http://highered.mcgraw-hill.com/sites/0073380970/student_view0/)

**P, e, :**



**Ob ec e :**

This course explores the core principles that drive advertising with the goal of presenting advertising as it is actually practiced and make the fundamentals accessible and relevant to the student's life.

## **T e O , a v a :**

Essentials of Contemporary Advertising is divided into six parts.

Part 1, "An Introduction to Advertising," looks at what advertising is today and how it has evolved (Chapter 1). Chapter 2 looks at the social and economic impact of advertising and the role of regulatory policies. Then, Chapter 3 gives an overview of the advertising industry and each of the key players in the business.

Part 2, "Understanding the Target Audience," first explores marketing segmentation and its role in the marketing mix in Chapter 4. Then, Chapter 5 looks at the communication process, consumer behavior, and the steps involved in consumer decision making.

In Part 3, "The Planning Process," the account planning function and how research improves advertising decision making are discussed in Chapter 6. The roles of strategic planning and brand positioning are discussed in Chapter 7.

Part 4, "The Creative Process," begins by explaining why a creative strategy is essential to the creation of great advertising and proceeds to explore the creative process (Chapter 8). Next, in Chapter 9 we explore how art and copy come together to form ads. And, in Chapter 10, we discuss the different processes for producing advertising for print, television, radio, and the Internet.

Part 5, "Reaching the Target Audience," analyzes the different channels of communication through which advertising messages are conveyed. We begin with print advertising (Chapter 11) and discuss television and radio advertising in

## **C** **O** **a** **v** **a** :

The course material is contained in folders.

Begin the course by reviewing the information in the Getting Started folder.

The course is then organized by week and day.

In the assignment folders you will find:

**A** **s** **s** **e** **s** Students' complete assignments individually.

**E** **a** **m** **s** Most exams consist of four or five chapters of material. Time is limited, but sufficient time is allowed so that you should not be pressured. However, if you do not read the chapters before taking the exam you will not have the time to look up every question! The exam typically consists of 50 multiple choice questions.

**D** **i** **s** **c** **u** **s** **s** **i** **o** **n** **s** Discussions are completed in a varied of ways. In the Getting Started folder is a paper detailing how discussions are graded.

The first student reads the assignment and makes a posting. Subsequent students respond to the first student by selecting the option REPLY. Participation in discussion groups is important, with quality of posting the determining factor in grading.

**W** **o** **r** **k** **S** **a** **d** **a** **d** :

unless they miss the Available Until date which resides within the start / finish time of the course.

Discussion groups will not be released until the appropriate point in the course. Discussion groups are interactive and as such everyone must have had the opportunity to be in the same place.

### **Class Meetings:**

It is possible that I will schedule an introductory face-to-face class to be sure we all start off on the right foot. After that, there are no regularly scheduled class meetings. I will be available to students via chat most evenings Monday through Thursday.

### **Email:**

I will check email daily. Please send me email only in PLATO regarding questions that are relative to this course. I will return all email within 48 hours.

Students are required to check email daily.

**P r i n c i p a l s o f A d v e r t i s i n g MGMT 0328**

**O n l i n e S e c o n d E d i t i o n 2009**

**S e c o n d E d i t i o n**

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**T e x t b o o k :**

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**P r o f e s s o r :**

Pat O'Connor  
Wilson Hall, Fourth Floor, W410  
Phone: (413) 768-8165 (cell)  
E-Mail: Please Use the Instructor Link in Plato for all Email Correspondence

Office hours are by appointment only.

**O b j e c t i v e s :**

This course explores the core principles that drive advertising with the goal of presenting advertising as it is actually practiced and make the fundamentals accessible and relevant to the student's career.

**P r e r e q u i s i t e s :**

See department "Student Handbook"

# T E A C H E R S O U T L I N E

Date	Chapter, Lecture and Discussion	Assignment
May 18	Chapters 1-2 An Introduction to Advertising	Advertising and Freedom of Speech
May 21	Chapters 3-4 Ad Industry, Marketing Mix	Target Markets
May 25	Chapter 5 Communication and Consumer Behavior	Consumer Behavior & Psychology
Exam #1 to be taken May 25 <sup>th</sup> -27 <sup>th</sup> . The exam will cover Chapters 1-5		
May 28	Chapter 6 Account Planning and Research	Research Plans
June 1	Chapter 7 Marketing & Ad Plans	Strategic Ad Planning
June 4	Chapter 8 - 9 The Creative Process and Execution	Writing a Creative Strategy
June 8	Chapter 10 & 11 Producing Ads, Print Media	Print Ad Design
Exam #2 to be taken June 8 <sup>th</sup> – June 10 <sup>th</sup> . The exam will cover Chapters 6-9		
June 11	Chapter 12 & 13 Electronic Media, Direct Mail	Analyzing Direct Mail Samples, Paid Ads and Search Engines
June 15	Chapter 14 Other Media	Exploring New Media
Exam #3 to be taken June 18 <sup>th</sup> – June 21 <sup>st</sup> . The exam will cover Chapters 10-13		
June 18	Chapter 15 Media Planning & Buying	New Product Launch Media Plan
June 22	Chapters 16 & 17 Relationship Development	Developing a Direct Mail Program
Exam #4 to be taken by June 26 <sup>th</sup> . The exam will cover Chapters 14-17		