ADV 3008 (CRN 50189) Principles of Advertising

Course Information

Credits: 3.0
Meets: Mon & Wed & Fri 9:30 AM – 11:50 AM in LCOB 1201

Instructor: Christine Wright-Isak Ph.D.
Email: cwright@fgcu.edu
Office Hours: Mondays Noon – 2 PM
Office: LCOB 3319
Phone: 590-7346

Catalog Course Description:

ADV 3008 Principles of Advertising - 3 credits(s)

Introduction to the role of advertising communication in society, business and economics. Topics include historical perspectives, ethics, research and evaluation, objective setting/strategies planning for creativity, and mass media, within marketing planning. (Junior standing required)

Prerequisite(s) MAR 3023 for level Undergraduate with minimum grade of C

Texts & Materials

Required Text: O’Guinn, Allen & Semenik, Advertising & Integrated Brand Promotion 7e.

There is a multi-part semester long project that includes several specific assignment forms to be completed. These will be distributed in class as each becomes required for further learning and assignment completion.

Student Learning Outcomes:

After successfully completing this course, students will have a clear understanding in theory and practice of the relevant concepts for branding strategy that to coordinates the communications and positioning actions required for a successful brand equity building program.

Specific learning objectives and outcomes measurement:

- Comprehension of marketing communications vocabulary definitions and concepts consistent with marketing department master list. [Measured via multiple choice exams.]

- Understanding how concepts relevant to effectively coordinated marketing communications are applied to brand strategy development and implementation. [Measured via multipart team branding project specific assignments/exams.]
Critical thinking arising from applying learned concepts to real world problem solving [measured via multipart team branding project]

Skills in managing the intangible human resources of creativity, collaboration, and invention applied to defined marketing goals. [Measured via multi-part branding project teamwork focused on communicating the brand positioning.]

Familiarity with real world business practices in developing and implementing a coordinated multi-media communications plan, especially the use of modern technologies to implement them. [Measured via multipart team branding project.]

Teaching Approach:
In-class lectures include examples from business experience to illustrate principles being learned in each text chapter. The course uses the principles of good branding practice to illustrate how marketing strategy applied to creation of effective ads is at the center of an integrated branding effort that includes public relations and other promotional tools. The project work teaches how all components are made to work together effectively to bring about business success.

A critical portion of course learning is to build and maintain face-to-face relationships with fellow team members to fulfill the demands of the project. Coaching will be provided as needed to accomplish this and successful teamwork is part of the course grade.

The project replicates the work of actual business branding teams drawn from the experiences of such successful brands as Champion athletic wear, Lever 2000, the global Dr Pepper brand, Colgate Total, GE and the U.S. Army.

Evaluation & Assessment Methods: See measurement approaches listed with learning outcome goals above.

Grading Policy – Your final grade in this course will be calculated on the following Course Grade Scale (maximum 550 possible points):

A   = 525 and above
A-  = 500 – 524
B+  = 470 – 499
B   = 435 – 469
B-  = 400 – 434
C   = 350 – 374
C+  = 375 – 399
C-  = 300 – 349
D   = 250 – 299
F    = Below 249

Composition of Course Grade Point Total:
Two Exams @ 100 points.................................................. 200 points
One Team Project (Equiv of Exam III and Exam IV).......... 200 points
One PowerPoint presentation (Exam V - Final Exam) ........ 100 Points
Attendance, Class Participation*, Teamwork, Extra Credit.... 50 points

*Active Class Participation will be evaluated based on, but NOT limited to, these areas:
   1. Engaging in meaningful, subject/topic related discourse
2. Timely submission of projects/assignments

3. **Performing as a contributing member on your brand assignment team including team meetings that must happen in addition to class time.**

4. Attending scheduled class & team meetings on time.

5. Incorporating materials distributed in class or via email into project assignments.

**Course Policies: Based on Real World Professional Behavioral Norms and Expectations**

Class conduct is judged by real world business etiquette in order to underscore subtle but essential components of real world career advancement. Excessive absences will result in course grade reduction, just as failure to attend management meetings results in career disadvantage. The same is expected for project team brand assignment meetings. Late assignments will incur grade reduction.

Emergency or other situations requiring absence from class should be communicated whenever possible to the professor in advance of the class – this is real world professional courtesy and affects professional reputation.

Use of personal electronic devices during lecture has the same effect in class as their use during real-world management meetings or presentations – it is rude and diminishes chances for career advancement. Thus it will also diminish class participation perceptions and possibly result in final grade reduction.

*Extra credit opportunities are offered by surprise in class; you must be present to qualify for them. They contribute to the class participation 50 points.*

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**University, LCOB and Department Policies that Apply to this Course:**

**Academic Behavior Standards and Academic Dishonesty**

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the *Student Code of Conduct* and *Policies and Procedures* sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at http://studentservices.fgcu.edu/judicialaffairs/new.html

**Student Disability Accommodations Services**

*New:* Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please
see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453.

In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

Video and Audio Taping of Class Lectures: Students are not allowed to audio tape or video tape class lectures – with the exception of any student that has a documented disability and the OAS determines the best reasonable accommodation for the student is to allow them to audio tape of video tape class lectures. Professor must be notified of this situation before start of semester classes.

Resources for Faculty General Education Information on General Education program requirements is available online at http://www.fgcu.edu/General_Education/index.html

Service-Learning Information on integrating service-learning into the course and course syllabus is available online at http://www.fgcu.edu/Connect/

University Non-Discrimination Policy
Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC’s phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

Student Observance of Religious Holidays
All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence.

Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is
to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

**Distance-Learning**
Information on distance learning courses is available online at [http://itech.fgcu.edu/distance/](http://itech.fgcu.edu/distance/)

**Online Tutorials**
Information on online tutorials to assist students is available online at [http://www.fgcu.edu/support/](http://www.fgcu.edu/support/)

**Library Resources**
Main page: [http://library.fgcu.edu/](http://library.fgcu.edu/)
Tutorials & Handouts: [http://library.fgcu.edu/RSD/Instruction/tutorials.htm](http://library.fgcu.edu/RSD/Instruction/tutorials.htm)
Faculty Support: [http://library.fgcu.edu/faculty_index.html](http://library.fgcu.edu/faculty_index.html)
Contact: [http://library.fgcu.edu/LBS/about/contactus.htm](http://library.fgcu.edu/LBS/about/contactus.htm)

This course does not use CANVAS, except to post the syllabus. Notifications of class information are communicated during lecture or via class email to encourage class attendance and direct communication between instructor and students and among team members.

**Summer 2017  Topic and Reading Schedule  Principles of Advertising  ADV 3008**

**START**  Welcome to the World of Advertising

**Fri  May 12**  Introduction to Class and Project; Team Formation, Chapter 1

**Week 1**  Advertising & Developing Consumer Insights/Positioning Your Brand

**Mon  May 15**  Chapter 2 The World of Advertising; Project Launch – Business Description

**Wed  May 17**  Chapter 3 IBP & History of Branding – Brand Equity Inventory

**Fri  May 19**  Chapter 4 Social, Ethical & Regulatory Issues; Exam & Project Review

**Week 2**  Making the Value Proposition Truly Differentiating

**Mon  May 22**  EXAM I on Chapters 1-4; Chapter 5 - Advertising, Brand Promotion & Consumer Behavior

**Wed  May 24**  Chapter 6 on Segmentation, Positioning & Value Proposition; Target Description

**Fri  May 26**  EXAM II on Chapters 5 through 8 Take Home Distributed

**Week 3**  Brand Positioning and Project First Half Completion

**Mon  May 29**  Memorial Day – No Class Meeting

**Wed  May 31**  EXAM II Due in Class Chapter 7, Advertising Research; Project Brand Positioning and USP

**Fri  Jun 2**  Chapter 8, Project First Half Review
### Week 4  How Business Manages Creativity for Effective Communication

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<th>Activity</th>
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<tr>
<td>Mon</td>
<td>Jun 5</td>
<td>PROJECT FIRST HALF DUE IN CLASS; CWP and STRATMAP assigned</td>
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<tr>
<td>Wed</td>
<td>Jun 7</td>
<td>Chapter 9 &amp; 10 – the Creative Process; STRATMAP upgrades critiqued in class</td>
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<td>Fri</td>
<td>Jun 9</td>
<td>Translating Business Objectives into Creative Communication: Launch Creativity</td>
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### Week 5  Dramatizing Your Brand: Advertising as the Queen of IBP

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<tr>
<td>Mon</td>
<td>Jun 12</td>
<td>Final CWP and STRATMAPS</td>
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<tr>
<td>Wed</td>
<td>Jun 14</td>
<td>CREATIVE IDEA REVIEW – Refer to Chapters 10 &amp; 11; Promotions assigned</td>
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<td>Fri</td>
<td>Jun 16</td>
<td>CREATIVE REVIEW AND UPGRADE CONTINUES; Presentation and Final Book Preparation</td>
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### Week 6  Selling Your IBP to Your Client

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<tr>
<td>Mon</td>
<td>Jun 19</td>
<td>PRESENTATION Prep &amp; CREATIVE REVIEW</td>
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<tr>
<td>Wed</td>
<td>Jun 21</td>
<td>FINAL EXAM – TEAM PRESENTATIONS; FINAL PROJECT BOOKS AND TEAM EVALUATIONS ARE DUE</td>
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