Lutgert College of Business  
Department of Marketing – ADV 3008 Syllabus

ADV 3008  CRN 11204  Principles of Advertising  SPR 2018
MEETS: Mon – Wed – Fri 10:30 – 11:20 AM  In LH 2208

Instructor: Christine Wright-Isak Ph.D.
Email: cwright@fgcu.edu  Office Hours:
Office: LCOB 3319  Mondays 12:30 PM - 3:30 PM
Phone: 590-7346  Wednesdays & Fridays 12:30 -1:30 PM
Emergency TXT (239) 248-8811  Or by Pre-Scheduled Appointment

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

The multi-part semester long project 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 to coordinating the communications and positioning actions required for a successful brand marketing 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-strategy development portion]
• 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 – selling in strategy to client management portion.]

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 advertising forms 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 this 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 (maxmum 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 5 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.

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 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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https://www.facebook.com/FGCU-Marketing-Department-55607734538102/photos?ref=page_internal

**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
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 before start of semester classes.**

**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 make much use of CANVAS. 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. **Note EXCEPTION TO CANVAS NON-USAGE: All faculty members are required to use Canvas to confirm a student’s attendance for each course by the end of the first week of classes.** Failure to do so will result in a delay in the disbursement of your financial aid. **This confirmation of attendance is required of all students, not only those receiving financial aid. This course does comply with this use of CANVAS.**
*SCHEDULE: Some chapters are covered out of sequence compared to the book. Other events listed on the calendar below may also change depending on how the class progresses – it is your responsibility to be in class to hear about any changes that take place. FINAL PROJECT BOOK IS DUE ON THE LAST DAY OF CLASS AS IS THE FINAL TEAM PRESENTATION.

**SPR 2018*  ADV 3008  CRN 11204  Principles of Advertising  Topic Schedule**

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Welcome to the World of Advertising – A Social Institution</th>
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<tr>
<td>Mon</td>
<td>Jan 8</td>
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<td>Wed</td>
<td>Jan 10</td>
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<td>Fri</td>
<td>Jan 12</td>
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<th>Week 2</th>
<th>What is Branding? Choosing Your Project Brand</th>
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<td>Mon</td>
<td>Jan 15</td>
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<td>Wed</td>
<td>Jan 17</td>
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<td>Wed</td>
<td>Jan 17</td>
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<td>Fri</td>
<td>Jan 19</td>
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<th>Week 3</th>
<th>The World of Advertising &amp; Branding Examined &amp; Replayed</th>
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<tr>
<td>Mon</td>
<td>Jan 22</td>
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<td>Wed</td>
<td>Jan 24</td>
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<td>Fri</td>
<td>Jan 26</td>
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<tr>
<th>Week 4</th>
<th>The World of Advertising &amp; Branding Replayed (ctd)</th>
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<tr>
<td>Mon</td>
<td>Jan 29</td>
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<td>Wed</td>
<td>Jan 31</td>
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<td>Fri</td>
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Week 5  Defining your Target Consumer
Mon  Feb 5  Target Segments Assignment Reviewed in class;
Wed  Feb 7  Project Assignment: Brand Competitors/positionings
Fri  Feb 9  Brand Competitors – Review of project to date

Week 6  Positioning Your Brand to its Target
Mon  Feb 12  Project Assignment: Your Positioning Statement & Consumer Connection
Wed  Feb 14  Project Assignment reviewed: Positioning Statements due in class
Fri  Feb 16  Making Your Brand Value Proposition Differentiating vs Competitors
Upgrade your brand’s positioning statement

Week 7  Making the Value Proposition Differentiating: Who Are Your Competitors?
Mon  Feb 19  Revise and Improve Brand Your Positioning - Review in Class
Wed  Feb 21  Revised Project Brand Positioning Review continues
Fri  Feb 23  Chapter 7 Advertising Research

Week 8  Preparing to Advertise Your Brand
Mon  Feb 26  EXAM III (aka Project Book First half) DUE IN CLASS
Wed  Feb 28  Chapter 8 Planning Advertising and Integrated Brand Promotion
Fri  Mar 2  EXAM II on Ch 5 – 8 Take-Home Handed out in Class Due Mon Mar 12

Week 9  SPRING BREAK – NO CLASSES  Mar 5-9
Week 10  Brand Strategy Applied to Developing Effective Communication
Mon  Mar 12  EXAM II TAKE-HOME DUE IN CLASS
Wed  Mar 14  Project STRATMAP assigned – First Draft due Friday for class critique
Fri  Mar 16  Project STRATMAP assigned – First Draft due Friday for class critique

Week 11  Brand Communications Strategy tools: The Stratmap & CWP
Mon  Mar 19  StratMap reviewed in class & upgraded
Wed  Mar 21  Project CWP Assigned; Choosing Media
Fri  Mar 23  Project Review/ Consulting on work to date
Week 12  Transforming Brand Communications Strategy to Creative Ads
Mon  Mar 26  CWP & Stratmap Upgrades Reviewed in class
Wed  Mar 28  Chapter 9: the Creative Process & IBP (Lecture & Ad-Making Introduced)
Fri  Mar 31  First Ads assigned

Week 13  Dramatizing Your Brand: Advertising as the Queen of IBP
Mon  Apr  2  Chapter 10 Creativity
Wed  Apr  4  CAMPAIGN - CREATIVE IDEA LECTURE/Assignments
Fri  Apr  6  Strategic Fulfillment of Campaign Idea (aka rationale)

Week 14  Making Ads! Part I
Mon  Apr  9  CAMPAIGN – CREATIVE IDEA REVIEW IN CLASS
Wed  Apr 11  CAMPAIGN - CREATIVE IDEA REVIEW IN CLASS
Fri  Apr 13  VISITOR CRITIQUES – CREATIVE IDEA REVIEW

Week 15  Making Ads! Part II
Mon  Apr 16  CAMPAIGN – CREATIVE IDEA REVIEW IN CLASS
Wed  Apr 18  CAMPAIGN - CREATIVE IDEA REVIEW IN CLASS
Fri  Apr 20  POSSIBLE VISITOR CRITIQUES – CREATIVE IDEA REVIEW

Week 16  PRESENTATION Prep & CREATIVE REVIEW
Mon  Apr 23  PPT OUTLINE AND CONSULTING IN CLASS
Wed  Apr 25  PPT OUTLINE AND CONSULTING IN CLASS
Fri  Apr 27  PROJECT TEAM CONSULTING – ALL MUST ATTEND

Wed May 2, 2018  Lutgert Hall 2208  10 AM to 12:15 PM  FINAL EXAM

TEAM PRESENTATIONS

DUE ON FINAL EXAM DAY: PROJECT BOOKS PARTS I AND II PLUS SLIDES FROM PPT

(Details for hand-ins will be provided in last week of classes)