

**SYLLABUS FORM**  
**WESTCHESTER COMMUNITY COLLEGE**  
**Valhalla, NY 10595**

1. CURRENT DATE: 4/14/2015  
Please indicate whether this is a NEW COURSE or a REVISION: REVISION  
  
DATE OF PRIOR REVISION: 7/7/2008
2. NAME OF ORIGINATOR or REVISOR: D. Verne/P. Fein
3. COURSE # MKT 203
4. NAME OF COURSE: Advertising
5. COURSE DESCRIPTION (no more than 65 words)  
Enter course description.

This course studies the role of advertising as a component of consumer marketing. Students will create media plans, advertising campaign, learn about the role of the advertising agency and client relationships. Students are required to track creative work and submit a media plan and portfolio of creative ideas, public relations plans and media selection in advertising communication.

Class hrs. 3. Prerequisite: Marketing 101. Offered every semester.

6. NUMBER OF CREDITS: 3  
*Note SUNY credit hour policy at: [http://www.suny.edu/sunypp/documents.cfm?doc\\_id=168](http://www.suny.edu/sunypp/documents.cfm?doc_id=168)*
7. NUMBER OF CONTACT HOURS PER TERM:
  - a. Lab hours: 0    Lecture hours: 45
8. APPROXIMATE FREQUENCY OF OFFERING THIS COURSE: **every semester**
9. PREREQUISITES or PLACEMENT SCORES: MKT 101
10. COREQUISITES:
11. ASSOCIATED COURSES (such as field courses):
12. PLACE OF THIS COURSE IN CURRICULUM:
 

Required for Curriculum: AS, AAS Marketing, AAS Fashion Merchandising     College Core     Elective
13. ADDITIONAL COMMENTS/CLASS NOTES -.
14. REQUIRED TEXTS AND/OR MATERIALS: **REQUIRED:**  
Advertising & IMC Principles & Practice, 10<sup>th</sup> edition. Moriarty, Mitchell & Wells. Pearson Publishing  
**SUPPLEMENTAL:** Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising Paperback –by Ryan Holiday, Hidden Persuasion: 33 Psychological Influences Techniques in Advertising Hardcover – January 14, 2014 by Marc Andrews and Matthijs van Leeuwen, Planning and

15. STUDENT LEARNING OUTCOMES (SLOs) and COURSE OBJECTIVES

- Under each **SLO**, list the related course **objective(s)**.  
*Reminder: The SLOs are the one to four measurable overarching competencies a student is expected to have attained at the end of the course, and the course objectives are the steppingstones to attaining these SLOs.*
- For every Student Learning Outcome, describe at least one **measure, instrument, tool, observation, etc.** (See chart) below)

<p>SLO/Objectives - Upon successful completion, the student will be able to:</p>	<p>This outcome will be measured by one or more of the following instruments (exercises, tools, observations):</p>
<p><b>SLO 1:</b> To develop a clear understanding of traditional advertising and promotional tools. <b>Objective 1:</b> To understand how key elements within the marketing communications mix (e.g., advertising, promotion, direct marketing and the Internet) are integrated. <b>Objective 2:</b> To learn how consumer behavior, creative strategies, the communication process, market research, and program evaluation tools are used to design effective advertising and promotion programs. <b>Objective 3:</b> To become familiar with the social, ethical and economic aspects of advertising and promotion.</p>	<p><b>Measurements:</b> Case Study Analysis: To translate theory into practice by analyzing a number of pragmatic examples and case studies of real-world advertising experiences.</p>
<p><b>SLO 2:</b> To know how broadcast media (e.g., television, radio), print media (e.g., magazines, newspapers), support media (e.g., outdoor advertising), direct marketing (e.g., postal mail), and interactive media (e.g., the Internet) are used in advertising and promotion. <b>Objective 1:</b> Study of the creativity, the theories and of the techniques of ideation and creative stimulation applied to narrative-persuasive archetypes and the generative rhetoric of messages. <b>Objective 2:</b> Evaluate the shift in the perceptual focus from an audience to creators of advertising and promotion strategies for businesses <b>Objective 3:</b> Study attention given to key subjects such as market research, media planning, creative strategies for traditional and non-traditional markets, advertising agency practices, competitive positioning, and how each influences the effectiveness of an advertiser’s campaign.</p>	<p><b>Measurements:</b></p> <ul style="list-style-type: none"> <li>• To participate in a hands-on practicum in advertising and promotion by preparing an advertising campaign for a client.</li> <li>• Use the five parts to the Integrated Marketing Communication model to create a marketing deck, present in semester end competition</li> <li>• Present a professional advertising print and TV creative concept</li> </ul>

<p><b>SLO 3:</b> Gain Professional development and expertise in the ethics and budgeting of advertising</p> <p><b>Objective 1:</b> To shift the perceptual focus of class members from an audience (as when watching television commercials or reading magazines) to creators of advertising and promotion strategies for businesses</p> <p><b>Objective 2:</b> Examine the ethical code and standards developed by professional agencies in relation to real messages</p>	<p><b>Measurements:</b></p> <ul style="list-style-type: none"> <li>• Create an advertising budget for a current company as part of a media plan</li> <li>• Define a standard forms of promotion as they relate to legal and ethical restrictions</li> </ul>
<p><b>SLO 4:</b> Analyze public opinion and how it affects public relations and the importance of ethics in public relations.</p> <p><b>Objective 1:</b> Provide the student with a working knowledge of the theories, techniques, and processes of public relations including means of influencing methods of building good will, analysis of media, obtaining publicity, and implementation of public relations programs</p> <p><b>Objective 2:</b> To identify public relations as a critical part of the components of Marketing</p> <p><b>Objective 3:</b> Evaluate public attitudes, identify policies and procedures of an organization with public interests and understand how public relations is a management function.</p> <p><b>Objective 4 :</b> Learn how media consolidation, affects of Internet on reporters and public relations</p>	<p><b>Measurements</b></p> <ul style="list-style-type: none"> <li>• Students will develop a PR positioning strategy for a new product and submit a 3-page paper outlining their strategy and supporting their idea with potential ad concepts.</li> <li>• Students will submit a comprehensive media plan with supporting documentation including a financial spreadsheet and a 5 page paper-prepare advertising campaigns for clients.</li> </ul>

**16. COURSE GRADING CRITERIA:**

1. Class participation & case study assignments which reinforce concepts and methods from lecture: (30%)
2. Assessments: Formal exams assessing creative and financial budgeting competence
  - o Individual Project creative qualitative (20%)
  - o Final exam- concept review (20%)
3. IMC and Media Plan (Group Project): (30%) Design of Media and Advertising campaign using all elements of traditional and emerging techniques, including PR positioning paper.

**17. INSTRUCTIONAL METHODS:** List the different instructional methods you might use, in the course of the semester. List supplementary learning options, if any:

Course assessments includes text-based lectures, reading assigned chapters of the textbook and case studies, reviewing advertisements, researching the Internet, preparing and posting written assignments, and reading and critiquing advertising messages, preparing budgets and participating in classroom blog using blackboard. Group project will result in advertising campaign to be presented at end of semester. Refer to Ad Age and Brand Week for topical issues in Advertising and Branding

**18. TOPIC OUTLINE: Week by Week**

Week	Assignment
1	Chapter 1 - Advertising Today
2	Chapter 2 - The Big Picture: The Evolution of Advertising

3	Chapter 3 - The Big Picture: Economic and Regulatory Aspects
4	Chapter 4 - The Scope of Advertising: From Local to Global
5	Chapter 5 - Marketing and Consumer Behavior: The foundation of Advertising
6	<b>Exam One</b>
7	Chapter 6 - Market Segmentation and the Marketing Mix: Determinants of Advertising Strategy
	Chapter 7 - Research: Gathering Information for Advertising Planning
8	Chapter 8 - Marketing and Advertising Planning
	Chapter 9 - Planning Media Strategy: Disseminating the Message
9	<b>Exam Two</b>
10	Chapter 10- Creative Strategy and the Creative Process
	Chapter 11-Creative Execution: Art and Copy
	Chapter 12 -Producing Ads for Print, Electronic and Digital Media
11	Chapter 13 - Using Print Media
	Chapter 14 – Using Electronic Media: Television and Radio
12	<b>Exam Three</b>
13	Chapter 15- Using Digital Interactive Media
	Chapter 16- Using Out-of-Home, Exhibitve, and Supplementary Media
14	Chapter 17- Relationship Building: Direct Marketing, Personal Selling, and Sales Promotion
	Chapter 18- Relationship Building: Public Relations, Sponsorship, and Corporate Advertising
15	Chapter 18- Relationship Building: Public Relations, Sponsorship, and Corporate Advertising
	<b>Final</b>

19. UNIQUE ASPECTS OF COURSE (such as equipment, specified software, space requirements, etc.):  
Preferable scheduled in management classroom with round tables for media discussions, subscriptions to Ad Age, Brand Week,