

COURSE OUTLINE **Principles of Advertising**

Course Description

BA 103. Principles of Advertising. 3 hours credit. This course will enable the student to analyze and explore the role of advertising in the world today and its relationship to the field of marketing. The student will analyze various types of media, consider current trends in advertising techniques and discover the importance of research planning. In addition, the student will focus on the significance of behavioral sciences and how they relate to the effectiveness of advertising.

Course Relevance

The principles learned in this course will allow the student to better understand the role advertising plays in society and how to utilize advertising to achieve marketing objectives. The principles are relevant to any type of organization which markets its product or service.

Required Materials

Arens, W.F. *Contemporary advertising* (13th ed.). Boston, MA: McGraw Hill.

Learning Outcomes

The intention is for the student to be able to:

1. Realize the importance and role of advertising in society.
2. Demonstrate understanding of the aspects of the promotional mix.

Learning PACT Skills that will be developed and documented in this course

Through involvement in this course, the student will develop ability in the following PACT skill area(s):

Analytical Thinking Skills

1. Problem solving
 - By applying skills learned in lessons, readings, and discussions, the student will analyze specific advertising problems and present their own creative solutions.

Major Summative Assessment Task(s)

These learning outcome(s) and the Learning PACT skill(s) will be demonstrated by:

1. Completing a departmental project that measures the student's ability to solve problems related to the advertising function, including using creativity to step the audience towards the intended advertising objectives.

Course Content

- I. Skills or Competencies – Actions that are essential to achieve the course outcomes:
 - A. Provide critical analysis of real life advertising strategies
 - B. Utilize promotional tools covered in class

- II. Themes – Key recurring concepts that run throughout this course:
 - A. Creativity
 - B. Consumer behavior
 - C. Media
- III. Issues – Key areas of conflict that must be understood in order to achieve the intended outcome:
 - A. Effectively communicating ideas to the marketplace
 - B. Understanding the costs versus benefits of various promotional options
- IV. Concepts – Key concepts that must be understood to address the issues:
 - A. Understanding the communication process
 - B. Understanding the promotional mix

Learning Units

- I. The dimensions of advertising
 - A. Advertising versus marketing
 - B. Advertising's role in the marketing and communication process
 - C. The evolution of advertising
- II. The social, legal and ethical aspects of advertising
 - A. The legal issues advertisers face domestically
 - B. The legal issues advertisers face abroad
- III. The advertising business
 - A. The various groups in the advertising business and their relationship to one another
 - B. How ad agencies get new clients and how they make money
- IV. Marketing and consumer behavior
 - A. How advertising influences the purchasers' behavior
 - B. How advertisers deal with cognitive dissonance
- V. Using marketing and advertising to link products to markets
 - A. Methods used to segment consumer and business markets
 - B. The process and the importance of aggregation to marketing
 - C. The target marketing process
 - D. The marketing mix and its relationship to the promotional mix
- VI. Marketing and advertising research
 - A. How research helps advertisers locate market segments and identify target markets
 - C. Methods used in advertising research
 - D. The basic steps in the research process
- VII. Marketing and advertising planning
 - A. The role and importance of a marketing plan
 - B. The difference between objectives and strategies

C. How advertising budgets are determined

VIII. Planning media strategies

- A. The media plan
- B. Reach and frequency
- C. GRP, CPM, ACPM, and average frequency
- D. Types of advertising schedule
- E. Secondary research sources available to planners

IX. Creative strategy and the creative process

- A. The members of the creative team
- B. The difference between message strategy and creative strategy
- C. The “Unique Selling Proposition”

X. Various types of layouts and their purposes

- A. Principles of ad layouts
- B. Principles of copy writing
- C. Purposes of a headline
- D. Purposes of an illustration
- E. Purposes of the body copy

XI. Advertising production

- A. The role of computers in the print production process
- B. Effective layout
- C. Storyboards
- D. Types of radio and television commercials

XII. Buying print media

- A. Magazine circulation
- B. The advantages and disadvantages of magazine advertising
- C. Classifications of newspapers and magazines
- D. Placement of ads in a magazine
- E. The advantages and disadvantages of newspaper advertising
- F. Preferred position
- G. Ad placement procedure for newspapers and magazines

XIII. Buying electronic media

- A. Advantages and disadvantages of advertising on television
- B. Advantages and disadvantages of advertising on radio
- C. Classifications of broadcast media
- D. Broadcast television advertising versus cable television advertising
- E. Opportunities and challenges presented by the new digital interactive media

XIV. Buying out-of-home media

- A. Pros and cons of outdoor advertising
- B. How to measure exposure to outdoor media

C. Variables that influence the cost of outdoor advertising

XV. Direct marketing, direct mail and sales promotion

A. Direct marketing, direct mail and sales promotion

B. Pros and cons of direct marketing, direct mail and sales promotion

Learning Activities

Classroom: Learning activities will be geared toward achieving the intended course outcomes through lecture, instructor led-class discussion, textbook reading assignments, exams, audio-visual aids and case studies.

Online: Online learning activities will equate to the classroom activities, with instructor notes, online discussions, textbook reading assignments, exams, links to appropriate websites and case studies.

Grade Determination

The student will be graded on assessment tasks, examinations, written assignments, case studies and other methods of evaluation at the discretion of the instructor.