

## Syllabus (2021-1)

Course Title	Principles of Advertising (광고의 이해)	Course No.	36041
Department/ Major	Communication and Media	Credit	3
Class Time/ Classroom	Monday 11:00 - 12:15/ Wednesday 9:30 - 10:45		
Instructor	Name: Soontae An	Department: Communication and Media	
	E-mail: soontae@ewha.ac.kr	Telephone: 02-3277-3449	
Office Hours	Wednesday 10:50 - 12:00		

### I. Course Overview

#### 1. Course Description

This is an introductory class to the world of advertising. In this class, students will learn key concepts and principles of advertising and Integrated Marketing Communication (IMC); understand practice of advertising business and key players; analyze IMC campaigns including media strategy, target market segmentation, and message contents; and understand social, ethical, regulatory issues involving advertising in a global context.

#### 2. Prerequisites

None

#### 3. Course Format

Lecture	Presentation	Discussion
60%	20%	20%

- Class lectures and readings will be in English. **However, at any rate, a command of English will not be a criterion to determine students' grade.**
- Class Participation: Each student is expected to participate to the best of her/his abilities and have respect for the issues and topics discussed in class. Attendance is crucial and poor attendance will affect your final grade.

#### 4. Course Objectives

The learning objectives of this course are to understand:

- Principles and practice of advertising
- Strategic foundations of advertising and Integrated Marketing Communication planning
- Social, ethical, and regulatory issues involving advertising
- Roles and practices of advertising in a global society in relationship to marketing communications.

#### 5. Evaluation System

Midterm Exam	Final Exam	Agency Report Presentation	Agency Review Assignments
35%	35%	15%	15%

##### Exams

Exams will be drawn from class lectures. Referring to the text book, study class PPTs closely. The textbook is recommended, not required. A close attention to the lecture materials will be sufficient to obtain high grades.

##### Agency Report Assignment

Pick an advertising agency of your choice. Summarize it's history, organizational structures, business profiles, and examples of ad campaign. Prepare a short PPT presentation with voice-over. Upload the recorded presentation into the Cyber Campus. The recorded presentation should be within 10 minutes, preferably between 6-8 minutes.

##### Agency Review Assignment

On a regular basis, you choose one of the agency report presentations and briefly write about your own views. The assignment should be very brief (60-80 words) either in English or Korean. Submission schedules will be announced later.

## II. Course Materials and Additional Readings

### 1. Recommended Textbook

Moriarty, S., Mitchell, N., Wood, C., and Wells, W. (2019). *Advertising & IMC: Principles and Practice (11<sup>th</sup> Ed.)*. Global Edition. Pearson Education (ISBN 978-0-13-448043-5)

### 2. Supplementary Materials

<광고의 이해>, 이해갑 저, 이화여대 출판사, 2016

### 3. Optional Additional Readings

ADWEEK magazine

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## III. Course Policies

- For the first two weeks, ZOOM classes will be held. After that, recorded PPTs with voice-over will be uploaded. Schedules are subject to change. It is your responsibility to check Cyber Campus announcements and class materials.
- Academic misconduct will not be tolerated in this course. Students are expected to be familiar with University policies regarding academic integrity.
- Attendance, punctuality, and participation are not only expected, but are crucial to your success in the course. It is especially important that certain standards of courtesy are maintained:
  - Arriving late (or leaving early), talking to each other, reading newspapers or other disruptive activities are rude and disturbing to those who would like to be attentive.
  - If your class schedule prevents you from arriving on time (or causes you to have to leave early), please enter (or leave) quietly and take a seat on a side aisle.
  - If you have to leave early for some important commitment, notify the instructor before class.

#### IV. Course Schedule

Week	Date		
Week 1	March 3	Topics & Class Format	Course Introduction (ZOOM Class)
		Materials & Assignments	Chapter 1
Week 2	March 8/10	Topics & Class Format	Marketing Foundations (ZOOM Class)
		Materials & Assignments	Chapter 1
Week 3	March 15/17	Topics & Class Format	Integrated Marketing Communication
		Materials & Assignments	Chapters 1-2
Week 4	March 22/24	Topics & Class Format	Integrated Marketing Communication
		Materials & Assignments	Chapters 16
Week 5	March 29/31	Topics & Class Format	Advertising and IMC
		Materials & Assignments	Chapter 3-4
Week 6	April 5/7	Topics & Class Format	Advertising and IMC
		Materials & Assignments	Chapter 3-4
Week 7	April 12/14	Topics & Class Format	Brand Communication and Persuasion
		Materials & Assignments	Chapter 5
Week 8	April 19/21	Topics & Class Format	University Exam Period (April 21-23)
		Materials & Assignments	Midterm Exam (April 19) April 21 - No Class

Week	Date		
Week 9	April 26/28	Topics & Class Format	Persuasion and Research
		Materials & Assignments	Chapter 6
Week 10	May 3/5	Topics & Class Format	Strategic Planning Process
		Materials & Assignments	Chapters 7-8 ( <b>May 5: National Holiday - No class</b> )
Week 11	May 10/12	Topics & Class Format	Creative Side
		Materials & Assignments	Chapter 9
Week 12	May 17/19	Topics & Class Format	Media Planning and Buying
		Materials & Assignments	Chapters 12-15 ( <b>May 19: National Holiday - No Class</b> )
Week 13	May 24/26	Topics & Class Format	Media Planning and Buying
		Materials & Assignments	Chapters 12-15
Week 14	May 31 June 2	Topics & Class Format	Key Issues about Brand Communication
		Materials & Assignments	Chapter 18
Week 15	June 7/9	Topics & Class Format	Key Issues about Brand Communication
		Materials & Assignments	<b>Final Exam (June 9)</b>

\* The contents and schedules of this syllabus are subject to change.