

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.

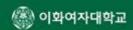
2. Prerequisites

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

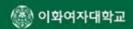
Exams will be drawn from class lectures. Referring to the text book, study class PPTs closely. The textbook is recommended, not required. A close attention to the lecture materials will be sufficient to obtain high grades.

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 (11thEd.).* Global Edition. Pearson Education (ISBN 978-0-13-448043-5)

2. Supplementary Materials

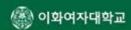
<광고의 이해>, 이혜갑 저, 이화여대 출판사, 2016

3. Optional Additional Readings

ADWEEK magazine

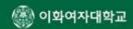
III. Course Policies

- 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

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

^{*} The contents and schedules of this syllabus are subject to change.