

UNIVERSITY OF ILLINOIS at CHICAGO
FALL 2012

Marketing 474 (12919)
Advertising & Sales Promotion
Course Time: MWF-12:00-1:00
BH 304

Instructor: K.D. Moon
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Office Hours: By Appointment Only
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TEXT:

Advertising and Promotion. An Integrated Marketing Communications Perspective, Belch and Belch, 9th edition, 2012, McGraw-Hill/Irwin, ISBN 0073404861.

MAGAZINE:

Purchase Fashion Magazine of Your Choice: e.g. Vogue, GQ, In-Style, Glamour, Elle

Course Description and Objectives:

This course provides an overview of the management, planning, evaluation, and use of advertising and sales promotion. This course is a required course for the Marketing major. The course has a managerial orientation. Students take an analytical approach and apply advertising principles to solve “real world” problems. This course seeks to bridge the gap between advertising theory and practical application. Analytical advertising methods are examined from the managerial perspective.

Course Learning Objectives:

- To understand that advertising is oriented toward building market share and increasing sales through the development of brand image and long-run consumer loyalty.
- To analyze the many elements of an advertising campaign, its planning, and the execution of message strategy and media selection.
- To apply communication concepts: signs, field of experience, and meaning.
- To understand that sales promotion focuses on short-term incentives to encourage purchase or sale of a product or service. Sales promotion is oriented toward obtaining market share and sales by immediate actions.
- To evaluate elementary techniques of advertising research.
- To provide practice in the application of advertising theory to practical problems.
- To achieve market leadership by creating customer satisfaction through product innovation, product quality, and customer service.
- To integrate ethical considerations into discussion of advertising topics throughout the course.

Prerequisite:

Marketing 461 or consent of the instructor.

COURSE REQUIREMENTS:

- Regular and on-time attendance
- Participation in classroom discussions and collaborative learning exercises
- Satisfactory completion of all assignments and projects

COURSE STRUCTURE:

The course will be taught in weekly modules as per the attached course calendar. Students are responsible for reading the key concepts in the text and other additional readings prior to coming to class. Case studies, articles, videos and collaborative exercises will be used in class to allow students the opportunity to apply the core marketing principles. You will not be allowed to use note cards for any oral presentations.

HBR CASES & ASSSIGNMENTS:

You will need to purchase one HBR Case. I will attach an HBR course link on Blackboard. Please use this link to access and purchase the case at a discount.

GRADING CRITERIA:

The letter course grade is determined by computing the following weights and numerical points for individual assignments:

(4) Practical Assignments	200 pts
Midterm Assignment	300 pts
Final Group Written Project	200 pts
Final Group Presentation	100 pts
(10) In-Class Assignments	200 pts

POLICY FOR LATE ASSIGNMENTS: A deduction of 10% will be assessed EACH DAY your assignment is late. Hardcopies of all other assignments are due the week they are assigned. If you are unable to make class to submit a hardcopy of your assignment, you may submit an e-copy ON BLACKBOARD (NOT EMAIL) for a “date and time stamp”. Additionally, you will need to submit a hardcopy for grading purposes (reference the date of your e-copy). **You cannot make-up in-class participation points.**

GRADING POINT SCALE:

900-1000	A
800-899	B
700-799	C
600-699	D
Below 600	F

IMPORTANT: Individual grades are to be held in strict confidence. Therefore, students are encouraged not to discuss grades or graded assignments. All questions and discrepancies regarding graded assignments should be directed to the instructor's attention. A request to review graded assignments should be written on "3M Post-It Notes". The instructor will review these requests outside of class and provide a response by the next class period.

If you do not receive a grade for an assignment within one week from the date of submission and/or after the assignments have been returned to the class, then it is likely that the instructor didn't receive your assignment. You will need to discuss this discrepancy with the instructor. It is the student's responsibility to ensure the instructor has received assignments in a timely manner. Similarly, it is the student's responsibility to check Gradebook frequently to ensure grades have been accurately posted. Please keep all graded assignments until the semester ends.

COURSE CODE OF CONDUCT:

This course follows the guidelines set forth in the CBA code of honor. Any student that chooses to act dishonestly and violates the CBA Code of Honor will put his/her final class grade in jeopardy. In this case, a student will receive no higher than a "C" as a final course grade. Dishonest conduct includes but is not limited to plagiarism and copying another student's work. Please refer to the CBA handbook for more information.

DISABILITY SERVICES NOTIFICATION:

Concerning disabled students, the University of Illinois at Chicago is committed to maintaining a barrier-free environment so that individuals with disabilities can fully access programs, courses, services, and activities at UIC. Students with disabilities who require accommodations for full access and participation in UIC Programs must be registered with the Disability Resource Center (DRC). Please contact DRC at (312) 413-2183 (voice) or (312) 413- 0123 (TDD).

CAMPUS POLICIES AND STUDENT NOTIFICATIONS:

Please refer to the Registrar's Office website for more information on additional policies and procedures.

http://www.uic.edu/depts/oar/current_students/campus_policies.html

MIDTERM GRADES:

Please refer to the following link for advisory information on Midterm grades.

http://tiger.uic.edu/depts/oaa/advising/student_midterm.html

COURSE CALENDAR (SUBJECT TO CHANGE)

Week 1 8/27	Syllabus and Course Overview Chapter 1 – Introduction to IMC/ Testing Your Advertising I.Q. Video: “Las Vegas”
Week 2 9/3	NO SCHOOL MONDAY, SEPTEMBER 3 The Marketing Communications Process, Chapter 2 <i>Midterm and Final Review</i>
Week 3 9/10	Chapter 3 – Role of Ad Agencies & Other Marketing Communication Chapters 4 – Perspectives on Consumer Behavior
Week 4 9/17	Chapter 5 - The Communication Process <i>MIDTERM REVIEW</i>
Week 5 9/24	Chapter 6 – Source Message and Channel Factors Chapter 7 - Establishing Objectives and Budgeting for the Promotional Program
Week 6 10/1	Chapter 8 - Creative Strategy: Planning and Development Chapter 9 - Creative Strategy: Implementation and Evaluation <i>PRINT AD DUE</i>
Week 7 10/8	Chapter 10 - Media Planning and Strategy Chapter 11 - Evaluation of Media: Television and Radio <i>MIDTERM DUE (10/8)</i>
Week 8 10/15	Chapter 12 - Evaluation of Print MEDIA PLAN DUE (10/15)
Week 9 10/22	Chapter 16 – Sales Promotions <i>FINAL REVIEW</i>
Week 10 10/29	Chapter 14 - Direct Marketing <i>SALES PROMOTIONS DUE (10/29)</i>
Week 11 11/5	Chapter 15 - The Internet and Interactive Media
Week 12 11/12	Chapter 17 - Public Relations, Publicity, and Corporate Advertising Chapter 18 - Measuring the Effectiveness of the Promotional Program
Week 13 11/19	Chapter 13 - Support Media <i>MPR DUE (11/19)</i>

	NO SCHOOL WED-FRI
Week 14 11/26	Chapter 19 - International Advertising and Promotion Chapter 20 - Regulation of Advertising and Promotion
Week 15 12/3	FINAL PRESENTATIONS