



Undergraduate Course Syllabus

ADV 429: Advertising Campaigns

Center: Online

Course Prerequisites

MKT 229 and COM 230

Course Description

This advanced course in advertising and promotion includes the application of marketing strategies and theories and the development of a complete, multimedia advertising campaign. Aspects covered include gathering primary and secondary marketing research data, establishing an integrated marketing strategy plan, developing creative exhibits in the strategy print and broadcast media and constructing a media traffic plan.

Course Outcomes

- To incorporate the Integrated Marketing Communications (IMC) concept into marketing communications, advertising, promotional campaigns, and brand building
- To examine methods for selecting and evaluating advertising campaigns
- To understand how promotional campaigns coordinate with other marketing communication strategies
- To understand the client–agency “real-world” experience

Required Materials

There is no textbook required for this course; however, you are required to read all of the library articles included for each module.

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor’s answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	8	31	248
Short Papers	8	44	352
Course Project: RFP Presentation	1	200	200
Course Project: RFP Documentation	1	200	200
		Total Course Points:	1,000

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Undergraduate

Grade	Numerical Equivalent	Points
A	93–100	4
A-	90–92	3.67
B+	87–89	3.33
B	83–86	3
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2
C-	70–72	1.67
D+	67–69	1.33
D	60–66	1
F	0–59	0
I	Incomplete	
IF	Incomplete/Failure *	
IP	In Progress (past end of term)	
W	Withdrawn	

* Please refer to the [policy page](#) for information on the incomplete grade process.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

Module	Topics and Assignments
1	<p>The RFP Process</p> <p>1-1 Discussion: What Can Go Wrong with the RFP Process</p> <p>1-2 Group Project Introduction: RFP Presentation</p> <p>1-3 Short Paper: Criteria in Agency Selection</p>
2	<p>Using IMCs to Build a Brand</p> <p>2-1 Discussion: Choosing Brand-Friendly Channels</p> <p>2-2 Group Project: Milestone One</p> <p>2-3 Short Paper: Using the IMC to Promote an Unknown Brand</p>
3	<p>Mobile Marketing</p> <p>3-1 Discussion: Most Effective Mobile Marketing Tactics</p> <p>3-2 Group Project: Milestone Two</p> <p>3-3 Short Paper: How Effective is Mobile Marketing?</p>
4	<p>Campaign Measurables</p> <p>4-1 Discussion: Campaign Measurement</p> <p>4-2 Group Project: Milestone Three</p> <p>4-3 Short Paper: Differences Between GRPs and IMPs</p>
5	<p>Direct Response</p> <p>5-1 Discussion: Direct Response as a Viable Advertising Model</p> <p>5-2 Group Project: Milestone Four</p> <p>5-3 Short Paper: Direct-Response Differences</p>
6	<p>Traditional TV Media</p> <p>6-1 Discussion: TV Ad Measurables</p> <p>6-2 Group Project: Milestone Five</p> <p>6-3 Short Paper: Nielsen Ratings</p>
7	<p>Social Media</p> <p>7-1 Discussion: Utilizing Social Media Effectively</p> <p>7-2 Short Paper: Potential Risks and Pitfalls of Social Media</p> <p>7-3 Final RFP Pitch Presentation</p> <p>7-4 Final RFP Documentation</p> <p>Group Evaluation Form</p>
8	<p>Internet Advertising</p> <p>8-1 Discussion: Search Engine Advantages and Disadvantages</p> <p>8-2 Short Paper: Email Marketing</p>

Attendance Policy

Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a posting to the graded assignment/discussion during the first week of class, the student is automatically withdrawn from the course for non-participation. Review the [full attendance policy](#).

Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the [full late assignment policy](#).

SNHU College of Online and Continuing Education Student Handbook

Review the [student handbook](#).

ADA/504 Compliance Statement

Southern New Hampshire University is dedicated to providing equal access to individuals with disabilities, including intellectual disabilities, in accordance with Section 504 of the Rehabilitation Act of 1973, Title III of the Americans with Disabilities Act (ADA) of 1990, and the ADA Amendments Act of 2008. The university prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities.

As soon as you become aware of a disability, we encourage you to contact the Online Accessibility Center (OAC) to discuss accommodations for which you may be qualified. Reasonable accommodations are established through an interactive process between the student and the OAC. Note that accommodations are not retroactive and that disability accommodations are not provided until an accommodation letter has been processed.

Contact Information:

Online Accessibility Center

Phone: 866-305-9430

Email: oac@snhu.edu

For questions concerning support services, documentation guidelines, or general disability issues, visit the [Online Accessibility Center](#) website.

If you feel you have been denied appropriate disability-related accommodations, including appropriate auxiliary aids and services, you may file a grievance as described in the ADA/504 Grievance Policy found on the [Disability Services](#) webpage.

Academic Honesty Policy

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic honesty policy](#).

Copyright Policy

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

SNHU College of Online and Continuing Education Withdrawal Policy

Review the [full withdrawal policy](#).

Southern New Hampshire University Policies

More information about SNHU policies can be found on the [policy page](#).

Student Work Samples

For the purpose of continuous improvement of our educational training, Southern New Hampshire University's College of Online and Continuing Education may, on occasion, utilize anonymous student work samples for internal professional development and staff training. If you have any questions or concerns, contact your advisor. If you would like to withdraw permission for use of your work, please email assessmentcalibration@snhu.edu.