



## Undergraduate Course Syllabus

### **ADV 462: Advertising Account Executive Seminar**

Center: Online

#### **Course Prerequisites**

None

#### **Course Description**

This course focuses on the business, management and sales aspects of the advertising field. Students will learn about the selling and marketing of advertising campaigns and obtain the management skills and competencies that are needed to implement effective advertising planning. Students will be familiar with the roles and responsibilities of executive producers and account executives in sales and management. This is a third-year course in the marketing program.

#### **Course Outcomes**

- Develop an understanding of the “who-what-how” of testing printed advertising
- Understand the importance of research in the evaluation process of advertising campaigns
- Apply critical thinking and problem-solving skills, and develop an understanding of the consumer’s role in effective advertising research and campaign planning
- Analyze and research contemporary and past promotional strategies
- Develop an understanding of the role that promotional strategies play in the strategic planning process and in the company’s brand initiatives

#### **Required Materials**

Using your learning resources is critical to your success in this course. Please purchase directly through SNHU’s online bookstore, [MBS Direct](#), rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the Help Desk, your advisor, and the instructor can provide you with support if you have problems.

#### **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
Discussion Topics	9	25	225
Executive's Blog	3	50	150
Short Papers	3	75	225
Final Project	1	400	400
		<b>Total Course Points:</b>	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	The Business and History of Advertising 1-1 Discussion: Introductions, and Humor Across Eras 1-2 Executive's Blog: Introduction 1-3 Short Paper: Advertising Basics
2	Reaching the Client's Target Audience 2-1 Discussion: Market Segmentation 2-2 Review Final Project Guidelines 2-3 Short Paper: New Energy Drink Promotion
3	The Role of Research in the Buying Process 3-1 Discussion: Brand Loyalty 3-2 Final Project Milestone 2: Media Planning Evaluation 3-3 Final Project Milestone 1: Target Audience Evaluation
4	The Big Miss: Why New Coke Failed 4-1 Discussion: Failed Product Evaluation 4-2 Final Project Milestone 2: Media Planning Evaluation
5	The Art of Agility: Keeping the Account by Keeping Your Cool 5-1 Discussion: Final Project Status Check 5-2 Executive's Blog: Damage Control 5-3 Final Project Milestone 3
6	Media 2.0: New Media Vehicles 6-1 Discussion: Media Types: Do You Have a Preference? 6-2 Final Project Milestone 4 6-3 Short Paper: Integrating New Media Vehicles with Traditional Media
7	Sell Me a Story: The Role of Sales in Advertising 7-1 Discussion: Emailing with Concerns 7-2 Final Project Milestone 4 Submission
8	You Never Get a Second Chance to Make a First Impression 8-1 Discussion: Carrier Routes for W3 Mailings 8-2 Discussion: Sharing Proposal 8-3 Executive's Blog: Wrapping It Up

### 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](mailto: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](mailto:assessmentcalibration@snhu.edu).