

Las Positas College
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Course Outline for MKTG 64

INTRODUCTION TO ADVERTISING

Effective: Fall 2007

I. CATALOG DESCRIPTION:

MKTG 64 — INTRODUCTION TO ADVERTISING — 3.00 units

This course examines the major components of modern advertising and promotion including a survey of the major groups of advertising media. Key areas explored include the social and economic role of advertising, controls over advertising, planning of the media campaign, and the role of research, media planning, advertising strategy and integration with other elements of the marketing mix.

3.00 Units Lecture

Strongly Recommended

MKTG 50 - Introduction to Marketing

Grading Methods:

Letter or P/NP

Discipline:

	MIN
Lecture Hours:	54.00
Total Hours:	54.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

Before entering this course, it is strongly recommended that the student should be able to:

A. MKTG50

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- A. discuss advertising as an instrument of marketing;
- B. understand how advertising is a part of the total marketing program of an organization;
- C. evaluate the components of a total advertising program;
- D. understand the procedures, processes and techniques necessary for effective advertising and promotional campaigns;
- E. define the procedures and considerations in developing an advertising campaign;
- F. recognize the different types of advertising copy and their uses;
- G. explain the parts of print advertising copy, their relationship to each other and the impact on the overall advertising program;
- H. analyze target markets and locate and select appropriate media;
- I. recognize, identify and evaluate potential effect on customers;
- J. demonstrate effective advertising layout and design;
- K. analyze effective media and creative strategy;
- L. create a comprehensive integrated media plan

V. CONTENT:

- A. Advertising – History and Position
 - 1. Beginnings and evolution
 - 2. Psychology of advertising
 - 3. Career roles
- B. Roles of advertising
 - 1. Advertising as an institution
 - 2. Advertising to the consumer v. business
 - 3. Service, idea and non-product advertising
- C. Inter-relationships in advertising
 - 1. Segmentation, Targeting and the Marketing Mix
 - 2. Communication and Consumer Behavior
 - 3. Interactive media and the buyer
- D. Planning the advertising
 - 1. Account planning
 - 2. Advertising spiral and brand planning

3. Research procedures and evaluation
- E. Advertising campaigns to reach the target audience
 1. Basic media strategy (circulation and budget)
 2. Print media (circulation, cross media, audiences)
 3. Digital interactive, on-line and general electronic media
 4. Rating systems, audience share, technical aspects)
 5. Elements of out-of-home and outdoor media
 6. Direct response and direct mail (terms and databases)
- F. The creative process
 1. Elements of Layout and design
 2. Creating ads for multiple media (print, electronic and digital)
 3. Trademarks and packaging
- G. Economic and social effects of advertising
 1. Economic role of advertising
 2. Social role and implications of advertising
 3. Types of advertising criticism
 4. Overt use of advertising for social causes
- H. Integrating marketing communications

VI. METHODS OF INSTRUCTION:

- A. Instructors will utilize a variety of teaching approaches appropriate for the objectives of the specific lesson. The diverse approaches will address the differences in student learning modalities and will assist students' integration of the material
- B. Critical thinking exercises to integrate students' overall ability to understand the material
- C. Problem solving tasks and activities in which students are expected to use theory and generally accepted standards to make decisions and report their conclusions
- D. **Lecture** - Formal and informal lectures enhanced by classroom discussion based on student questions related to the material
- E. **Lecture** - Lectures utilizing power Point, overhead transparencies, computer media, handouts, whiteboard and/or blackboard
- F. **Guest Lecturers** - as appropriate
- G. **Discussion** - In class current topic discussions and assignments handled individually, with class partners, in teams and/or as the whole class
- H. Readings of text assignments, journals, magazines, class handouts and/or study guide applications
- I. **Written exercises and case studies** - Written exercises and case studies to evaluate concepts and facts
- J. Small group and individual problem solving tasks and activities where students are expected to reach consensus or make decisions and report their findings
- K. **Projects** - Semester media plan and design projects
- L. **Audio-visual Activity** - Audio-visual materials including but not limited to video tapes and Internet web casts with handouts for note taking, and small group discussion

VII. TYPICAL ASSIGNMENTS:

- A. Read the chapter on Producing Ads for Print, Electronic, and digital Media. Create an alternative ad for the presented case study. B. Select a specific target market and create point of purchase media for the assigned product. C. View the video case study "The Zeno Group" and write a one-page analysis.

VIII. EVALUATION:

A. **Methods**

B. **Frequency**

1. Frequency:
 - a. Instructors choose how and when to evaluate students through the use of a variety of written assignments, quizzes and tests
 - b. Two to three quizzes/tests are advised with a final exam
 - c. Frequent feedback is expected to insure students are building on the foundation concepts and to identify if there needs to be a change in the type of assignments or the presentation of material

IX. TYPICAL TEXTS:

1. Arens, William *Contemporary Advertising*. 10th ed., McGraw-Hill Higher Education Publishing, 2006.
2. George E. Belch and Michael A. Belch *Advertising and Promotion: An Integrated Marketing communications Perspective*. 7TH ed., McGraw-Hill Higher Education Publishing, 2006.
3. Lane, Ronald, King Karen and Russell Tom *Kleppner's Advertising Procedure*. 17th ed., Pearson Prentice Hall, 2008.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Computer and printer access
- B. Internet access
- C. Access to business and marketing publications, magazines and periodical (i.e. Advertising Age, Quark, Tri-Valley Business Journal, Wall Street Journal)