

Las Positas College
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Course Outline for MKTG 64

INTRODUCTION TO ADVERTISING

Effective: Fall 2018

I. CATALOG DESCRIPTION:

MKTG 64 — INTRODUCTION TO ADVERTISING — 3.00 units

An examination of the major aspects of modern advertising and its position as one of the components of integrated marketing communications. This course explores the expanding options of advertising media. Key areas explored include the social and economic role of advertising, research, planning of the media campaign, media planning, strategy selection and integration with other elements of the marketing mix. This course provides an introduction to the fundamentals of advertising with emphasis on conceptual process and development, and basic advertising methodologies and techniques. Emphasis is on the application of advertising principles, planning, and design.

3.00 Units Lecture

Strongly Recommended

MKTG 50 - Introduction to Marketing
with a minimum grade of C

Grading Methods:

Letter or P/NP

Discipline:

- Marketing or
- Management or
- Business

	MIN
Lecture Hours:	54.00
Expected Outside of Class Hours:	108.00
Total Hours:	162.00

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

1. identify marketing functions and how marketing institutions work in the exchange process;
2. describe societal issues and cultural aspects, which influence marketing strategies;
3. analyze how marketing systems and processes apply through society;
4. identify efficient research methods to gain demographic information and behavioral characteristics of customers;
5. explain levels, bases, and strategies to market segmentation, targeting, and positioning to develop the competitive advantage
6. describe factors affecting the development of new products, the life cycle of products, branding and labeling, and the combining of product to service
7. discuss the processes and advantages of integrated marketing communications in product and service marketing;

IV. MEASURABLE OBJECTIVES:

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

- A. Discuss advertising as an instrument of marketing
- B. Describe advertising's role as part of the total marketing program of an organization
- C. Evaluate the components of a total advertising program
- D. Discuss the procedures, processes and techniques necessary for effective advertising campaigns for various media
- 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 advertising plan using either print, digital, social media, or a combination
- M. Explain the role of advertising within the integrated marketing communications concept

V. CONTENT:

- A. Advertising – History, Evolution, Opportunities
- 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 an advertising strategy
 - 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. Social Media options
 - 5. Rating systems, audience share, technical aspects)
 - 6. Elements of out-of-home and outdoor media
 - 7. 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. Measuring effectiveness
- I. Integrating marketing communications concept

VI. METHODS OF INSTRUCTION:

- A. **Audio-visual Activity** -
- B. **Classroom Activity** -
- C. **Projects** -
- D. **Guest Lecturers** -
- E. **Lecture** -
- F. **Discussion** -

VII. TYPICAL ASSIGNMENTS:

- A. Read the chapter on Producing Ads for Print, Electronic, and digital Media. Create a static ad for each platform based on the presented case study.
- B. Select a specific target market and create media for a point of purchase encounter for the assigned product.
- C. View the case study “Zappos and Amazon v Macys” and write a three-page analysis.
- D. Watch the assigned commercials. Identify the target market, discuss the strengths and weakness of each commercial.
- E. Select one of the products provided, evaluate the development of its advertising over a thirty year period.

VIII. EVALUATION:

A. **Methods**

- 1. Exams/Tests
- 2. Quizzes
- 3. Projects
- 4. Group Projects
- 5. Class Participation
- 6. Class Work
- 7. Home Work

B. **Frequency**

- 1. Frequency - Instructors will determine how and when to evaluate students through the use of a variety of written assignments, quizzes and tests
 - a. A final exam will be given
 - b. Class participation may be evaluated at each meeting.
- 2. 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
 - a. Quizzes and module tests will be given as needed
 - b. Individual and group projects will be assigned throughout the semester to demonstrate mastery of the material.
 - c. Homework and in class work will be assigned regularly to assist in skill development and mastery.

IX. TYPICAL TEXTS:

- 1. Belch, George, and Michael Belch. *Advertising and Promotion: An Integrated Marketing Communications Perspective*. 11th ed., McGraw-Hill Higher Education Publishing, 2018.
- 2. Arens, William, and Michael Weigold. *Contemporary Advertising*. 15th ed., McGraw-Hill Higher Education Publishing, 2017.
- 3. Andrews, J., and Terence Shimp. *Advertising and Other Aspects of Integrated Marketing Communications*. 10th ed., Cengage Learning, 2017.
- 4. Clow, Kenneth, and Donald Baack. *Integrated Advertising*. 8th ed., Pearson Education, 2018.

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)

