

GEORGIA INSTITUTE OF TECHNOLOGY
Scheller College of Business

MGT 4308: ADVERTISING & SALES PROMOTION
FALL 2012
Tuesdays & Thursdays 12:05 – 1:25 PM

Professor: Sara Dommer

Office Hours: Tuesdays 3-6pm, or by appt.

E-Mail: sara.dommer@scheller.gatech.edu

Office: 428 Scheller College of Business

Course Website: t-square.gatech.edu

Phone: (404) 385-8564

Course Description:

In addition to being a pervasive element in our society, advertising is also a key marketing strategy element that can dramatically influence the relative success of firms and their brands. As such, understanding the processes and approaches that organizations use in developing and sustaining effective advertising strategies is useful for managers across functional disciplines. Our specific learning objectives for the semester will be to:

1. Define advertising, delineate its most important functions and influences, and specify how it fits into an organization's overall marketing strategy
2. Recognize the many social, ethical, and legal issues that confront advertisers
3. Examine the roles, responsibilities, and interactions of the various groups that create, produce, and implement advertising programs
4. Understand how market segmentation, consumer behavior, branding, and brand positioning relate to the process of creating and placing successful advertisements
5. Describe the various tools that advertisers use to gain information about markets and how they apply their findings to marketing and advertising decision-making
6. Discuss how advertisers set objectives, and establish creative and media strategies, and budgets for achieving them
7. Examine the bases for evaluating creative copywriting and art direction
8. Understand the relative advantages and disadvantages of different media options, including print, broadcast, interactive, and supplemental media
9. Discuss how advertisers evaluate the effectiveness of their advertising programs

RECOMMENDED Textbook (either):

Advertising

Arens, Schaefer, Weigold

Mc-Graw-Hill, Irwin

OR

Essentials of Contemporary Advertising

Arens, Schaefer, Weigold

2nd Edition, Mc-Graw-Hill, Irwin

Grading:

Quizzes (4)	75 points	(low grade dropped)
Mid-term Exam	100 points	
Homework/In-class Exercises	100 points	(subject to change)
Final Exam	100 points	
Total	370 points	
Campaign Evaluation (optional)	50 points	
Total (optional)	425 points	

COURSE PROCEDURES

Lectures: I will post lecture outlines on T-Square. Partial lecture notes are provided online for each lecture. It is each student's responsibility to attend every class and take further notes. If you unavoidably miss class, please attempt to get the material from a classmate. **I will not distribute complete lecture notes.** Lectures may also cover material that is not included in the textbook.

Exams: Mid-term and Final Exams will be a combination of multiple choice, fill-in-the-blank, and short answer. The final exam is not cumulative and will take place during finals week.

We will follow the structure of the textbook. However, some questions are related to material that is only discussed in lectures, not in the textbook. Always take your class notes as a starting point when studying for the exams. The textbook should serve a supporting role.

Make-up exams/quizzes will be scheduled per my discretion. Any claim of illness must be accompanied by a valid signed excuse from a physician.

Quizzes: Quizzes consist of 25 multiple choice and fill-in-the-blank questions, covering the chapters indicated on the syllabus. Quizzes will be administered at the end of the class period – according to the schedule noted on the syllabus. Only the three highest quiz scores will count toward the student's final grade.

Required Assignments: Several (about 5) homework assignments will be due throughout the semester. These assignments will be announced in class and are due at the beginning of the following class period (either handed to me in person or placed under my office door prior to class). No late homework assignments will be accepted. One major homework assignment will involve the creation of a set of advertisements for an actual advertising client (details to follow).

Optional Assignment: The optional Campaign Evaluation involves selecting two print advertisements (one that you judge to be effective, and one that you judge to be ineffective) and explaining why the effective ad "hits" while the ineffective ad "misses" (details to follow). It is due on the last day of class (12/6).

Class Attendance and Participation: I am expecting a lively exchange of ideas during class sessions. You must attend class to successfully complete the course. If you are expecting to be absent for more than 4 classes, you should avoid taking this course. Poor attendance will influence grading decisions, and may jeopardize the student's grade otherwise earned.

Additionally, there will be a few in-class exercises throughout the semester. These assignments will each be worth five points. If you know you have to miss class for some reason, and you email me to let me know before class begins, you may be excused from ONE of these in-class exercises.

ADMINISTRATIVE POLICIES

1. Students who violate on academic dishonesty are subject to disciplinary penalties including the possibility of failure in the course and dismissal from the university. Since dishonesty harms the individual, fellow students and the integrity of the university, policies on academic dishonesty will be strictly enforced.
 - a. Plagiarizing is defined by Webster's as "to steal and pass off (the ideas or words of another) as one's own: use (another's production) without crediting the source." If caught plagiarizing, you will be dealt with according to the GT Academic Honor Code.
 - b. Unless specifically identified as group work, quizzes, tests, homework, etc. are to be completed alone.
 - c. Cheating off of another person's test or quiz is unethical and unacceptable. Cheating off of anyone else's work is a direct violation of the GT Academic Honor Code, and will be dealt with accordingly.

For any questions involving these or any other Academic Honor Code issues, please consult me or www.honor.gatech.edu.

2. If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both me and the ADAPTS – Disability Services Program, Smithgall Student Services Building, Suite 210,

404-894-2563, as early as possible in the term. ADAPTS will verify your disability and determine reasonable accommodations for this course.

3. Laptops/iPads/cell phones will not be allowed in class, unless otherwise stated. When calculators are needed for quizzes/exams, no graphic calculators will be allowed. Only the use of simple function calculators will be permitted for quizzes/exams. Calculators on cell phones are also prohibited for quizzes/exams.

August 2012						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21 Introduction to Advertising & the Promotion Mix (Ch. 1)	22	23 Advertising Regulation and Ethics / Comparative Advertising (Ch. 2)	24	25
26	27	28 Advertising Agencies (Ch. 3)	29	30 A Model of Effective Advertising	31	

September 2012						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2	3	4 Consumer Behavior & Ad Strategies (Ch. 5) QUIZ #1	5	6 Market Segmentation (Ch. 4)	7	8
9	10	11 The Planning Process: Research (Ch. 6)	12	13 The Planning Process: Marketing Planning (Ch. 7)	14	15
16	17	18 The Planning Process: Advertising Planning (Ch. 7)	19	20 The Planning Process: Budgeting (Ch. 7) QUIZ #2	21	22
23	24	25 Creative Process I: Creative Strategy (Ch. 8)	26	27 Creative Process I: Creative Strategy (cont'd)	28	29
30						

October 2012						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 Creative Process II: Copywriting & Art Direction (Ch. 9)	3	4 MIDTERM EXAM	5	6
7	8	9 Creative Project – Client Interview	10	11 Creative Process II: Copywriting & Art Direction (cont'd)	12	13
14	15	16 FALL BREAK	17	18 Media Planning Fundamentals (Ch. 15)	19	20
21	22	23 Media Planning Fundamentals (cont'd)	24	25 Print Media (Ch. 11) QUIZ #3	26	27
28	29	30 Print Media (cont'd)	31			

November 2012						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Broadcast Media (Ch. 12)	6	3
4	5	6 Broadcast Media (cont'd)	7	8 Interactive and Supplemental Media (Ch. 13 & 14)	9	10
11	12	13 Creative Project Meetings	14	15 Creative Project Meetings	16	17
18	19	20 Emerging Forms of Advertising	21	22	23	24
25	26	27 IMC I (Ch. 16)	28	29 IMC II (Ch.17) QUIZ #4	30	

THANKSGIVING

December 2012						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2	3	4 CREATIVE ADVERTISING PRESENTATIONS	5	6 Class Wrap-Up (Optional Assignment Due)	7	8
9	10	11 FINAL EXAM 11:30am-2:20pm	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

