

Syllabus for
ADV 221—Branding and Promotions
3 Credit Hours
Spring 2011

I. COURSE DESCRIPTION

A study of the problems of product promotion, program distribution, and sale of air time in radio and television.

This course also synthesizes the founding purpose of the University in its commitment to historic faith and the student's relationship to God, man, and the universe. The class also compares and contrasts the secular modes of media and the Christian posture as they relate to communication. The professor's role is to provide an environment conducive to maximum learning; therefore, the course includes discipleship and the calling of our Lord as He so leads throughout the semester.

II. COURSE GOALS

The purpose of this course is to enable the student to do the following:

- A. Become acquainted with the contemporary world of advertising and marketing and its ethical use, and provide a better understanding. In addition, the student will become aware of how the course can become a vital portion of a liberal arts education. Theoretical and applied study of advertising and marketing has its roots in a variety of disciplines, such as anthropology, arts, economics, business, mathematics, sociology, psychology, and communication.
- B. Learn the tool and applied application of research in logical form through problem solving.
- C. Experience an environment whereby the student can demonstrate their internationalization of information through personal analysis.
- D. Gain an increased awareness of contemporary and Christian media usage and its applications.

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

A. Terminal Objectives

As a result of successfully completing this course, the student will be able to do the following:

- 1. Distinguish and define advertising.
- 2. Discuss the advantages and disadvantages of broadcast television, cable television, local radio, print, outdoor, and public relations in the 21st century.
- 3. Identify new areas of advertising.
- 4. Compare the advantages and disadvantages of advertising.
- 5. Prepare all advertising and plan a complete advertising campaign.
- 6. Discuss a realistic and comprehensive overview of the media, their problems, and existing performance.
- 7. Identify positive and negative examples of advertising and marketing campaigns.
- 8. Submit in writing various marketing strategies and advertising copy based on concepts and principles discussed in class.
- 9. Present a complete advertising and marketing campaign for a commercial business that

exemplifies the techniques and procedures discussed in the course such as: market analysis, demographic, psychographic, and values, attitudes and lifestyles research, media advantages and limitations, planning, organization, and decision making, in addition to media planning.

10. Identify principles learned in the course to determine why particular media campaigns failed and others succeeded.
11. Present a marketing and advertising campaign.

B. Unit Objectives

As a result of successfully completing these units, the student will be able to do the following:

1. Unit One—Explain the following:
 - a. what is advertising.
 - b. a brief history of advertising.
 - c. modern advertising.
 - d. the effects of advertising.
 - e. marketing and its role.
 - f. advertising and the marketing mix.
 - g. the image of the product or service.
 - h. the types of media.
 - i. media expenditures.
 - j. advertising vehicles.
 - k. describe broadcast ratings and their functions.
 - l. describe audience demographics and psychographics.
 - m. state the many forms of advertising such as print.
 - n. identify cultural and social influences on consumer behavior.
 - o. apply creative strategy.
 - p. explain briefly the unique selling proposition.
 - q. identify the positioning theory.
 - r. describe the importance of creative continuity.
 - s. describe the basic steps in campaign planning.
 - t. prepare a complete advertising and marketing campaign.
 - u. identify market segmentation and its function.
 - v. describe the importance of market research and its function.
 - w. describe the evaluation of an advertising and marketing campaign.
 - x. identify trends in consumerism.
 - y. identify proper markets related to consumer behavior.
 - z. describe the importance of promotion.

IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

Required Materials

Textbooks

Boone & Kurtz. (2010). Contemporary marketing. Boston: Cengage Learning. ISBN # 9780538746892

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.

2. Students taking a late exam because of an *unauthorized* absence are charged a late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:
 - a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
 - b. Failing to meet group assignment or project requirements while claiming to have done so;
 - c. Failing to cite sources used in a paper;
 - d. Creating results for experiments, observations, interviews, or projects that were not done;
 - e. Receiving or giving unauthorized help on assignments.

By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.
4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
5. Students are to be in compliance with University, school, and departmental policies regarding Whole Person Assessment requirements. Students should consult the WPA handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting an artifact is a zero for that assignment.
 - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

B. Department Policies and Procedures

1. **Attendance**—At Oral Roberts University, students are expected to attend all classes. Understanding that there are sometimes unavoidable circumstances that prevent perfect attendance, each student is allowed to miss class the number of times per week a class meets. This allowance is for illness, personal business, and personal emergency. Students may consider this personal days or sick leave. If a student has absences in excess of this number, the earned grade for the course will be reduced one letter grade for each hour's absence above those allowed. A student missing class due to illness must take an unexcused absence. Extended illnesses are handled on an individual basis and require a doctor's excuse.
2. **Administratively Excused Absences**—Students who must miss class for University sponsored activities must follow these procedures:
 - a. Inform the professor before the event.
 - b. Arrange to complete missed work within one week.
 - c. Not commit to class performances (oral reports, speeches, television tapings, group presentations, etc.) on a date the student will be gone. Makeup work is not

permitted if the student voluntarily commits to a performance on the date of an administratively excused absence.

- d. Present an excuse, signed by the Dean of Arts and Cultural Studies, the day the student returns.
3. **Tardies**—Tardies are an inconvenience to the other class members and the professor, and they prevent the late student from obtaining maximum value from the class. Therefore, tardies are calculated in the attendance provision for this course. Three tardies equal one absence and are included in the absences when determining the course grade. It is to the student's advantage to make sure that the professor is informed immediately following the close of the class that the student was tardy and not absent. It is not the professor's responsibility to stop the class to mark the student late; the student is the one responsible to convey that information following that class. Students should not expect to be credible the following class session concerning a late arrival on a previous day.
4. **Late Work**—The student is responsible for obtaining class assignments and material covered during an absence. All work must be completed as scheduled. An absence is not an excuse for turning in late work or for being unprepared with assignments for the class following the absence. If late work is accepted, a substantial penalty will be assessed.
5. **Literacy**—The Communication, Arts, and Media Department does not accept for credit any written assignment that contains more than an average of three grammatical and/or typographical errors per page.
6. **Whole Person Assessment**—Refer to the Communication, Arts, and Media WPA handbook for policies at (<http://oru.edu>), click on **Academics**, then **WPA**, then **Department Resources**, then **Communication Arts Handbook HTML**.

C. Course Policies and Procedures

1. Evaluation Procedures
 - a. 40% of the course grade is derived from chapter quizzes.
 - b. 50% of the course grade is derived from the final project.
 - c. 10% of the course grade is determined by student class participation.
2. Whole Person Assessment requirements:
 - a. A multi-media/alternative advertising campaign for a designated client that communicates a cohesive and integrated theme. The campaign will clearly demonstrate integrated brand promotion (IBP), including a coordinated manner that builds and then maintains brand awareness, identity, and preference for the client.
 - b. Artifacts not submitted electronically or incorrectly submitted receive a zero for that assignment.
3. Assignment Policies and Procedures
 - a. Exercises and projects are designed to immediately apply the course study into a practical framework.
 - b. The capstone of the course is creative planning of an advertising campaign. Emphasis is placed upon advertising media. Full details will be given in class.
 - c. The final project due date will be announced.
 - d. Late exams will be graded down.
4. Quizzes
 - a. Each chapter or topic covered will have a quiz.
 - b. Pop quizzes or in-class activities are given from time to time and cover textbook readings and lecture material.
 - c. Pop quizzes or in-class activities cannot be made up.

VI. COURSE CALENDAR

A. Unit One: Introduction

Week One: Chapter 1 Marketing, organizing teams

Week Two: Chapter 2, Strategic Planning

Week Three: Chapter 8 Market Research, client meeting

Week Four: Market Research

Week Five: Chapter 16 Advertising & Public Relations

Week Six: Advertising & Public Relations

Week Seven: Chapter 15 Integrated Marketing Communications

Week Eight: Integrated Marketing Communications

Week Nine: Chapter 9 Market Segmentation, Targeting and Positioning

Week Ten: Market Segmentation, Targeting and Positioning

Week Eleven: Chapter 5 Consumer Behavior

Week Twelve: Chapter 12 Developing/Managing Brand and Product Categories

Week Thirteen: Message Strategy, Copy Writing

Week Fourteen: Plans book due, rehearsals

Week Fifteen: Client meetings

Week Sixteen: Final

Chapter quizzes scheduled every other week

Writing/project/assignments due date TBA

Nonprofit project due date TBA

Course Inventory for ORU's Student Learning Outcomes

ADV 221—Branding and Promotions Spring 2011

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The Student Learning Glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES & Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	Outcome #1 – Spiritually Alive Proficiencies/Capacities				
1A	Biblical knowledge			X	
1B	Sensitivity to the Holy Spirit			X	
1C	Evangelistic capability			X	
1D	Ethical behavior	X			
2	Outcome #2 – Intellectually Alert Proficiencies/Capacities				
2A	Critical thinking	X			
2B	Information literacy	X			
2C	Global & historical perspectives			X	
2D	Aesthetic appreciation		X		
2E	Intellectual creativity	X			
3	Outcome #3 – Physically Disciplined Proficiencies/Capacities				
3A	Healthy lifestyle			X	
3B	Physically disciplined lifestyle			X	
4	Outcome #4 – Socially Adept Proficiencies/Capacities				
4A	Communication skills	X			
4B	Interpersonal skills	X			
4C	Appreciation of cultural & linguistic differences	X			
4D	Responsible citizenship	X			
4E	Leadership capacity	X			