

**DE ANZA COLLEGE, WINTER 2014  
BUSINESS 89: ADVERTISING**

---

**I. General Course Information**

**Instructor/ Contact Info:** **Dr. Richard Brien; Office Hours: MW 12:30-1:15, or by appointment, Baldwin Winery brienrichard@fhda.edu**

**Section:** **BUS 89-01, 4:00-6:15 PM, MW, ADM 102, January 5-March 23, ADM 102**

**Required Materials:** **Text: Arens, Schaefer, Wiegold, Advertising, M Series, McGraw-Hill/Irwin, 2011/2012;** Plus daily **access to the Internet** and a **personal email account**

**Course SLOs:** De Anza College is currently in the process of spelling out Student Learning Outcomes (SLOs) for all courses offered. SLOs are expressions of the core knowledge and skill enhancements our faculty wants—and expects—you to have after completing a particular course. The Business faculty has set the following SLOs for BUS 89; after completing it you should be able to:

1. Relate contemporary advertising to the classic human communication model.
- 2. Distinguish advertising from other elements of integrated marketing communications (IMC) and explain its role in an organization's marketing strategy.**
3. Identify the major social and economic aspects of advertising in the U.S. and contrast those with the role of advertising in other countries.

Emphasis is on key terminology, critical thinking, creativity and strategic decision-making in advertising as it is practiced today in world-class businesses, non-profit organizations, advertising agencies and media companies.

**Importance of**

**Participation:** To achieve the course objective, you must participate actively in out-of-class assignments, and especially in class discussions and exercises. In that regard, you should know that:

- Class activity may well determine as much as a full letter in your final grade.
- To participate you have to be here; attendance will be taken and **four absences may cause you to be dropped from the course.**
- Arriving late habitually may materially hurt your participation score.
- Any student disrupting class will be asked to leave and will face appropriate disciplinary steps under the De Anza College Student Standards of Conduct.
- Any student caught cheating [THIS INCLUDES PLAGIARISM] will be removed from the class, will immediately receive a grade of F for the exam or project involved, and will be reported to the appropriate person(s) in the central administration of De Anza College for further disciplinary action.

**Grading:** Your course grade will be determined as follows:

<u>Components</u>		<u>Course Grade Values</u>
Exams 1, 2 & 3 (2 @ 25%)*	50%	As: 97-100 = A+; 93-96 = A; 90-92 = A-
Term Project Campaign	25	Bs: 87-89 = B+; 83-86 = B; 80-82 = B-
Earlier Campaign Projects	15	Cs: 77-79 = C+; 70-76 = C
Class Participation	<u>10</u>	Ds: 67-69 = D+; 63-66 = D; 60-62 = D-
Total	100%	F: Below 60

**\*Exams 1-3:** 3 exams will be given covering material shown in the Assignments Calendar. **NOTES: 1) Dates may change—watch for emails and postings on Course Studio; 2) Exam 3 is a TAKE-HOME exam that will be distributed electronically; 3) The 2 highest exam scores will be counted in your course grade at 25%; 4) There will NOT be a Final Exam; and, 4) NO MAKE-UP EXAMS will be given.**

## II. Assignments Calendar

<u>Week</u>	<u>Dates</u>	<u>Topics/Text Assignments</u>
-------------	--------------	--------------------------------

### **What Advertising Is: Basic Terms and Concepts; Economic, Social and Legal Perspectives**

1	JAN 1/5-7	Chs. 1, 2: Basic Definitions; Evolution of Advertising; Macro Perspectives on Advertising—Economic, Social and Regulatory Aspects
---	-----------	---

2	1/12-13	Chs. 2, 3: Macro Perspectives Cont; The Business—Which Organizations Do What in Advertising? Agency Structure & Operations
---	---------	--

### **Who Pays For Advertising and Why: Marketing Strategy**

3	1/19	<b>NO CLASS: MLK, JR HOLIDAY</b>
---	------	----------------------------------

	1/22	Chs. 3, 4: Agency Operations; Advertising as Part of Marketing Strategy
--	------	---

4	1/26-28	Chs. 4, 5: Mktg. Strategy Cont.; Mktg. Mgt. & Consumer Behavior
---	---------	---

5	FEB 2/2-4	Ch. 5: Mktg. Mgt. & Consumer Behavior
---	-----------	---------------------------------------

---

6	MON 2/9	<b>EXAM 1: CHS. 1, 2, 3, 4, 5</b>
---	---------	-----------------------------------

---

### **Who Pays For Advertising and Why: Marketing Strategy Cont.**

6	2/11	Chs. 6, 7: Research & Planning in Marketing & Advertising (w/CB redux)
---	------	--

7	2/16	<b>NO CLASS: GW HOLIDAY</b>
---	------	-----------------------------

	2/18	Chs. 6, 7: Research & Planning in Marketing & Advertising (w/CB redux)
--	------	--

### **How Advertising Messages Are Prepared and Placed, Part 1: Creative Strategy**

8	2/23-25	Chs. 8, 9: Creative Strategy: Process & Execution; Art & Copy
---	---------	---

<b>FRI</b>	<b>2/27</b>	<b>LAST DAY TO DROP WITH A W</b>
------------	-------------	----------------------------------

9	3/2-4	Chs. 8, 9: Creative Strategy: Process & Execution; Art & Copy
---	-------	---

10	3/9	<b>Chs. 6, 7, 8, 9 Clean-up; Exam 3 T-H Distributed Electronically; Due 3/23</b>
----	-----	--

---

10	MON 3/11	<b>EXAM 2: CHS. 6, 7, 8, 9</b>
----	----------	--------------------------------

---

### **How Advertising Messages Are Prepared and Placed, Part 2: Media Strategy**

11	3/16-18	Ch. 15: Media Planning & Strategy
----	---------	-----------------------------------

---

11	3/23	<b>Term Project Campaign: Agency Work Sessions; EXAM 3 T-H DUE</b>
----	------	--

---

12	3/25	<b>FINAL (TP) CAMPAIGN: AGENCY PRESENTATIONS</b>
----	------	--

---

### **III. Advertising Critique Checklist**

When you are asked to analyze and discuss ads or commercials, try to address the topics below, unless otherwise instructed. They represent a systematic approach to understanding why the advertising message or campaign was created and whether it communicates successfully. Your ability to respond to some of the topics may be limited at first, but keep at it. Your skill in "reading" campaigns should improve materially over the quarter.

#### **Marketing Context & Objectives**

- Company or Organization
- Marketing Situation (Leading Brand, New Brand, Established Brand/New Product, etc.)
- Competitive Dynamics (Market Shares, Positioning, Price or Non-Price Competition)
- Marketing Objectives
- Advertising Objectives

#### **Targeting & Positioning**

- Target Market
- TM Relative to Other Market Segments
- Product Features/User Benefits
- Competitive Edge/USP
- Desired Consumer Perception (Positioning)

#### **Creative**

- Creative Brief
- Campaign Theme
- Copy Treatment
- Visuals

#### **Media**

- Strategy
- Media Mix
- Schedule

#### **So What?**

- Effective?
- Why? Or why not?
- How could results be measured?