

Marketing 467, Section 800 – Advertising and Promotion, Spring 2009 Syllabus
Rich Hall, Room 324, 1:50 – 3:10 p.m., Monday/Wednesday

Instructor: Professor Ian D. H. Cuthill, Ph.D., Room 307, Rich Hall
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Office Hours: 1:00 – 4:00 p.m. Friday, or by appointment.

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Course Pre-requisites

Students are expected to have passed Marketing 250 and to have senior standing.

Course Purpose

The primary objective of this course is to give students actual experience of planning and producing a promotional campaign which integrates all of the components of the marketing promotional mix. A major feature of the course will be a group exercise consisting of preparation and presentation of an advertising campaign for a product or organization. This will require creative thinking, research, quantitative data analysis, written and oral communications and interpersonal and team-building skills. The objective is that students become able to understand and apply fundamental advertising practice, concepts and theories.

Course Outline

The course is based upon the required text, *Kleppner's Advertising Procedures, 17th Ed*, by Lane, King and Russell, available from the College Bookstore or Kraftees Bookstore. The course explains what advertising is, its origins, its principles and how it is evolving. Like all fields of social study, marketing changes in tune with society. However, the promotional component of the marketing mix is changing faster than the other three major components due to advances in communications technology and globalization of markets. The group project assignment in this course integrates principles dealing with Advertising, Public Relations, Sales Promotion, and Direct and Interactive Marketing. It also simulates the situation of a marketing manager of a brand or organization who has to manage and integrate the contributions of specialists in TV, Radio and Website production into an effective promotional campaign.

Student Requirements

Add/Drop Process and Course Withdrawal Policies

It is the responsibility of students to be fully informed of the college policies regarding course add, drop and withdrawal. The instructor reserves the right to drop any student who misses the first two classes.

Preparation

Students are expected to have read ahead and to be prepared to discuss the assigned topics at each class according to the schedule in this syllabus. Being present is a necessary but not sufficient condition for learning which requires active participation.

Exams

Three exams consisting of multiple choice and/or simple essay questions will be given on the dates indicated in the class schedule. Random quizzes will also be given during the semester to emphasize key concepts.

Group Exercises

There will be a group exercise consisting of the preparation of a formal written advertising campaign and the production of TV, Radio, Print, Web Banner and Billboard advertisements. An oral presentation of the plan and the ads will also be made to the class. The purpose of the group project is to provide a close to real life experience in managing the creation of an ad campaign and to aid in the development of team-building, oral and written communication skills. Group membership will be assigned randomly by the professor. Groups will select a subject for the campaign which may involve a new or existing product. However, since a lot of market research is necessary to provide a basis for the design and timing of ads, the subject chosen should be one for which market information is readily available. It is recommended that groups select existing products of publicly owned companies since there is more information available about them. The group project is worth 200 points, 100 for the written portion, 50 for the creation and execution of the ads, and 50 for an oral presentation to the class. Points will be awarded for the written portion as follows: Content – 90 Points, Organization/Layout – 6 points, Spelling/Grammar – 4 points. The oral presentation will be graded on a five point scale by the class and the instructor for Content – 30 Points, Clarity – 10 Points and Appearance and Style – 5 Points.

Groups must first write and sign a formal Group Charter. They should set up a presentation binder with **three sections separated by dividers** to record and manage the group's activities. The **first section** should only contain a record of the Group Charter and minutes of group meetings with subjects discussed, assignments made and agreed completion dates; the **second section** should contain only a copy of the ad campaign and a six slide per page handout of the PowerPoint presentation; the **third section** should only contain peer evaluations of group member participation. The completed folder, along with the originals of the commercials, is due by 4/29/09.

Class Participation

Participation is measured numerically by attendance and relevant contribution to class assignments and discussions.

About The Course

Marketing 467 is a capstone course which pulls together required courses of the Marketing Major such as Marketing Principles, Marketing Research, and Consumer Behavior. It is also useful for someone entering the job market. Each group member should retain their copy of the ad campaign as part of a portfolio to demonstrate hands-on marketing experience and provide students with evidence of their employability.

Student Evaluation

Exams (3)	150 Points
Group Project	200 Points (Written Paper 100, Ads 50, Presentation 50)
Quizzes (5)	50 Points
Participation	
▪ Professor Evaluation	25 Points
▪ Attendance	25 Points
Total	450 Points

Grades : A ≥ 90%, B ≥ 80%, C ≥ 70%, D ≥ 60%, < 60% = F

Course Expectations

Standards of Behavior

Students are expected to behave in a courteous manner towards each other and to the instructor. Disruptive behavior includes eating or drinking, personal conversations, use of telephones, or other behavior in class which distracts from class learning activities. Laptops are prohibited. The instructor reserves the right to exclude any student who disrupts class activities. **Note that food or drink is not permitted in any classrooms in Rich Hall.**

Attendance

Attendance is expected at all classes and a record of attendance will be kept. Attendance records are mandatory and are maintained for Financial Aid purposes. Students who are unable to attend and who notify the instructor of their absence in advance of class will be excused. Unexcused absence will not only lead to loss of class participation points but more than three unexcused absences will also result in the instructor dropping students from the class. Students who fail to attend the first two classes will be dropped. Students who fail to attend at least 80% of the classes for any reason will also be dropped.

Academic Integrity Policy

Intellectual honesty is a mandatory requirement. Examples of dishonesty include plagiarism (submitting another's work as one's own), unauthorized collaboration on assignments, use of cheat sheets on closed book exams or tests, buying or selling papers and exams, personal misrepresentation, submitting the same work for credit in different courses, falsifying or fabricating data, etc. If any students are in doubt about whether their contemplated actions violate the policy, they should consult with the instructor prior to undertaking such actions. Instances of dishonesty will automatically result in zero credit for the assignment for those involved. A letter will be written to the student(s) describing the offense and the instructor's disposition of it, and a copy will be placed in the student's academic record file. Severe offenses will result in an "F" for the course and may incur more severe penalties. Students may appeal the instructor's disposition of the offense to the Department Chair and to the Dean's Office.

Learning Disability

Any student with a disabling condition that might interfere with their ability to complete this course successfully should contact the instructor or the Office of Disability Services (Telephone 312-3358) as soon as possible. Requests for special consideration by the instructor must be authorized by the Office of Disability Services.

Marketing 467-800 Schedule¹, Spring 2009 - Rich Hall 324, M/W 1:50 - 310 – Professor Ian D. H. Cuthill

#	Date	Subject	Assignment
1	1/26/09	Syllabus, Group Selection, Introductions & Data Sheets Marketing 250 Refresher	Professor/Students
2	1/28/09	Chapter 1 - Introduction to Advertising	Students/Professor
3	2/02/09	Database Search Lecture Pennfield Library Instruction Room 1 Read Chapter 2 - Role of Advertising in the Marketing Plan Team Charter in Typewritten Format with signatures and Advertising Project Proposal Due	Professor Students Groups Groups
4	2/04/09	Chapter 15 – Advertising Research	Students/ Professor
5	2/09/09	Chapter 3 – Advertising and Brand Planning TV Studio A Lanigan Hall Get TV Producer Assignments	Students/Professor Bill Canning, Studio Dir.
6	2/11/09	Chapter 4 - Target Marketing	Students /Professor
7	2/16/09	Chapter 24 – Economic, Social, Legal Environment	Students/Professor
8	2/18/09	Chapter 7 - Media Strategy	Students/Professor
9	2/23/09	Exam 1 – Chapters 1-4, 7, 15, 24,	Students
10	2/25/09	Chapter 8 – TV Advertising	Students/Professor
11	3/02/09	Chapter 16 - Creating Copy Part I Project Assignment (Situation Analysis) Due	Professor Group
12	3/04/09	Chapter 9 – Radio Advertising Get Radio Labbie Group Assignments	Students/Professor Radio Lab Director
		Spring Break 3/09–15/08 - No Classes	
13	3/16/09	Chapter 17 – Creating Copy/Concepts	Students/Professor
14	3/18/09	Chapter 19 – Creating TV Commercials Prepare Copy, Storyboards for commercials	Students/Professor Groups
15	3/23/09	Chapter 20 – Creating Radio Commercials Prepare Copy, Storyboards for commercials	Students/Professor Groups
16	3/25/09	Chapter 22 - Planning the Complete Campaign Prepare Copy, Storyboards for commercials	Students/Professor Groups
17	3/30/09	Exam 2 – Chapters 8, 9, 16, 17, 19, 20 & 22	Students
18	4/01/09	Chapter 10 – Newspaper Advertising Tape TV Commercials 03/31, 04/02, 04/06, 04/07.	Students/Professor Groups
19	4/06/09	Chapter 11 – Magazine Advertising Tape TV Commercials	Students/Professor Groups
20	4/08/09	Chapter 12 - Out of Home Advertising Tape TV Commercials	Students/Professor Groups
21	4/13/09	Chapter 13 - Direct Marketing Tape Radio Commercials	Students/Professor Groups
22	4/15/09	Chapter 14 - Sales Promotion Tape Radio Commercials	Students/Professor Groups
23	4/20/09	Chapter 21 - Trademarks and Packaging Tape Radio Commercials/Create Web Page	Students/Professor Groups
		Quest Presentations 4/22/09 – No Classes	
24	4/27/09	Chapter 23 - International Advertising Create Web Page Create and Review PowerPoint Presentations	Students/Professor Groups Groups
25	4/29/09	Ad Campaign Group Presentations All Group Binders with Ad Campaigns due	Groups
26	5/04/09	Ad Campaign Group Presentations	Groups
27	5/06/09	Ad Campaign Group Presentations	Groups
28	5/11/09	Exam 3, 2:00 – 4:00 p.m. Chapters 10, 11, 12, 13, 14, 21, 23	Students

¹Schedule may change at discretion of professor