



CATALOG DESCRIPTION: This course provides an overview of advertising from an integrated marketing communications perspective. It creates a clear understanding of traditional advertising and shows how other key elements within the marketing communications mix (e.g., personal selling, public relations and social media), can be integrated. Attention is given to key subjects such as market research, media planning, creative strategies, advertising agency practices, competitive positioning, and how each influences the effectiveness of an advertising campaign. A primary goal of the course is to shift the perceptual focus of students from an audience to creators of integrated marketing communication strategies for businesses.

PREREQUISITE(S): BUS-120, Business Organization & Management

COREQUISITE(S): ENG 140 or appropriate placement score

CREDITS: 3 **HOURS:** 3

REQUIRED TEXT(S): Advertising and Integrated Brand Promotion, 8e Edition
Thomas O'Guinn, Chris Allen, Richard J. Semenik and Angeline
Close Scheinbaum; Cengage Learning

CENGAGE COURSE CODE:

SUPPLEMENTAL MATERIALS:

INSTRUCTOR INFORMATION:

OFFICE HOURS:



CORE COMPETENCIES: The following core competencies are embedded in this curriculum: Basic Communication, Quantitative Reasoning, Information Literacy, Critical Thinking, Appreciation for Diversity, and Leadership.	
LEARNING ASSESSMENT	
<i>Student Learning Outcomes:</i>	<i>Suggested Means of Assessment:</i>
Identify, analyze, and understand the advertising environment and describe what advertising is and its role in integrated brand promotion and the economic effects of advertising	Quizzes, Narrative Essays, Business Plan, Case Study, Exams
Explain the structure of the advertising industry.	Quizzes, Narrative Essays, Business Plan, Case Study, Exams
Prepare an advertising message concept and be able to manage the creative process	Quizzes, Narrative Essays, Business Plan, Case Study, Exams
Understand the importance of placing the message in traditional and new media	Quizzes, Narrative Essays, Business Plan, Case Study, Exams
Produce a marketing communications plan	Quizzes, Narrative Essays, Business Plan, Case Study, Exams
Explain advertising’s impact on society and society’s influence on advertising	Quizzes, Narrative Essays, Business Plan, Case Study, Exams
Understand audiences and their identification, segmentation and targeting	Quizzes, Narrative Essays, Business Plan, Case Study, Exams
Compare the benefits and problems of advertising in a capitalistic society and describe the issues regarding their effects on society’s well-being	Quizzes, Narrative Essays, Business Plan, Case Study, Exams

GRADING SYSTEM:	C+ = 77 < 80
A = 90 < 100	C = 70 < 77
B+ = 87 < 90	D = 60 < 70
B = 80 < 87	F = Below 60

DISABILITY SERVICES STATEMENT: Warren County Community College is committed to providing all students equal access to learning opportunities. Student Services is the campus



office that works with students who have disabilities to provide and/or arrange reasonable accommodations. Students who have, or think they may have, a disability (e.g. mental health, learning, vision, hearing, physical or systemic), are invited to contact Student Services to arrange a confidential discussion at (908) 835-2300 or by email at StudentServices@Warren.edu as soon as possible. Students registered for Disability Services with Student Services, who have requested accommodations for the current semester will be provided with an electronic letter detailing individual accommodations and are encouraged to contact the instructor early in the semester to discuss accommodations outlined in their letter.

INSTRUCTIONAL SUPPORT CENTER: The Instructional Support Center (ISC), located in Room 105 across from the library, provides academic support at no cost to WCCC students and is available for courses in which they are currently enrolled. The ISC is staffed with trained professional and peer tutors who are ready to help you understand and succeed. For scheduling or further information, visit the ISC in person, online at <http://www.warren.edu/tutoring/> or by telephone at (908)835-2354.

STATEMENT AND POLICY ON CHEATING, PLAGIARISM AND ACADEMIC DISHONESTY: Students are required to perform all the work specified by the instructor, and are responsible for the content and integrity of all academic work submitted. A violation of academic integrity will occur if a student: (1) knowingly represents work of others as one's own, (2) uses or obtains unauthorized assistance in any academic work, (3) gives fraudulent assistance to another student, or (4) furnishes false information or other misuse of college documents.

In cases of suspected violation of academic integrity, the incident is to be reported to the Office of Academics. A student found guilty of violating the rule of academic integrity by the Vice President of Academics will be considered to have failed in personal obligation to the College; such failure will be subject to disciplinary action by the College. Unless otherwise notified, the instructor will allow students who are pending disciplinary action to attend class.

REQUIRED FORMAT FOR RESEARCH PAPERS: Research papers written for any Warren County Community College class must conform to the required documentation style. Papers written for humanities (and some social science) classes will follow the most recent edition of the Modern Language Association (MLA) in-text citation and bibliographic methods. Social science and science papers will require the use of the most recent edition of the American Psychological Association (APA) in-text citation and bibliographic methods. History papers will require the use of the most recent edition of the Chicago Manual of Style (CMS) footnotes, citations and bibliographic methods.

Please consult with your instructor regarding the correct documentation style to use in his/her class.

ATTENDANCE POLICY: Students are expected to attend all class sessions of courses in which they are enrolled and are responsible for all material presented in class and all homework assignments.



Grades are based on the quality of work completed in meeting the requirements for a particular course, as stated in the course syllabus and catalog description.

Excessive absence may be considered sufficient cause for dismissal from class by an instructor or other appropriate college staff member. Any decision to exclude a student from class or the College due to excessive absence shall be subject to review by the President in accordance with established procedures. Students who have not attended class are not entitled to a refund of tuition.

WCCC HAYTAIAN & MAIER LIBRARY: (908) 835-2336 <http://warren.libguides.com>

Check the Academic Calendar for specific holiday dates. Exceptions may apply during breaks and summer sessions. Any changes to the Library's hours are posted on the Library's web page and near the Library doors.

- **Passwords and Log-Ins**-The Library is responsible for resetting passwords for your Network account (email, computers, Wi-Fi, library resources, and printing). This cannot be reset over the phone. Please stop by the Library for help.
- **College IDs**-College IDs are required for all students. The Library is responsible for producing all ID cards. To get an ID card you must bring to the Library a current copy of your class schedule and another form of ID. Your student ID is also your library card and is needed to check materials out of the Library. Your first ID card is free and replacement cards are issued at a cost to the student.
- **Inter-Library Loan (ILL)**-The Library participates in a nation-wide inter-library loan program which is available free to all students and faculty. You can either submit ILL requests via the Internet (form available on the Library's web page) or in person at the circulation desk.

TOPICAL OUTLINE:

History of Advertising
Structure of Advertising and Promotions Industry
Social, Ethical & Regulatory Aspects of Advertising
Advertising and Consumer Behavior
Market Segmentation and the Value Proposition
Advertising Research and Planning
Managing Creativity in Advertising
Creative Message Strategy
Executing the Creative
Media Planning for Print, TV & Radio
Sales Promotion and Point Of Purchase
Event Sponsorship and Product Placement
Integrated Direct Marketing & Personal Selling
PR and Influencer Marketing



GRADING METHODS:

ITINERARY: