DATE OF LAST REVIEW: 02/2013
CIP CODE: 24.0101
SEMESTER: Departmental Syllabus
COURSE TITLE: Principles of Mass Media Advertising
COURSE NUMBER: JOUR0178
CREDIT HOURS: 3
INSTRUCTOR: Departmental Syllabus
OFFICE LOCATION: Departmental Syllabus
OFFICE HOURS: Departmental Syllabus
TELEPHONE: Departmental Syllabus
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KCKCC-issued email accounts are the official means for electronically communicating with our students.

PREREQUISITE(S): None

REQUIRED TEXT AND MATERIALS: Please check with the KCKCC bookstore, http://www.kckccbookstore.com/, for the required texts for your particular class.

COURSE DESCRIPTION:
An introductory course in advertising, this class provides theory as well as practical experience in various aspects of the advertising industry, including creative work (writing, illustration and layout), account service, research, and media planning.

METHOD OF INSTRUCTION: A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, and panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE:
I. Introduction to the advertising industry
II. Advertising in society
III. Advertising and the global economy
IV. Integrated Marketing Communications
V. Understanding consumer behavior
VI. Advertising research
VII. Strategic advertising planning
VIII. Media buying  
IX. Advertising in electronic media  
X. Advertising in print media  
XI. IMC tools  
XII. Creative advertising strategy  
XIII. Copywriting  
XIV. Art direction  
XV. Advertising production

EXPECTED LEARNER OUTCOMES:
A. The student will be able to describe how the advertising industry works  
B. The student will be able to appraise the role of advertising in society  
C. The student will be able to relate advertising in the U.S. to advertising in global markets  
D. The student will be able to explain integrated marketing communications (IMC) strategies  
E. The student will be able to summarize the importance of understanding consumer behavior  
F. The student will be able to develop a research plan  
G. The student will be able to create a strategic advertising plan  
H. The student will be able to plan media buying  
I. The student will be able to explain the importance of electronic media to advertising  
J. Explain the importance of print media to advertising  
K. The student will be able to demonstrate proper use of IMC tools  
L. The student will be able to develop a creative advertising strategy  
M. The student will be able to write an ad  
N. The student will be able to design an ad  
O. The student will be able to explain advertising production processes

COURSE COMPETENCIES:
In order to achieve the learning objectives defined above, you should achieve the following competencies:

- The student will be able to describe how the advertising industry works
  1. The student will be able to identify the elements of agency organization  
  2. The student will be able to explain what each agency department does  
  3. The student will be able to compare your own interests to the emphases of each department  
  4. The student will be able to describe how agencies interact with clients and the media  
  5. The student will be able to compute standard advertising commissions and bills

- The student will be able to appraise the role of advertising in society
  6. The student will be able to criticize the techniques advertisers use to influence public opinion  
  7. The student will be able to distinguish techniques that may prove ethically troublesome  
  8. The student will be able to identify some of the legal controls placed on the industry  
  9. The student will be able to explain the basic arguments for and against advertising

- The student will be able to relate advertising in the U.S. to advertising in global markets
10. The student will be able to describe how marketing works in other countries
11. The student will be able to identify some of the problems that can occur when marketing strategies from one society are employed in other countries.
12. The student will be able to differentiate between standardized and localized strategies
13. The student will be able to compare the relative benefits and drawbacks of standardized and localized strategies.

*The student will be able to explain integrated marketing communications strategies*

14. The student will be able to define IMC
15. The student will be able to identify the eight steps to effective IMC planning
16. The student will be able to relate IMC to overall promotion strategies
17. The student will be able to explain the role of the consumer in developing successful IMC plans

*The student will be able to summarize the importance of understanding consumer behavior*

18. The student will be able to describe how and why consumers make buying decisions
19. The student will be able to explain how consumer information is used to predict behavior
20. The student will be able to discover how social, cultural and situational influences influence your own behavior.
21. The student will be able to compare your own behavioral influences with those of others
22. The student will be able to explain the importance of data to the understanding of consumer behavior

*The student will be able to develop a research plan*

23. The student will be able to define strategic research
24. The student will be able to define evaluative research
25. The student will be able to devise a basic copy-testing procedure
26. Identify research methods and their possible applications
27. The student will be able to develop a research plan

*The student will be able to create a strategic advertising plan*

28. The student will be able to explain the strategic planning process
29. The student will be able to select appropriate objectives using key criteria
30. The student will be able to relate advertising objectives and communications strategy
31. The student will be able to identify and explain the four traditional approaches to advertising strategy
32. The student will be able to evaluate each of the four approaches, identifying benefits and drawbacks
33. The student will be able to combine the positive aspects of the approaches and design an integrated budgeting method

*The student will be able to plan media buying*

34. The student will be able to identify the role of media planning in the marketing mix
35. The student will be able to select appropriate media choices based on basic calculations
36. The student will be able to identify the sources for information about the media
37. The student will be able to explain the importance of a well-planned media campaign

38. The student will be able to identify media placement opportunities in the electronic media
39. The student will be able to define the terms used when buying electronic media placements
40. The student will be able to compute advertising costs using formulas associated with the electronic media
41. The student will be able to explain the structure of the electronic media
42. The student will be able to plan the purchase of placements in the electronic media
43. The student will be able to identify the advantages and disadvantages associated with advertising in the electronic media

44. The student will be able to explain the importance of print media to advertising
45. The student will be able to identify media placement opportunities in the print media
46. The student will be able to define the terms used when buying print media placements
47. The student will be able to compute advertising costs using formulas associated with the print media
48. The student will be able to explain the structure of the print media
49. The student will be able to plan the purchase of placements in the print media
50. The student will be able to identify the advantages and disadvantages associated with advertising in the print media

51. The student will be able to demonstrate proper use of IMC tools
52. The student will be able to identify the tools used to implement a well-planned IMC strategy
53. The student will be able to identify the advantages and disadvantages associated with each tool
54. The student will be able to select the tools best suited for particular strategies
55. The student will be able to plan and appropriately implement each element of an IMC strategy

56. The student will be able to develop a creative advertising strategy
57. The student will be able to define what it means to be creative
58. The student will be able to explain the mental processes of creativity
59. The student will be able to discover the links between creative strategy and creativity
60. The student will be able to combine creativity and strategic thought to produce effective advertising

61. The student will be able to write an ad
62. The student will be able to identify and create advertising concepts
63. The student will be able to identify key elements within each form of media
64. The student will be able to devise an ad using both copy writing formulas and creative thought
65. The student will be able to create an ad featuring her or his own copy
The student will be able to design an ad

62. The student will be able to explain the importance of brand imagery and symbols
63. The student will be able to describe the art direction process
64. The student will be able to devise an ad using both art direction formulas and creative thought
65. The student will be able to create an ad featuring your own design

The student will be able to explain advertising production processes

66. The student will be able to identify the steps required to produce ads for various different media
67. The student will be able to describe the role of production in the execution of an advertising strategy
68. The student will be able to plan the production of an ad

ASSESSMENT OF LEARNER OUTCOMES: Student progress is evaluated by means that include, but are not limited to, exams, written assignments, and class participation.

The Journalism Department does not tolerate academic misconduct. If you get caught cheating and your professor considers your act intentional, you will automatically fail the course. You will not be allowed to redo the assignment or drop the class. Further, you may be subject to disciplinary proceedings that may result in punishments ranging from reprimand to expulsion. So don’t cheat.

SPECIAL NOTES:
This syllabus is subject to change at the discretion of the instructor. Material included is intended to provide an outline of the course and rules that the instructor will adhere to in evaluating the student’s progress. However, this syllabus is not intended to be a legal contract. Questions regarding the syllabus are welcome any time.

Kansas City Kansas Community College is committed to an appreciation of diversity with respect for the differences among the diverse groups comprising our students, faculty, and staff that is free of bigotry and discrimination. Kansas City Kansas Community College is committed to providing a multicultural education and environment that reflects and respects diversity and that seeks to increase understanding.

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Kansas City Kansas Community College complies with the Americans with Disabilities Act. If you need accommodations due to a documented disability, please contact the Director of the Academic Resource Center, in Rm. 3354 or call at: 288-7670.