

BMKT 240 - Advertising



Missoula College

THE UNIVERSITY OF MONTANA

Course Number and Title: BMKT 240 50 Advertising (Summer - 2015 Online)

Textbook: "Advertising & Promotion", 3rd Edition, by Chris Hackley and Rungpaka Amy Hackley
(Sage Publications. www.sagepub.com)

Date Revised: Summer 2015

Semester Credits: 3

Contact Hours: 45

Prerequisites: None

Faculty: Scott Johnson
Business Technology Department
Program Director, Business Management

Course Description: An introduction to the key concepts, methods and issues within Advertising and Promotion. Exposure to the history and fundamentals of advertising; In-depth exploration of advertising media, budget plans, ad campaign designs, and research based conclusions.

Course Objectives: Gain an understanding of the role of advertising and promotion from a business and historical perspective. Learn the basics of target marketing and how to design long-term media partnerships. Learn what to expect when you decide to grow your business through advertising.

Course Outline:

- I. Introduction to the History and Roles of Advertising and Promotion
 - a. The changing global advertising environment
 - b. What is advertising and what are the challenges in advertising?
 - c. Studying advertising: managerial, consumer and societal perspectives
 - d. Functionality, symbolism and the social powers of brands
- II. Theorizing Advertising
 - a. Why theorize advertising and promotion?
 - b. Practice based advertising theory
 - c. Information processing and socio-cultural theory in advertising
 - d. Levels of explanation in advertising theory – cognitive, social and cultural



BMKT 240 - Advertising



- III. The Brand and Integrated Marketing Communications Planning
 - a. The communicating brand and what advertising & promoting can do for brands
 - b. Marketing and communication planning
 - c. Integrated marketing communications and limitations
- IV. Advertising Agencies – Organizing Creative Work
 - a. Advertising agencies as cultural intermediaries
 - b. Evolution of the advertising agency
 - c. Advertising agencies and the pitch process
 - d. Team roles and responsibilities
- V. Strategy and Creativity
 - a. Creative advertising development process
 - b. Developing communication and advertising strategy and planning
 - c. Creative Development and Campaign evaluation
- VI. Promotional Media in the Digital Age
 - a. Media planning tasks, terms and concepts
 - b. Strategies in using media
 - c. The media mix
- VII. Non-Advertising Promotion
 - a. Non-advertising promotion within integrated marketing
 - b. Roles of sponsorship, product placement and public relations
 - c. Other elements of non-advertising promotion
- VIII. International Advertising
 - a. Advertising and the global economy
 - b. Cross-cultural communication and cultural tensions
 - c. Standardization or localization of advertising
- IX. Advertising and Promotion – Ethics and Regulation
 - a. Ethical issues and controversy in advertising and promotion
 - b. Advertising to children
 - c. Applying ethics and regulations in advertising
- X. Research in Advertising
 - a. Research in advertising: role, issues and origins
 - b. Types and uses of advertising research
 - c. Ethics in research



BMKT 240 - Advertising



Grading:

Students' final grade will be based upon cumulative test scores, case studies, special projects, papers and assigned work. Unless special circumstances exist, students will receive no credit for assigned work turned in after the due date. A student may not pass this course if the final exam is not taken on the assigned date. It remains the students responsibility to obtain information missed if absent.

Grading Scale:

90-100%	A
80-89%	B
70-79%	C
69-64%	D
<63%	F

Final Exam:

The final exam must be taken in order to pass this course. There are no exceptions.

Papers:

A final paper may be assigned based on the cumulative information for the course. Short "projects" may also be assigned.

Attendance:

This is an online course, therefore, your "attendance" is the expectation of regular monitoring of the class via Moodle and the coursework outlined in the textbook. You will be expected to complete the assignments each week as listed on Moodle. Course materials include the textbook listed above as well as any supplements via Moodle or other audio/visual method, including but not limited to supplements provided through online access through the textbook provider, Sage Publications. Access to these are granted through the purchase or rental of the text, or its' access code. Additionally, there may be outside assignments, labs or online discussions. It is the student's responsibility to stay current and be aware of all required activities through regular online contact.

Disability Accommodations Policy:

Students with disabilities may request reasonable modifications by contacting me. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students. "Reasonable" means the University permits no fundamental alterations of academic standards or retroactive modifications.

Missed Notes/Assignments:



BMKT 240 - Advertising



Regular course assignment completion is mandatory for passing this course. Courses are typically provided at 11am each Tuesday morning, although I will try to have them available on Monday, and are due by Sunday at 12am. (Midnight) Courses then become unavailable for the duration of the course. I recognize that urgent matters or illness occurs, and an infrequent absence may be required. If this happens, please email me to discuss arrangements. If however, a long absence becomes necessary, you will need to see your advisor to make arrangements to drop the course.

Outside Class Work:

Assignments, case studies and special projects may be assigned throughout the semester session. These assignments are the sole responsibility of the student and will not be accepted late. Assignments are due Sunday evening at 12am unless otherwise stated. All assignments are expected to be typed, and include the student's name. Any outside work assigned makes up a portion of your grade and should not be ignored.

Incomplete Grades:

An "I" (incomplete grade) will not be given for not doing well in the course, or dropping after scheduled deadline.

Field/Lab Assignments (If applicable):

In order to facilitate experiential learning, some assignments may require visiting area businesses, conducting observations, or interviewing business leaders. These activities can be an advantage to the businesses as well as an economic hardship should customer traffic or purchasing be affected. Additionally, our reputation, and your education can be adversely affected. Because of these factors, the following guidelines should be followed:

1. Please be respectful of all employees.
2. Keep noise and distractions to a minimum.
3. Dress appropriately – you represent the best our college offers.
4. Do not create additional work for business personnel.
5. Be courteous and thank the business for their time and efforts.
6. Never use inappropriate language.

*It is a privilege for us to learn from these businesses and not take them for granted.

