

**Midstate College**  
**411 West Northmoor Road**  
**Peoria, Illinois 61614**  
**(309) 692-4092 (800) 251-4299**  
**Summer 2017**

**Course:** MKT475 Advertising and Promotional Strategy

**Credit:** 4 Quarter Hours

**Method of Delivery:** Arranged eLearning

**Course Description:** This course broadly examines the role of advertising professionals and promotional strategies related to marketing management in enterprise.

Students will survey the nature of the creative process, and the plethora of media available to the modern advertiser. Students will survey the theoretical and practical aspects of advertising and promotion research, planning, strategies, tactics, and campaigns to recognize that a unified message should be delivered to the consumer. Contemporary issues and methods will be addressed using case studies and/or research.

**Prerequisite(s):** Satisfactory completion of Marketing Concentration courses and consent of Program Director

**Text(s):** Advertising and Integrated Brand Promotion 7<sup>th</sup> edition

**Author(s):** O'Guinn, Allen, Semenik and Close

**Publisher:** Cengage Learning

**Materials Needed for this Course:**

Additional Supplies: n/a

Hardware/Software and Equipment: meet the minimum eLearning system requirements and have access to a working computer.

**Topics:**

1. Advertising
2. Brand Promotion
3. Social Media
4. Structure of the Advertising and Promotion Industry
5. Ethics in Promotion and advertising
6. Market Positioning
7. Market Research
8. Message Strategy
9. Media Planning
10. Creativity
11. Sales Promotions

**Learning Objectives:** Upon completion of this course, the student will be able to:

1. Create an effective advertising message
2. Apply Marketing concepts to analyze case studies and offer recommendations that will solve problems and enhance Marketing programs for organizations
3. Comprehend the concept of creativity and explore his or her own creative abilities
4. Discuss the physiological and sociological aspects of consumer buying motives
5. Identify sources of data that assist Marketing professionals to understand their target markets.
6. Describe copywriting strategy and how it applies to advertising and brand promotion
7. Discuss media planning and other types of planning in regard to sales promotions

**Midstate Grading Scale:**

90 - 100	A
80 - 89	B
70 - 79	C
60 - 69	D
0 - 59	F

**Midstate Plagiarism Policy:**

Plagiarism is using another person's words, either by paraphrase or direct quotation, without giving credit to the author(s). Plagiarism can also consist of cutting and pasting material from electronic sources by submitting all or a portion of work for assignment credit. This includes papers, computer programs, music, sculptures, paintings, photographs, etc. authored by another person without explicitly citing the original source(s). These actions violate the trust and honesty expected in academic work. Plagiarism is strictly against the academic policy of Midstate College. Its seriousness requires a measured, forceful response which includes consequences for inappropriate and/or no citation.

In courses containing writing assignments, the College promotes the use of an electronic resource which compares the student's writing against previously submitted papers, journals, periodicals, books, and web pages. Students and instructors can use this service to reduce the incidence of plagiarism. This electronic resource has been found to conform to legal requirements for fair use and student confidentiality. It is able to provide a report to the student indicating the parts of the assignment that match.

**Student Success:**

The Office of Student Success is available to students seeking tutoring for individual classes or who need assistance with writing assignments. Information is also available on test taking techniques, how to take notes, developing good study skills, etc. Contact Student Success in Room 218 (in person); (309) 692-4092, extension 2180 (phone); [studentsuccess@midstate.edu](mailto:studentsuccess@midstate.edu) (email).

**Instructor:** Dr. Brian Young

Room/Phone: Office 232 & (309) 692-4092 ext. 2320

Midstate e-mail: [bjyoung@midstate.edu](mailto:bjyoung@midstate.edu)

Office Hours: appointments scheduled upon request

**Policies and Procedures:**

- All assignments must be completed on time. A minimum of 10% or one letter grade will be deducted for all late work received including exams and must be approved by the instructor before late work can be submitted or accepted
- All assignments must be keyed using Microsoft Word
- The student must retain copies of all assignments
- Academic dishonesty will be referred to our Dean of Students
- Students are expected to follow basic etiquette in online interaction as outlined in the Student Guide to eLearning

**Participation Requirements:**

Participation is a major requirement of learning, and lack of participation will negatively impact the final grade. Students must actively participate in class discussions by responding to other students' discussion questions, instructor's lecture, text readings, and assignments will receive a better grade than those students who do not participate regularly. All assignments must be submitted on time as indicated by the instructor.

Students must complete all assignments, papers, projects, competencies, examinations, and attendance requirements. Students must have a grade of at least 70% to pass this course.

Students must post meaningful contributions toward the Classroom discussion a minimum of two times each week to earn full participation points.

**Examination Information:** a mid-term and final examination will be given in this course.

**Methods of Evaluating Student Performance:**

Midterm Exam	25%
Final Exam	25%
Research (See week 7) & assignments	25%
Discussion and summary questions	25%

**Instructor's Grading Scale:**

90-100	A
80-89	B
70-79	C
60-69	D
0-59	F

**Week by week:**

**Week 1**

**Topic:** Advertising

**Assignments:**

Read chapter 1 of the text

**Discussion Question**

Introduce yourself to the class

**Week 2****Topic: Brand Promotion****Assignments:**

Read chapter 2 of the text

Complete assignment as described in the classroom

**Discussion Question****Summary Question**

Each student must submit a 2 – 3 paragraph summary report summarizing the learning concepts from the readings, assignments, and course discussions for **Week 2**. Please devote the last paragraph to sharing what was most personally important and/or valuable from this week's course material.

**Week 3****Topic: Advertising****Assignments:**

Read chapter 3 of the text

Complete assignment as described in the classroom

**Discussion Question****Summary Question**

Each student must submit a 2 – 3 paragraph summary report summarizing the learning concepts from the readings, assignments, and course discussions for **Week 3**. Please devote the last paragraph to sharing what was most personally important and/or valuable from this week's course material.

**Week 4****Topic: Ethics in Promotion and advertising****Assignments**

Read chapter 4 of the text

Complete assignment as described in the classroom

## **Discussion Question**

Summary question

Each student must submit a 2 – 3 paragraph summary report summarizing the learning concepts from the readings, assignments, and course discussions for **Week 4**. Please devote the last paragraph to sharing what was most personally important and/or valuable from this week's course material.

## **Week 5**

Topic: Brand Promotion

### **Assignments**

Read chapter 5 of the text

Prepare for midterm examination

## **Discussion Question**

### **Summary Question**

Each student must submit a 2 – 3 paragraph summary report summarizing the learning concepts from the readings, assignments, and course discussions for **Week 5**. Please devote the last paragraph to sharing what was most personally important and/or valuable from this week's course material.

## **Week 6:**

## **Complete Midterm Examination**

## **Week 7**

**Topic: Market Positioning**

### **Assignments:**

Read chapter 6 of the text

Begin Project (requirements of the project will be forwarded at this time)

## **Discussion Question**

### **Summary Question**

Each student must submit a 2 – 3 paragraph summary report summarizing the learning concepts from the readings, assignments, and course discussions for **Week 7**. Please devote the last paragraph to sharing what was most personally important and/or valuable from this week's course material.

## **Week 8**

**Topic:** Market Research

**Assignments:**

Read chapter 7 of the text  
Continue work on project

**Discussion Question**

**Summary Question**

Each student must submit a 2 – 3 paragraph summary report summarizing the learning concepts from the readings, assignments, and course discussions for **Week 8**. Please devote the last paragraph to sharing what was most personally important and/or valuable from this week's course material.

## **Week 9**

**Topics:** Advertising and Brand Promotion

**Assignments:**

**Read chapter 8 of the text**

**Discussion Question**

**Summary Question**

Each student must submit a 2 – 3 paragraph summary report summarizing the learning concepts from the readings, assignments, and course discussions for **Week 9**. Please devote the last paragraph to sharing what was most personally important and/or valuable from this week's course material.

## **Week 10**

**Topic:** Creativity

**Assignments:**

Read chapter 9 of the text  
Continue work on project

**Discussion Question**

**Summary Question**

Each student must submit a 2 – 3 paragraph summary report summarizing the learning concepts from the readings, assignments, and course discussions for **Week 10**. Please devote the last paragraph to sharing what was most personally important and/or valuable from this week's course material.

## **Week 11**

### **Topic: Customer Satisfaction**

#### **Assignments:**

Read chapter 10 of the text  
Prepare for final examination  
Submit project

#### **Discussion Question**

#### **Summary Question**

Each student must submit a 2 – 3 paragraph summary report summarizing the learning concepts from the readings, assignments, and course discussions for **Week 11**. Please devote the last paragraph to sharing what was most personally important and/or valuable from this week's course material.

## **Week 12**

Complete final examination