

**BUS 3320- Advertising and Promotion Management**  
**Spring 2008** (M/W 1:30-3:00, Cowan 303)

Professor: Dr. Cynthia Hanson  
Odell 125, 272-7102 ext. 349; hansonc@gborocollege.edu

Office Hours: Mon.-Thurs. 10:30-11:30; 3:00-4:30 p.m.

Required Reading: Advertising and Integrated Brand Promotion by O'Guinn, Allen and Sememik, 4<sup>th</sup> edition  
Website: <http://academic.cengage.com/marketing/oguinn>

Recommended: Advertising Age or AdWeek (or daily viewing of adage.com, adweek.com)

Course Objective:

The objective of this course is to provide the student with an understanding of advertising and brand promotion theory and practices, the environment in which they operate, and their role in our society. The course is designed to provide students with a solid background that will enable them to think critically about advertising and promotion, whether they work directly in the field, pursue careers that utilize promotion, or wish to understand it as a force in our society.

Course Requirements and Student Evaluation:

1. The components of the student's grade are:

Midterm	25%
Advertising Project*	25%
Final Exam	25%
Class Participation, Quizzes	25%

\*The advertising project this semester will involve all students in the annual Yellow Pages directory advertising student competition. This competition requires students, working alone or in a group of up to three students, to prepare an ad for the Yellow Pages. Information on the competition, including examples of past winners, is available at [http://www.ypa-academics.org/cc/compet\\_home\\_creative.html](http://www.ypa-academics.org/cc/compet_home_creative.html).

2. A student who has a legitimate reason for missing an exam or a scheduled presentation must present the excuse prior to or within 2 days after the missed assignment. If the excuse is deemed to be a reasonable one (e.g., GC sponsored activity, illness), then the student will be allowed to make-up the exam/presentation. If the student is unable to take the scheduled make-up, or if the absence is unexcused, then the student will receive a grade of 0 for the assignment. Late papers are penalized one letter grade per day late, including weekends.
3. Students may not leave and re-enter the classroom during testing.
4. The "ceiling" for the student's class participation grade will be calculated based on the percentage of classes attended. In other words, if you attend 85% of the classes, then your participation grade cannot be higher than a B, although it may be lower based upon the quality of your participation. Documented absences (e.g., GC sponsored activities or documented medical problems) may be excused if proper notification is given. If you are late to class, it is your responsibility to see me after class to make sure you are marked present. You will be charged one absence every three times you are late to class.
5. Extra class participation points may be earned by bringing in and discussing advertising-related articles from Advertising Age or The Wall Street Journal, or by reading advertising-related books or viewing an advertising-related movie (these must be pre-approved- I can provide suggestions upon request) and providing a 1-2 page written summary/reflection.
6. If you do not receive an acknowledgement of an email within 72 hours, please re-send, or call.
7. The grading scale is: 95-100, A; 90-94, A-; 87-89, B+; 83-86, B; 80-82, B-; 77-79, C+; 73-76, C; 70-72, C-; 65-

69, D+; 60-64, D; 0-59, F.

## Tentative Schedule for BUS 3320, Spring 2008

<b>Date</b>	<b>Topic</b>	<b>Assignment</b>
Jan 16	Introduction	Chapter 1
Jan 23	Ad Agencies	Chapter 2
Jan 28	Segmentation and Target Markets	Chapter 6
Jan 30	Advertising Research	Chapter 7
Feb 4	Super Bowl Advertising	Watch Super Bowl (Feb 3)
Feb 6	Ad Plan Overview	Chapter 8
Feb 11	Message- Creativity (Video-Funniest)	Chapter 10
Feb 13	Message- Objectives and Methods	Chapter 11
Feb 18	Message- Tactics (Print and Broadcast)	Chapter 12
Feb 20	Message- Art Direction (Video-Making...)	Chapter 13
Feb 25	Media- Objectives and Strategy	Chapter 14
Feb 27	Media- Tactics (Print and Broadcast)	Chapter 15
Mar 3-7	Spring Break	
Mar 10	Media- Tactics (Support Media)	Chapter 16
Mar 12	"	
Mar 17	Review	
Mar 19	Midterm	<b>Midterm</b>
Mar 24	Advertising History	Chapter 3
Mar 26	No Day Classes (Assessment Day)	
Mar 31	Advertising History (cont'd) Social, Ethical, and Regulatory	
Apr 2	Environment	Chapter 4
Apr 7	Advertising and Consumer Behavior	Chapter 5
Apr 9	International Advertising	Chapter 9
Apr 14	Sales Promotion and POP	Chapter 18; <b>YPA entries due to Prof. H</b>
Apr 16	Direct Marketing	Chapter 19
Apr 21	Public Relations	Chapter 20; <b>Mail YPA entries (deadline Ap 25)</b>
Apr 23	"	
Apr 28	Catch up, Wrap Up, and Review	TBA
May 2, 1:30	Final Exam and Post-test	<b>Final Exam</b>