

Course Syllabus
Advertising (BMKTU 254)
Monday & Wednesday – 4:15 to 5:30

Text:

Advertising: Principles and Practice, 7/E
Wells, Moriarty and Burnett © 2006

Instructor:

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Course Overview & Objectives:

This class is designed to explain advertising and its role in society as well as business. All aspects of advertising will be covered and by the end of the class, you will be able to understand how an advertising campaign is created, from the creative end to choosing the media. You will also know how to measure the success of advertising. After this class, you'll understand why seemingly popular ad campaigns go away and why some of the dumbest ads never go away. You'll never see the Super Bowl commercials in the same light again.

The class will be a mix of theory and practice. The readings from the text will help build a foundation for your knowledge. In class discourse and weekly writings will help expand your understanding. Occasional projects will help you bring it together.

A website has been set up for this class: <http://www.kenazz.com/chc-ad>

Academic Honesty

It goes without saying that cheating or plagiarizing will not be tolerated. As college is designed to prepare you for a professional career, you should know that such dishonesty can get you fired or even charged with a crime. In this class, any incidences of cheating will cause you to receive a zero for the assignment or test in question and will be reported to the appropriate Chestnut Hill faculty or staff member.

Grading

Projects: 20%
Participation & Assignments: 20%
Midterm: 20%
Final Project 20%
Final Test 20%

Participation & Assignments

Class participation is a must. This is the subjective part of grading that can push you over if you are straddling a good grade. Discussion, commentary and debate are critical to understanding advertising. Additionally, I'm less likely to work with you to get a better grade if you haven't shown initiative. Lateness to class, which is rude to your fellow students and unprofessional, as well as absenteeism will detract from this portion of the grade. Naturally, if you are not in class, you cannot participate.

There will be two types of assignments.

The Blog

Each week you will be required to submit a "blog" - that is a commentary on current advertising. While blogging is a somewhat informal commentary, you should still cite sources and maintain a distinct and professional style. Preferably, you should write with AP (newspaper) style in mind. I may direct your weekly writing from time to time. These will be written before class on Wednesday. I will link to your blog from the class web page. I suggest you use an open site such as "Blogger" so that your fellow students can read and comment. For privacy, do not link to any of your personal sites and list your name with your first name and last initial. For a good example of a professional blog, check out one on a reputable news source such as CNN, The New York Times or The Wall Street Journal. Writing informed comments on your fellow classmates blogs will help boost your participation grade. Rules for classroom discourse apply to blog comments.

Some good blog examples:

- Commentary on a story in the Wall Street Journal regarding an advertising trend
- Commentary on an advertisement or ad campaign
- Commentary on the current topic in class, agreement or disagreement with the professor or text.

Projects

You will occasionally be required to demonstrate your knowledge and ability to apply the material covered through projects. They will be assigned on a semi-regular basis.

Midterm

A midterm test will be given in late February to ensure your mastery of the basic materials.

Final

A final exam will be given to ensure you have mastered the theory of the class

Final Project

A final project in group form will be assigned. This will require a presentation. The goal of this is to simulate a "real world" situation.