

# **Dakota College at Bottineau Course Syllabus**

## **Course Prefix/Number/Title:**

BADM 289- Advertising Campaigns

## **Course Description:**

This course is a capstone course in the Advertising and Marketing program. Students will utilize knowledge gained in previous classes in addition to the topics covered in this course to understand all that must be accomplished to create a successful advertising campaign. Students will be expected to study and analyze existing advertising campaigns, conduct focus group discussions, and write reports evaluating the campaigns. Additionally, students will research, plan, and create their own campaign plans along with presentations of their work. Understanding and developing insightful, effective advertising campaigns will be the end result of this class.

## **Course Objectives:**

After taking this course students should be able to:

- Analyze existing advertising campaigns
- Effectively lead a focus group discussion that generates actionable information
- Showcase effective creative development of advertising messages
- Understand and apply the principles of effective reach and continuity to media buying plans.
- Develop new, valuable advertising campaigns

Effectively present their campaign ideas to prospective clients

## **Instructor:**

Keri J. Keith

## **Office:**

Thatcher Hall 205

## **Office Hours:**

10:00 – 11:00 am: Monday, Wednesday and Friday  
2:00 – 3:00 Tuesday and Thursday

## **Phone:**

701-228-5624

## **Email:**

keri.keith@dakotacollege.edu

**Lecture/Lab Schedule:**

T/R 9:30-10:45  
TH 2211

**Textbook(s):**

Advertising & Promotion, 8th Edition – Belch and Belch.

Various Handouts

**Course Requirements:**

Course requirements consist of class participation, assignments, quizzes, and exams.

**Grade Weighting**

|               |            |
|---------------|------------|
| Project #1    | 250 points |
| Project #2    | 200 points |
| Project #3    | 300 points |
| Participation | 75 points  |
| Total:        | 825 points |

**Grading Scale**

|               |   |
|---------------|---|
| 90% - 100%    | A |
| 80% - 89%     | B |
| 70% - 79%     | C |
| 60% - 69%     | D |
| Less than 60% | F |

**Tentative Course Outline**

|                      |  |
|----------------------|--|
| Tuesday, January 11  | Syllabus, Course Intro, my Intro, Student Introductions            |
| Thursday, January 13 | Adv. Campaign Assignment hand out                                  |
|                      |  |
|                      |  |
| Tuesday, January 18  | Chapter 8, Reach and Frequency information, budgeting information. |
| Thursday, January 20 | Work on adv. campaign project                                      |

|                       |                               |
|-----------------------|-------------------------------|
|                       |                               |
|                       |                               |
| Tuesday, January 25   | Work on adv. campaign project |
| Thursday, January 27  | Work on adv. campaign project |
|                       |                               |
|                       |                               |
| Tuesday, Feb 1        | Work on adv. campaign project |
| Thursday, February 3  | Work on adv. campaign project |
|                       |                               |
| Tuesday, February 8   | Check in on projects          |
| Thursday, February 10 | Check in on projects          |
|                       |                               |
| Tuesday, February 15  | Project due - presentations   |
| Thursday, February 17 | Project due - presentations   |
|                       |                               |

|                       |                                     |
|-----------------------|-------------------------------------|
|                       |                                     |
| Tuesday, February 22  | Adv. Campaign Assignment #2 handout |
| Thursday, February 24 | Work on project #2                  |
|                       |                                     |
| Tuesday, March 1      | Work on project #2                  |
| Thursday, March 3     | Work on project #2                  |
|                       |                                     |
| Tuesday, March 8      | Work on project #2                  |
| Thursday, March 10    | Work on project #2                  |
|                       |                                     |

|                                   |                                 |
|-----------------------------------|---------------------------------|
| Tuesday, March 15 (Spring Break)  | NO CLASS                        |
| Thursday, March 17 (Spring Break) | NO CLASS                        |
|                                   |                                 |
| Tuesday, March 22                 | Project #2 due - presentations  |
| Thursday, March 24                | Project #2 due - presentations  |
|                                   |                                 |
| Tuesday, March 29                 | Assignment #3 handout           |
| Thursday, March 31                | Work on project #3              |
|                                   |                                 |
| Tuesday, April 5                  | Work on project #3              |
| Thursday, April 7                 | Work on project #3              |
|                                   |                                 |
| Tuesday, April 12                 | Work on project #3              |
| Thursday, April 14                | Work on project #3              |
|                                   |                                 |
| Tuesday, April 19                 | Work on project #3              |
| Thursday, April 21                | Work on project #3              |
|                                   |                                 |
| Tuesday, April 26                 | Work on project #3              |
| Thursday, April 28                | Project #3 due, Presentations   |
|                                   |                                 |
| Tuesday, May 3                    | Project #3 due, Presentations   |
| Thursday, May 5                   | Final day of class and wrap up! |
|                                   |                                 |

### **Relationship to Campus Theme:**

A focus on the growing “green” movement in advertising as well as consumption and addressing the new technologies that are affecting the advertising industry. Students will also understand how to utilize these new ideologies and tools to their benefit, as well as the benefit of the world and society as a whole.

### **Classroom Policies:**

**Absences and Assignment Due Dates:** If a student must miss class, he/she must contact the instructor within 24 hours of the class period. Late assignments will be docked 10% per day late. This is the policy for all assignments in all circumstances. If you email me an assignment, you will get a reply from me to verify that I have received the assignment. If you do not get a receipt from me, I did not get the assignment. It is your job to ensure that I have received the assignment, so if you do not get a response from me within 24 hours of submitting your assignment by email, you need to resend the email. The assignment continues to lose 10% per day during this time.

**Tests:** All tests should be completed on the day that they are given. If you are unable to take the test the day it is given in class, you must make up the test within 72 hours or a grade of 0 will be entered. Make-up exams will only be allowed if you have made arrangements with me previous to taking the exam within the 72 hour time period.

Attendance and participation is expected. Ten percent of your grade is based solely on attendance and participation. You are responsible for the activities of each class period. If you know of a conflict ahead of time, you are welcome to submit assignments early.

**Electronic Devices:** Silence cellular phones, pagers, CD players, radios, and similar devices in the classroom and laboratory facilities. Reasonable laptop-size computers may be used in lecture for taking notes. If this is an IVN course, cell phone must be turned off at all times in class!

This class will be a place where all thoughts are welcome, no one fears sharing their opinion, and minds are open to new ideas. You have all EARNED the opportunity to be here by completing the same criteria, thus making you equals. As emerging leaders, you are expected to show respect for each other's differences. Conflicting opinions are part of life and will create dynamic discussions. The instructor reserves the right to end these discussions and the participants will agree to disagree.

It is your responsibility to keep all assignments that are graded and handed back to you. In the case of a grade dispute, it is the student's responsibility to provide past assignments to confirm grades.

The syllabus is a living document that is subject to change. All assignments will be confirmed during the class prior to their due date. The instructor reserves the right to allow the class agenda to fluctuate as the course progresses.

## **Academic Integrity:**

**Plagiarism:** To plagiarize is to “steal and pass off the ideas or words of another as one’s own” (*Webster’s Dictionary*). **Plagiarism will not be tolerated in this course.** When completing a research paper, it is necessary to cite all information gathered from other sources - including direct quotations and paraphrases - within the text of the paper using parenthetical notes at the end of the documents in a works cited list. A handout regarding the MLA guidelines is available at the writing center if you would like further information. Students are expected to follow MLA guidelines for the research paper. If you have any questions - please contact myself or go to the learning center for more information. **Students found plagiarizing material will receive a “0” for the assignment.**

**Cheating:** Cheating will not be tolerated. Any student found to be cheating will receive a 0 on the assignment, an additional incidence of cheating will result in the student being dismissed from the course.

## **Disabilities and Special Needs:**

If you have any condition, such as a physical or learning disability, for which you need extra assistance, please inform me immediately. If you have already met with Student Development personnel, please provide me with information regarding your special needs as soon as possible so that appropriate accommodations can be made.