



**Course Prefix/Number/Title:**

BADM 210 - Advertising

Credits: 3 credits

**Course Description:**

This course includes a brief history of advertising and then focuses on the shift from the conventional methods of advertising to the more widely recognized approach of implementing an integrated marketing communication strategy.

**Pre-/Co-requisites: None**

**Course Objectives:**

After taking this course students should be able to:

- Identify important advertising concepts and be able to apply them.
- Analyze and critically discuss important advertising issues.
- Develop a basic advertising plan.
- Recognize that a firm must use all promotional tools available to convey a unified message to the consumer (integrated marketing communications).
- Create effective integrated marketing communications.
- Understand basic advertising placement strategies.

**Instructor:**

Keri J. Keith

**Office:**

Thatcher Hall 205

**Office Hours:**

11-12:00 Monday - Friday

**Phone:**

701-228-5624

**Email:**

keri.keith@dakotacollege.edu

**Lecture/Lab Schedule:**

T/R 12:30-1:45  
TH 2211

**Textbook(s):**

Advertising & Promotion, 10th Edition – Belch and Belch. ISBN: 978-0-07-802897-7

Various Handouts

**Course Requirements:**

Course requirements consist of class participation, assignments, quizzes, and exams. All assignments will be turned in via Blackboard – All PowerPoints are in Blackboard as well.

**Grade Weighting**

Ad Analysis Assign:	50 points
Comm Process Assign:	50 points
Execution Style Assign:	75 points
Sales Promo and Corp Publicity Assign:	35 points
In-Class Video and Questions	50 points
Exam #1:	100 points
Exam #2:	100 points
Exam #3:	100 points
Exam #4:	100 points
Participation:	<u>70 points</u>
Total:	730 points

**Grading Scale**

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

## Tentative Course Outline

Date	Planned Activities
August 25 W1	Start to Class  Introduction, syllabus, student introductions.
August 27 W1	Lecture Chapter 1
September 1 W2	Lecture chapter 3
September 3 W2	Lecture chapter 2
September 8 W3	Lecture chapter 4
September 10 W3	In-class Assignment: Ad analysis: More details to come. Review 2 print ads. Evaluate them based on:  1. Geographic Target (City, Nation, Region) 2. Demographic Target (Age, Gender, Income, Education) 3. Psychographic Target (Lifestyles, Personalities) 4. Benefit Target (What customers expect from a product/service)
September 15 W4	Ad analysis due Review for Exam 1
September 17 W4	<b>Exam 1</b>
September 22 W5	Lecture chapter 5 Lecture chapter 6
September 24 W5	Review Comm Process Assignment: Communication Process Assignment. Details will be available in class

September 29 W6	Lecture chapter 7 Comm Process assign. Due
October 1 W6	Lecture chapter 8.
October 6 W7	Lecture Chapter 9 In Class Assignment <i>Assignment: Find an example of each of the following execution styles:</i> <ol style="list-style-type: none"> <li>1. <i>Straight-sell or factual message (or Scientific/technical evidence)</i></li> <li>2. <i>Demonstration</i></li> <li>3. <i>Comparison</i></li> <li>4. <i>Testimonials</i></li> <li>5. <i>Slice of life</i></li> <li>6. <i>Animation</i></li> <li>7. <i>Personality symbol</i></li> <li>8. <i>Humor</i></li> </ol>
October 8 W7	Present assignment
October 13 W8	In- Review for Exam Class Video and Questions
October 15 W8	<b>Exam 2</b>
October 20 W9	Lecture chapter 10.
October 22 W9	Lecture chapter 11.
October 27 W10	Lecture chapter 12.
October 29 W10	(Lecture chapter 12, part 2)
November 3 W11	Lecture chapter 13
November 5 W11	Lecture chapter 15.
November 10 W12	Review for exam 3
November 12 W12	<b>Exam 3</b>
November 17 W13	Chapters 16 and 17 lecture
November 19 W13	In Class Assignment Assignment: Find five examples of advertisements that feature sales promotions.

	Assignment: Find two examples of articles that contain corporate-generated publicity
November 24 W14	Present Examples of promotions and corporate generated publicity.
W14 November 26	No class – Thanksgiving break
December 1 W15	Chapter 18 Lecture
December 3 W15	Chapter 20 Lecture Review for Final Exam
December 8	<b>Exam 4 (FINAL)</b>
December 10	<b>Wrap up and had back final grades.</b>

**CTE Competency/Department Learning Outcome(s):** The student learning competencies of career and technical education degree programs are as follows:

- Employ industry-specific skills in preparation for workplace readiness
- Combine general education and vocational skills curriculum

**Relationship to Campus Theme:** A focus on the growing “green” movement in business marketing and management. Also addressing consumption and the new technologies that are affecting the business 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 as emerging leaders.

#### **Classroom Policies:**

**Absences and Assignment Due Dates:** 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.

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.

**If you miss an exam you must contact me within 24 hours of the missed exam to arrange for a time to make up the exam.** Exams must be made up within 72 hours of the original exam time. If you do not contact me within 24 hours a grade of 0 will be entered for the exam that was missed. **Students are only allowed to make up ONE exam per course.** The exam grade will be docked 10% per day for late points.

**Do NOT wear headphones during tests. They are not allowed.**

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.

### **Student Email Policy:**

Dakota College at Bottineau is increasingly dependent upon email as an official form of communication. A student's campus-assigned email address will be the only one recognized by the Campus for official mailings. The liability for missing or not acting upon important information conveyed via campus email rests with the student.

### **Academic Integrity:**

According to the DCB Student Handbook, students are responsible for submitting their own work. Students who cooperate on oral or written examinations or work without authorization share the responsibility for violation of academic principles, and the students are subject to disciplinary action even when one of the students is not enrolled in the course where the violation occurred. The Code detailed in the Academic Honesty/Dishonesty section of the Student Handbook will serve as the guideline for cases where cheating, plagiarism or other academic improprieties have occurred.

### **Disabilities or Special Needs:**

Students with disabilities or special needs (academic or otherwise) are encouraged to contact the instructor and Disability Support Services.

### **Title IX:**

Dakota College at Bottineau (DCB) faculty are committed to helping create a safe learning environment for all students and for the College as a whole. Please be aware that all DCB employees (other than those designated as confidential resources such as advocates, counselors, clergy and healthcare providers) are required to report information about such discrimination and harassment to the College Title IX Coordinator. This means that if a student tells a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member must share that information with the College's Title IX Coordinator. Students wishing to speak to a confidential employee who does not have this reporting responsibility can find a list of resources on the DCB Title IX webpage.