



Course: 52:630:491:01:16965  
Advertising Fundamentals  
Spring 2023

Professor Chuck McLeester  
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Tu/Th 9:35 – 10:55 am Armitage 124  
Office Hours by appointment

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## Course Description

This course provides a real-world overview of the advertising business. It explores how advertising fits into the marketing mix and supports brand strategy. Using real world examples you'll learn the basics of planning, creating, executing, and measuring advertising in traditional and digital media. The course covers research methods, creative development, media strategy, and the various roles of client and agency personnel.

## Learning Goals/Objectives

- Understand the concept of integrated marketing communications and the role advertising plays in it
- Gain an appreciation of the impact of advertising on society and the economy
- Know the roles of the different players involved in the planning, creation, and execution of advertising
- Comprehend how advertisers define, segment, and target audiences
- Become familiar with how advertising influences consumer purchase motivations
- Know the role that research plays in the development and evaluation of advertising
- Understand the key marketing plan elements – objectives, strategies, and tactics – and how they build upon each other
- Learn how advertising strategies are used to construct creative briefs
- Become familiar with the uses of various advertising media – print, digital, audio/video, interactive, etc. – and the best uses of each

## Course Materials

**Textbook** – M: Advertising **4e** by William Arens and Michael Weigold  
**ISBN-13: 978-1-260-38189-4**  
Additional Resources to be provided by the instructor

## Communication

### Canvas

The syllabus, resources (articles and examples), PowerPoint slides, announcements, guides, etc. will be posted on Canvas. To access this system, go to <http://canvas.rutgers.edu> log in, and click on the course on the dashboard.

### Rutgers email

#### USE YOUR RUTGERS EMAIL ADDRESS

All communications to students will be done using the Rutgers email address provided to you. Please forward your Rutgers email to your personal email if necessary. **Not checking your Rutgers email is not an excuse for missing any communications.**

## Diversity Statement

This class strives to be an inclusive community, learning from the many perspectives that come from having differing backgrounds and beliefs. As a community, we aim to be respectful to all. We reject all forms of prejudice and discrimination, including but not limited to those based on age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, and veteran status. Faculty and students are expected to commit to creating an environment that facilitates inquiry and self-expression, while also demonstrating diligence in understanding how others' viewpoints may be different from their own.

Our goal as a learning community is to create a safe environment that fosters open and honest dialogue. We are all expected to contribute to creating a respectful, welcoming, and inclusive environment. To this end, classroom discussions should always be conducted in a way that shows honor, respect, and dignity to all members of the class. Moreover, disagreements should be pursued without personal attack and aggression, and instead, should be handled with grace and care. This will allow for rigorous intellectual engagement and a deeper learning experience for all.

## Key Spring 2023 Dates

Spring 2023 classes begin	Tuesday, January 17
Last day to drop classes w/o "W"	Thursday, January 26
Last day to add classes	Thursday, January 26
Last day to withdraw from an individual class with a "W"	Monday, April 3
Spring recess	Saturday, March 11 – Sunday, March 19
Regular classes end	Monday, May 1
Reading days	Tuesday, May 2 and Wednesday, May 3
Final exam period	Thursday, May 4 – Wednesday, May 10

## Disability Services/Accommodations

The University is committed to supporting the learning of all students and faculty will provide accommodations as indicated in a Letter of Accommodation issued by the Office of Disability Services (ODS). If you have already registered with ODS and have your letter of accommodations, please share this with me early in the course. If you have or think you have a disability (learning, sensory, physical,

chronic health, mental health or attentional), please contact

<https://success.camden.rutgers.edu/disability-services>.

Accommodations will be provided only for students with a letter of accommodation from ODS. Their services are free and confidential. Letters only provide information about the accommodation, not about the disability or diagnosis.

## Academic Integrity

The Academic Integrity policy can be found at <http://studentconduct.rutgers.edu/student-conduct-processes/academic-integrity/>

***Students are responsible for understanding the principles of academic integrity and abiding by them in all aspects of their work at the University.*** Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

Academic Integrity means that you (the student) must

- properly acknowledge and cite all use of the ideas, results, or words of others,
- properly acknowledge all contributors to a given piece of work,
- make sure that all work submitted as your own in a course activity is your own and not from someone else
- obtain all data or results by ethical means and report them accurately
- treat all other students fairly with no encouragement of academic dishonesty

Adherence to these principles is necessary in order to ensure that

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments
- all student work is fairly evaluated and no student has an inappropriate advantage over others
- the academic and ethical development of all students is fostered
- the reputation of the University for integrity is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld. Violations are taken seriously and will be handled according to University policy.

## Code of Student Conduct

Rutgers University-Camden seeks a community that is free from violence, threats, and intimidation; is respectful of the rights, opportunities, and welfare of students, faculty, staff, and guests of the University; and does not threaten the physical or mental health or safety of members of the University community, including in classroom space.

As a student at the University you are expected adhere to the Code of Student Conduct. To review the code, go to: <https://deanofstudents.camden.rutgers.edu/student-conduct>

Note that the conduct code specifically addresses disruptive classroom conduct, which means "engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities."

## Expectations of Classroom Civility

(source: the Assoc of College and University Educators)

The following protocols on the codes of behavior reflect professional business norms on manners, courtesy, and respect. ***(In general, you should treat others as you would like others to treat yourself. Be mindful that what is acceptable in a text or chatroom with friends may not be appropriate in a classroom or in an online conversation with an instructor.)***

This could also include a statement regarding what your students can expect from you (*example: I will be prepared and on time for class; I will respect you and your opinions*).

- Classroom attendance is a necessary part of this course; therefore, (include specific requirements and any impact on grades).
- You are expected to do your own work. Cheating, plagiarism, and any other form of academic dishonesty will not be tolerated and will result in (include consequences).
- Meaningful and constructive dialogue is encouraged in this class and requires a willingness to listen, tolerance for different points of view, and mutual respect from all participants. All course members will be expected to show respect for individual differences and viewpoints at all times.
- The use of electronic devices can be disruptive to those around you. As a result, the use of such devices should be limited to class-related tasks.

## Assessments

### Individual Written Assignments

One- to two-page written assignments will be distributed periodically. They are due the following week and make up 50% of your grade. These assignments are designed to make you think about the course concepts and apply them to real life business situations reported in the trade and general media. All Assignments must uploaded to Canvas as Word documents or Google Docs documents, not email or Google docs links.

### Group Project

Working in teams of 4 or 5, you will develop an advertising plan that consists of primary and secondary research reports, a creative brief, a media plan, and creative executions. Your group will present your plan to the class in a PowerPoint presentation. There will be a peer evaluation where you will grade your team mates based on their contribution to the overall group project.

### Attendance

Attendance counts for 15% of your grade. A sign-in sheet will be passed around in each class. Be sure to sign it. If you don't sign in, you weren't there. For the weeks that class is online, you will answer a discussion question as a substitute for your attendance grade that week.

### Class Participation

You are expected to (1) attend class regularly and arrive on time, (2) listen attentively in class, and (3) contribute often to class discussions. Your in-class comments should be thoughtful and should reflect your careful reading of the assigned course material. While there is no point value associated with class participation, those who are on-time, attentive, and participate will be given consideration if their final grade is on the cusp of the next grade.

### **Incompletes and Problems**

If you find that you are having trouble completing course work or need further explanation of class topics, please schedule an appointment with me immediately. If you need this class for graduation, you should be sure that your performance is up to standard throughout the course. It is too late to wait until the last week of classes to ask for help. I'm available to meet throughout the entire semester if you need help. "Incompletes" will only be given through prior consultation, under extreme circumstances. Incomplete grades must be made up prior to the start of the next semester.

### **GRADING**

<b>Individual Assignments</b>	<b>500</b>
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#### **Group Project**

1. Secondary Research Report	50	
2. Primary Research Interviews	50	
3. Creative Brief	50	
4. Creative Executions	50	
5. Media Plan	50	
6. Final PPT Presentation	50	
Peer Evaluation	50	
Total Group Project		<b>350</b>
Attendance and online discussions		<b>150</b>
<b>Total</b>		<b>1000</b>

#### **Grade Ranges**

A	90-100 pts
B+	85-89.9 pts
B	80-84.9 pts
C+	75-79.9 pts
C	70-74.9 pts
D	60-69.9 pts
F	under 60 pts

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**Spring 2023**

**Instructor: Chuck McLeester**

Week	Date	Instruction	Activities	Readings/Assignments
1	1/17/2023- 1/23/2023 Online	Introduction to the Course What is Advertising?	View Content Video View Assignment Video	Reading: Arens Chapter 1 <i>What is Advertising?</i> Answer Discussion Question 1
2	1/24/2023- 1/30/2023 Online	The Environment of Advertising	View Content Video View Assignment Video	Reading: Arens Chapter 2 <i>The Environment of Advertising</i> Answer Discussion Question 2
3	1/30/2023- 2/6/2023 Online	The Business of Advertising	View Content Video View Assignment Video	Reading: Arens Chapter 3 <i>The Business of Advertising</i> Answer Discussion Question 3
4	2/7/2023	Targeting and the Marketing Mix	Content lecture and discussion	Reading: Arens Chapter 4 <i>Targeting and the Marketing Mix</i> Individual Assignment 1 Distributed
	2/9/2023	Targeting and the Marketing Mix (cont'd)	Content lecture and discussion	Reading: Arens Chapter 5 <i>Communication and Consumer Behavior</i>
5	2/14/2023	Account Planning and Research	Content lecture and discussion Form Group Project Teams	Reading: Arens Chapter 6 <i>Account Planning and Research</i> Individual Assignment 1 due Group Project Part 1 distributed
	2/16/2023	Account Planning and Research (cont'd)	Team meetings	Group Project Part 2 distributed
6	2/21/2023	Marketing, Advertising and IMC Planning	Content lecture and discussion	Reading: Arens Chapter 7 <i>Marketing, Advertising and IMC Planning</i>
	2/23/2023	Marketing, Advertising and IMC Planning (cont'd)	Team meetings	
7	2/27/2023	Creating Ads: Strategy and Process	Content lecture and discussion Team meetings	Group Project Part 3 distributed Reading: Arens Chapter 8 <i>Creating Ads: Strategy and Process</i> Group Project Part 1 Due (50 Points)
	3/2/2023	Creating Ads: Strategy and Process (cont'd)	Content lecture and discussion Team meetings	Individual Assignment 2 distributed Group Project Part 2 Due (50 Points)
8	3/7/2023	Creative Execution: Art and Copy	Team meetings	Reading: Arens Chapter 9 <i>Creating Esecution: Art and Copy</i> Group Project Part 4 distributed
	3/9/2023	Creative Execution: Art and Copy (cont'd)	Class discussion	Individual Assignment 2 due Group Project Part 3 Due (50 Points)
Spring Break				

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Week	Date	Instruction	Activities	Readings/Assignments
9	3/21/2023	Print Media	Content lecture	Reading: Arens, Chapter 10 Print Media Individual Assignment 3 distributed
	3/23/2023	Audio and Video Media		Reading: Arens Chapter 11 Audio and Video Media
10	3/28/2023	Digital Interactive Media	Content lecture	Reading: Arens Chapter 12 Digital and Interactive Media Individual Assignment 3 due
	3/30/2023	Digital Interactive Media (cont'd)	Team meetings	Individual Assignment 4 distributed
11	4/4/2023	Out-of-home, Direct Mail, and Promotional Advertising	Content lecture Class discussion	Reading: Arens, Chapter 13 <i>Out-of-home, Direct Mail, and Promotional Advertising</i>
	4/6/2023	Media Planning and Buying	Team meetings	Individual Assignment 4 due Reading: Arens, Chapter 14 <i>Media Planning and Buying</i> Group Assignment Part 5 distributed
12	4/11/2023	IMC, Direct Marketing, Personal Selling, Packaging and Sales Promotion	Content lecture Class discussion	Individual Assignment 5 distributed Reading: Arens, Chapter 15 <i>IMC: Direct Marketing, Personal Selling, Packaging and Sales Promotion</i>
	4/13/2023	IMC: Public Relations, Sponsorships and Corporate Advertising	Content lecture Class discussion	Reading: Arens, Chapter 16 IMC: Public Relations, Sponsorships and Corporate Advertising Group Assignment Part 5 due
13	4/18/2023	Group Presentation Workshop	Work with instructor	Individual Assignment 5 due
	4/20/2023		Team meetings	Final Presentation Draft due for feedback
14	4/25/2023		Presentation rehearsals	
	4/27/2023		Presentation rehearsals	
Final	TBD			