



Syllabus

Course: Advertising Fundamentals

52:630:491:01:04525

Spring 2024

Professor Chuck McLeester
Mobile Phone (856) 534-7795

E-mail chuck.mcleester@rutgers.edu

Tu/Th 11:10 – 12:30 am Armitage 123

Office Hours by appointment

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.**

Policy Statements

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."

Key Dates Spring 2024

Spring 2024 classes begin	Tuesday, January 16
Last day to drop classes w/o "W"	Thursday, January 25
Last day to add classes	Thursday, January 25
Last day to withdraw from an individual class with a "W"	Monday, April 1
Spring recess	Saturday, March 9 – Sunday, March 17
Regular classes end	Monday, April 29
Reading days	Tuesday, April 30 and Wednesday, May 1
Final exam period	Thursday, May 2 – Wednesday, May 8

Assessments

Written Assignments Ten individual written assignments will be distributed. 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 be submitted on Canvas as Word documents or PDFs, not as email or Google links.

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.

Group Project

Working in groups of 4-5, you will conduct a primary qualitative research project to explore consumers' attitudes, beliefs and behaviors regarding a specific product or service. This project is worth 30% of your grade and you will present your results as a group on the final exam date.

Peer Evaluation

Each member of a project group will assign a grade to every other member of the group based on that member's participation in and contribution to the group project. The scores will be averaged and will account for up to 50 points, or 5% of your grade. If all the members in the group assign a low score to a particular member, that person's group project grades will be prorated accordingly.

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. Regular participation in class can help your semester grade if you are on the cusp between two grades.

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

Individual Written Assignments	500
Attendance	150
Peer Evaluation	50
Group Project	300
Total	1000

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

Course Schedule
Advertising Fundamentals
Spring 2024

Week	Date	Instruction	Activities	Readings/Assignments
1	1/16/2024	Introduction to the Course What is Advertising?	View Content Video View Assignment Video	Reading: Arens Chapter 1 <i>What is Advertising?</i>
	1/18/2024	What is Advertising? cont'd		
2	1/23/2024	The Environment of Advertising	View Content Video View Assignment Video	Reading: Arens Chapter 2 <i>The Environment of Advertising</i> Individual Assignment 1 distributed
	1/25/2024	The environment of Advertising cont'd		
3	1/30/2024	The Business of Advertising	View Content Video View Assignment Video	Reading: Arens Chapter 3 <i>The Business of Advertising</i> Individual Assignment 1 due
	2/1/2024	The Business of Advertising cont'd		
4	2/6/2024	Targeting and the Marketing Mix	Content lecture and discussion	Reading: Arens Chapter 4 <i>Targeting and the Marketing Mix</i> Individual Assignment 2 Distributed
	2/8/2024	Targeting and the Marketing Mix (cont'd)	Content lecture and discussion	Reading: Arens Chapter 5 <i>Communication and Consumer Behavior</i>
5	2/13/2024	Account Planning and Research	Content lecture and discussion Form Group Project Teams	Reading: Arens Chapter 6 <i>Account Planning and Research</i> Individual Assignment 2 due Group Project Part 1 distributed
	2/15/2024	Account Planning and Research (cont'd)	Team meetings	Group Project Part 2 distributed
6	2/20/2024	Marketing, Advertising and IMC Planning	Content lecture and discussion	Reading: Arens Chapter 7 <i>Marketing, Advertising and IMC Planning</i>
	2/22/2024	Marketing, Advertising and IMC Planning (cont'd)	Team meetings	
7	2/27/2024	Creating Ads: Strategy and Process	Content lecture and discussion Team meetings	Group Project Part 2 distributed Reading: Arens Chapter 8 <i>Creating Ads: Strategy and Process</i> Group Project Part 1 Due (50 Points)
	2/29/2024	Creating Ads: Strategy and Process (cont'd)	Content lecture and discussion Team meetings	Individual Assignment 3 distributed Group Project Part 2 Due (50 Points)

Course Schedule
Advertising Fundamentals
Spring 2024

Week	Date	Instruction	Activities	Readings/Assignments
8	3/5/2024	Creative Execution: Art and Copy	Team meetings	Reading: Arens Chapter 9 <i>Creating Execution: Art and Copy</i> Group Project Part 4 distributed
	3/7/2024	Creative Execution: Art and Copy (cont'd)	Class discussion	Individual Assignment 3 due Group Project Part 3 Due (50 Points)
Spring Break				
9	3/19/2024	Print Media	Content lecture	Reading: Arens, Chapter 10 Print Media Individual Assignment 4 distributed
	3/21/2024	Audio and Video Media		Reading: Arens Chapter 11 Audio and Video Media
10	3/26/2024	Digital Interactive Media	Content lecture	Reading: Arens Chapter 12 Digital and Interactive Media Individual Assignment 4 due
	3/28/2024	Digital Interactive Media (cont'd)	Team meetings	Individual Assignment 5 distributed
11	4/2/2024	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>
	4/4/2024	Media Planning and Buying	Team meetings	Reading: Arens, Chapter 14 <i>Media Planning and Buying</i> Individual Assignment 5 due Group Assignment Part 5 distributed
12	4/9/2024	IMC, Direct Marketing, Personal Selling, Packaging and Sales Promotion	Content lecture Class discussion	Reading: Arens, Chapter 15 <i>IMC: Direct Marketing, Personal Selling, Packaging and Sales Promotion</i>
	4/11/2024	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	4/16/2024	Group Presentation Workshop	Work with instructor	
	4/18/2024		Team meetings	Final Presentation Draft due for feedback
14	4/23/2024		Presentation rehearsals	
	4/25/2024		Presentation rehearsals	
Final	TBD			

Course Schedule
Advertising Fundamentals
Spring 2024