**COMMUNICATIONS 211-203**

**Principles of Advertising**

**Fall Semester 2020**

**Asynchronous**

**Instructor: Roberta Borst**

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**Virtual Office Hours: Mondays (except August 24), Wednesdays and Fridays**

**3-5 PM by phone or via Zoom. (Advance appointments via email preferred)**

**Recommended Textbook:**

Advertising and Promotion: An Integrated Marketing Communications Perspective, 12th edition. (11th edition is fine too and may be easier to obtain.)

Authors: George E. Belch and Michael A. Belch, McGraw Hill, 2018.

Additional material will be provided by the instructor during the course.

**Course Description:**

Through advertising/ marketing communications companies and brands present themselves to the world. Marketing and advertising professionals position brands in the eyes of consumers and create the personalities that engage, persuade and ensure marketplace success.

This course provides an overview of the theory and hands-on practice of advertising including planning, research, strategy, creative development, media planning and measurement. Students will share their understanding of the principles of advertising and demonstrate their decision-making skills by developing an integrated advertising campaign.

For the final project students will work individually and as teams to prepare a complete Integrated Marketing Communications (IMC) plan for a real brand that is currently in the consumer marketplace. Emphasis will be on developing sound strategies and rationale, insight-based creative with delivery through multiple media channels. This will be very similar to what actually takes place inside an advertising agency new business team.

**What you will learn in this class:**

In addition to what is referenced above you will gain:

-Knowledge of important advertising terms.

-Understanding of advertising from the perspectives of advertisers, clients, vendors and consumers.

-A perspective of the role of advertising in the overall marketing mix.

-A framework for evaluating, developing and implementing and insight-based advertising campaign.

-An overview of media planning and implementation tools including digital and social media.

-Importance of measurement for program evaluation and improvement.

**Course Outline:**

Class will be a combination of textbook material, online discussions, market surveillance through examples, tests (two quizzes and a mid-term) and the final team project Also, as available, guest speakers will enhance textbook material and provide insight from working professionals.

Instructor is eager to participate in group and /or individual discussions with students. And to act as a resource throughout the semester.

Live sessions will be scheduled commensurate with student interest.

**Course Objectives:**

1. Introduce students to the strategic process of advertising and integrated marketing communications.
2. Demonstrate the wide range of advertising and marketing tools available today.
3. Provide students with experience solving problems and identifying opportunities.
4. Build a foundational understanding of advertising principles and base knowledge needed to create or evaluate an advertising program.
5. Provide a sound basis for future courses and if there is interest explore career opportunities.

**Class Participation:**

Class Participation (10%). This means regularly participates in course discussions online and/or live if they occur via Zoom. Instructor is expecting at least two discussion entries per week via Forum as follows:

 One post per student for each assigned reading during the week it is assigned.

 Minimum of one post reacting to the instructor’s post and/or a fellow student’s discussion on the same material.

 Also post observational examples as assigned by instructor during the week it is a assigned.

It is important that students read assigned chapters and be prepared to discuss and /or ask questions. Instructor also encourages students to reach out via email to initiate discussions directly with her via Zoom, Facetime or phone.

Examples (10%). Course requires weekly observational advertising examples throughout the course. (See calendar for dates.)

Tests (30%). There will be two open book quizzes, a midterm and final exam. These will help ensure you have a solid foundation of knowledge going forward.

Team Project (50%).

There will be a Team Project (50%). Students will create an advertising campaign and integrated marketing communications plan. There will be four inter-related assignments and an executive summary each representing an equal portion of your final grade. Each assignment represents an element of a real plan. They are:

1. Client Campaign Brief with Advertising Strategy
2. Competitive & Consumer Research
3. Creative Idea Recommendation/Execution
4. Integrated Media Recommendation with Budget Allocation
5. Executive Summary

These four projects and summary will form the basis of a comprehensive integrated marketing communications program that you can take forward as a model for post-course reference.

Since advertising is a collaborative business you will work in teams of three or four people. Teams will be assigned after Labor Day, but instructor will entertain suggestions for teams from people who would like to work together.

Final deliverable will be a virtual pitch book combining all four assignments and the Executive Summary.

More details and client company/product will be assigned in early September when project is kicked off.

Some students will be selected to present their work in class via Zoom, time permitting, at the end of the semester.

**Attendance:**

Asynchronous course, materials will typically be posted on Mondays, Wednesdays and Fridays. Guest speakers and/or live sessions will be scheduled on Wednesdays and/or Fridays.

Once we decide level of student interest is in live sessions those will be scheduled as well. Regardless, all sessions will be recorded and made available afterward for those who do not attend. (Since this is an async course attendance at live sessions is not mandatory but highly recommended.)

**Grading:**

The evaluation of advertising is often subjective or so it may seem. Your instructor has years of experience in the advertising profession and has seen many successful campaigns as well as many near-misses. Your grade will be accompanied by guidance and feedback to support the score. Having said that grading will generally follow the scheme below:

A 93-100; A 90-92; B+87-89; B 83-86; B-80-82; C+77-79; C 73-76; C-70-72; D+ 67-69; D 64-66; F Below 64.

**Meeting Deadlines:**

Assignments are due on day specified by instructor in the course calendar.

**Written Assignments:**

Advertising and marketing jobs require the ability to communicate effectively. Presentation counts. Errors in spelling and grammar can reduce the value placed on the insights and creative ideas when presented.

 It is really important that assignments are succinct, persuasive and generally error free.

**Health and Safety:**

Please review University Health and Safety Guidelines if you plan to visit the campus this fall.

Thank you!

(Appendix with Academic Integrity Code Attached)



**Appendix**

**Academic Integrity**

Academic integrity is the pursuit of scholarly activity in an open, honest, and responsible manner. Academic integrity is a guiding principle for all academic activity at Loyola University Chicago, and all members of the University community are expected to act in accordance with this principle.

**Standards**

Failing to meet the following standards is a serious violation of personal honesty and the academic ideals that bind the University into a learning community. These standards apply to both individual and group assignments. Individuals working in a group may be held responsible if one of the group members has violated one or more of these standards.

**1.** **Students may not plagiarize.**

a. Plagiarism involves taking and using specific words, phrases, or ideas of others without proper acknowledgement of the sources. Students may not:

1. Submit material copied from a published or unpublished source.

2. Submit material that is not cited appropriately.

3. Use another person's unpublished work or examination material.

4. Allow or pay another party to prepare or write an assignment.

5. Purchase, acquire, or use a pre-written assignment for credit.

**2.** **Students may not submit the same work for credit for more than one assignment (known as self-plagiarism).**

a. If a student plans to submit work with similar or overlapping content two or more times for any purpose, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

**3.** **Students may not fabricate data.**

a. All experimental data, observations, interviews, statistical surveys, and other information collected and reported as part of academic work must be authentic. Any alteration, e.g., the removal of statistical outliers, must be clearly documented. Data must not be falsified in any way.

**4. Students may not collude.**

**5. Students may not cheat.**

**More information:** <https://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml>.