

MARYVILLE
UNIVERSITY
SAINT LOUIS
13550 Conway Road
St. Louis, MO 63141

Dean/Chair Ap

COURSE SYLLABUS INFORMATION

SEMESTER/YEAR Spring I, 2010

INSTRUCTOR Dr. Mary Albrecht

COURSE INFORMATION:

CLASS ____ TITLE Mktg. 681 Advertising and Promotion

MEETINGS: 01/13/10-03/03/10 Wednesday 6:00PM - 9:50PM,

LOCATION: REID, Room 2309

PREREQUISITE(S) Mktg. 660 Strategic Marketing

TEXT: Shimp, Terence Advertising, Promotion, and Other Aspects of Integrated Marketing Communication 8e Cengage

INSTRUCTOR INFORMATION:

Dr. Mary Albrecht (314) 529-9681

Office: ABAC 2218 e-mail: malbrecht @ maryville

NOTES REGARDING WHEN OR HOW TO REACH THE INSTRUCTOR:

Call (314) 529-9418 for an appointment to meet with Dr. Albrecht.

Academic Accommodations

Maryville University provides accommodations and supports for students with disabilities as defined by the Americans with Disabilities Act. If you have a documented disability and wish to discuss academic accommodations, please contact the course instructor and/or the Director of the Academic Success Center located in the University Library (314-529-6850).

Attendance is mandatory. Missed classes may result in a lower grade for the student. This syllabus may be changed at the discretion of the professor.

Syllabus Continues on Attached Pages

VPASA:10/95

Mktg. 681 Advertising and Promotion

Course Description

Marketing communications has changed dramatically. At the same time marketing and its communications component have become more interwoven. Firms are continually seeking varied ways of communicating more effectively and efficiently with their targeted audiences. In the intensely competitive environment, all firms are challenged to cut through the clutter with persuasive and interesting messages.

Course Objectives:

After taking this course the student should be able to:

Understand the importance of Integrated Marketing Communications (IMC) and the links between the IMC and the marketing plan.

Create an Integrated Marketing Communications Program for a specific target market.

Recognize the importance of the brand, and strategies to build brand equity.

Define a target market and the associated consumer behavior on which to base an IMC.

Analyze the effectiveness of advertising, sales promotion and support media campaigns through applying a set of analytical tools.

Course Topics:

Integrated Marketing Communication	10%
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Scope
Purpose
Planning Process

Target Market	45%
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Segmentation
Choosing the Target Market
Understanding the Consumers' Behavior

Advertising	20%
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Copy Platform
Media
Creating Advertising
Integrating into a Total Communication Program

Sales Promotion	20%
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Media
Creating Sales Promotions
Integrating into a Total Communication Program

Support Media	5%
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Integrating into Total Communication Program

Course Methodology

Lecture, Student Presentations, Discussions, Exam,

Mkt 681 Advertising/Sales Promotion Dr. Mary Albrecht

Text: Shimp, Terence Advertising, Promotion and Other Aspects of Integrated Marketing Communications
8 Edition Dryden

Assignments

	Topic	Chapters		
1	IMC, Brand	1, 2, 3		
2	Target, Positioning, Objectives	4, 5, 6		
3	Advertising, Messaging	7, 8, 9	Ad Strategy present	
4	Advertising Media, Internet	11, 12, 13, 14	Ad Strategy present	
5	PR, WOM, Event, Cause, POP	18, 19, 20		
6	Sales Promotion	15, 16, 17	Ad Strategy present	
7			Group Campaign Presentation	
8	<i>Final Exam</i>			

EVALUATION Points

Ad Strategy Presentation 50

Group Presentation 100

Exam 100

Total 250

GRADE SCALE"

A= 90% AND ABOVE B= 80-89% C= 70-79% F= BELOW 70%

Description of Assignments:

1. Present an Advertisement/Promotion Strategy Length 10 minutes. PPT 6 slides per page

Show an ad or promotion that applies concepts from the class. Analyze the strategy, target audience, message, creative execution, media, and overall effectiveness.

2. Group Campaign Presentation Length: 30 minutes. PPT 6 slides per page.

Subject: Create an integrated promotion campaign for a new product.

Refer to the handout for details.

This syllabus is subject to change at the discretion of the instructor.