



# ILLINOIS VALLEY COMMUNITY COLLEGE

## COURSE OUTLINE

**DIVISION: Natural Sciences and Business**

**COURSE: MKT 2210 Principles of Advertising**

Date: Spring 2023

Credit Hours: 3

*Complete all that apply or mark "None" where appropriate:*

Prerequisite(s): None

Enrollment by assessment or other measure?  Yes  No

If yes, please describe:

Corequisite(s): None

Pre- or Corequisite(s): MKT 1210

Consent of Instructor:  Yes  No

Delivery Method:	<input checked="" type="checkbox"/> <b>Lecture</b>	<b>3 Contact Hours</b> (1 contact = 1 credit hour)
	<input type="checkbox"/> <b>Seminar</b>	<b>0 Contact Hours</b> (1 contact = 1 credit hour)
	<input type="checkbox"/> <b>Lab</b>	<b>0 Contact Hours</b> (2-3 contact = 1 credit hour)
	<input type="checkbox"/> <b>Clinical</b>	<b>0 Contact Hours</b> (3 contact = 1 credit hour)

Offered:  **Fall**    **Spring**    **Summer**

**CATALOG DESCRIPTION and IAI NUMBER (if applicable):**

A study of current trends and recent research in advertising. Planning, creation, and use of advertising and how it relates to the economy and marketing. Evaluation of newspaper, radio, television, outdoor, specialty advertising, and direct mail to find the most economical and effective method of delivering the message to the desired market.

**ACCREDITATION STATEMENTS AND COURSE NOTES:**

None

**COURSE TOPICS AND CONTENT REQUIREMENTS:**

(Not necessarily in this order)

Advertising and Integrated Marketing Communications

Planning the Campaign

Executing and Evaluation of the Campaign

Scope of Advertising (Local to Global)

Marketing and Consumer Behavior

Market Segmentation

Research: Gathering Information

Marketing and IMC Planning

Planning Media Strategy

Creative Strategy and the Creative Process

Creative Execution: Art and Copy

Advertising in Print Media

Using Electronic Media

Using Digital Interactive Media

Social Media

Using out of Home Media

Relationship Building

**INSTRUCTIONAL METHODS:**

Lecture

Class Discussion

Class Participation-Field Trips

Audio-Visual Presentations

Case Study/Project

**EVALUATION OF STUDENT ACHIEVEMENT:**

Quizzes

Tests

Case Studies

Project

Attendance

Participation

**INSTRUCTIONAL MATERIALS:****Textbooks**

Instructors Manual

Textbook Web Page

**Resources**

Textbook Case Studies

Advertising/Marketing Journals

## **LEARNING OUTCOMES AND GOALS:**

### **Institutional Learning Outcomes**

- 1) Communication – to communicate effectively;
- 2) Inquiry – to apply critical, logical, creative, aesthetic, or quantitative analytical reasoning to formulate a judgement or conclusion;
- 3) Social Consciousness – to understand what it means to be a socially conscious person, locally and globally;
- 4) Responsibility – to recognize how personal choices affect self and society.

### **Course Outcomes and Competencies**

Upon completion of the course, the student will be able to:

1. Understand Advertising and how it relates to integrated marketing communications
  - 1.1 Define integrated marketing communications
  - 1.2 Clarify what advertising is
  - 1.3 Explain the importance of relationship marketing
  - 1.4 Depict the human communication process
  - 1.5 Define marketing and its four elements
  - 1.6 Illustrate IMC's role in marketing strategy
  - 1.7 Identify important categories under promotion
2. Understand the Big Picture of Advertising and IMC
  - 2.1 Explain the role of competition in free-market economics
  - 2.2 Discuss the functions advertising performs in a free market
  - 2.3 Understand the importance of branding
  - 2.4 Identify important milestones in the history of advertising
  - 2.5 Discuss the changes in the role of advertising
  - 2.6 Explore the impact of advertising on society
3. Understand Economic and Regulatory Aspects
  - 3.1 Relate advertising activities to tow workings of a free-market economy
  - 3.2 Identify the two main types of criticisms of advertising
  - 3.3 Explain the difference between social responsibility and ethics in advertising
  - 3.4 Describe how governments regulate advertng here and abroad
  - 3.5 Discuss regulatory issues that affect U.S. advertisers and commercial speech
  - 3.6 Classify ways that federal agencies regulate advertising
  - 3.7 Define the roles state and local governments play in advertising regulation
  - 3.8 List the ways that private organizations help reduce fraudulent advertising
4. Understand the scope of Advertising from Local to Global
  - 4.1 Identify groups in advertising and their relationships to one another
  - 4.2 Describe what advertisers do and their organizational structures
  - 4.3 Classify the types of advertising agencies
  - 4.4 Account for the range of tasks performed in an ad agency
  - 4.5 Discuss how agencies attract new clients and make money
  - 4.6 Explain the stages in the agency-client relationship
  - 4.7 List the factors that affect the client/agency relationship
  - 4.8 Indicate how suppliers and media help advertisers and agencies
5. Understand Marketing and Consumer Behavior
  - 5.1 Define marketing and the relationship between consumer needs and utility
  - 5.2 Identify key participants in the marketing process
  - 5.3 Explain why consumer behavior is the key to IMC strategy

- 5.4 Outline the psychological processes in consumer behavior
- 5.5 Describe the fundamental motives behind consumer purchases
- 5.6 Elaborate on the interpersonal influences on consumer behavior
- 5.7 Explain the non-personal influences on consumer behavior
6. Understand Market Segmentation and the Marketing Mix
  - 6.1 Define market segmentation and its purposes
  - 6.2 Explain the target market process
  - 6.3 Show how IMC is used with the product element in marketing
  - 6.4 Illustrate how IMC is used with the price element in marketing
  - 6.5 Review how IMC is used with the place element in marketing
  - 6.6 Discuss how IMC is used with the communication element in marketing
7. Research: Gathering Information for IMC planning
  - 7.1 Elaborate on the purposes of IMC research
  - 7.2 Explain the basic steps in the research process
  - 7.3 Distinguish qualitative and quantitative research
  - 7.4 Describe the differences between pretesting and post testing of messages
  - 7.5 List the considerations in effective IMC research
8. Understand Marketing and IMC planning
  - 8.1 Explain strategic planning using a marketing plan
  - 8.2 Detail the tactical or “bottom-up” approach favored by small business
  - 8.3 Differentiate the IMC planning approach from the tactical
  - 8.4 Describe the important components of an IMC plan
  - 8.5 Explain how IMC budgets are determined
9. Understand Planning Media Strategy
  - 9.1 Describe how a media plan helps accomplish a company’s objectives
  - 9.2 Explain the importance of creativity in media planning
  - 9.3 Define reach and frequency
  - 9.4 Discuss how reach, frequency, and continuity are related
  - 9.5 Calculate gross rating points and cost per thousand
  - 9.6 Describe the types and purpose of advertising schedules
  - 9.7 Distinguish media planning in digital media from traditional planning
10. Understand Creative Strategy and the Creative Process
  - 10.1 Discuss the attributes of great creative
  - 10.2 Describe how creative strategy is developed and used
  - 10.3 Elaborate on way the creativity enhances advertising
  - 10.4 Explain the role agency talent plays in the creative process
11. Know Creative Execution: Art and Copy
  - 11.1 Describe the key principles involved in designing print layouts
  - 11.2 Explain how to create great copy in print
  - 11.3 Identify the important aspects of writing for radio and TV
  - 11.4 Review ways to develop great spots in radio and TV
  - 11.5 Suggest ways to write effectively for Websites and social media
  - 11.6 List the challenges involved in creating messages for international markets
12. Understand Print, Electronic, and Digital Media Production
  - 12.1 Discuss the challenges of managing the production process
  - 12.2 Explain the stages of the print production process
  - 12.3 Review procedures for quality control in print production
  - 12.4 List the key steps and events in the radio commercial production process
  - 12.5 Describe the key events in the TV commercial production process

- 12.6 Explain how producing advertising for social media differs from traditional
- 13. Understand how to Use Print Media
  - 13.1 Explain the advantages and disadvantages of magazine advertising
  - 13.2 Discuss the various ways to analyze a magazine's circulation
  - 13.3 Analyze how rates are determined for print media
  - 13.4 List the advantages and disadvantages of newspaper advertising
  - 13.5 Describe how newspapers are categorized
  - 13.6 Define the major types of newspaper advertising
- 14. Understand how to Use Electronic Media: Radio and Television
  - 14.1 Know the advantages and disadvantages of broadcast television
  - 14.2 Know the advantages and disadvantages of cable television
  - 14.3 Explain the process of buying cable and broadcast TV time
  - 14.4 Evaluate the different types of television advertising available
  - 14.5 Describe the process of TV audience measurement
  - 14.6 Discuss the main factors to consider when buying television time
  - 14.7 Analyze the pros and cons of using radio in the creative mix
  - 14.8 Explain the major factors to consider when buying radio time
- 15. Know how to use Digital Interactive Media
  - 15.1 Know the opportunities and challenges presented by digital media
  - 15.2 Explain the evolution of interactive media
  - 15.3 Define the digital audience and challenges involved in measuring it
  - 15.4 Explain how programmatic advertising works
  - 15.5 Define the various kinds of digital advertising
  - 15.6 Debate the pros and cons of the Internet as an advertising medium
- 16. Know how to use Social Media
  - 16.1 Discuss how social media differs from traditional media
  - 16.2 Explain the various ways that social media can be used
  - 16.3 Discuss how social media have changed consumer's behavior
  - 16.4 Explain how to manage social media on behalf of a brand
  - 16.5 Define the different applications of social media
- 17. Using Out-of-Home, Exhibit, and Supplementary Media
  - 17.1 Discuss the pros and cons of outdoor advertising
  - 17.2 Describe the types of standard outdoor advertising structures
  - 17.3 Explain how to measure exposure to outdoor media
  - 17.4 Detail the various options available in transit advertising
  - 17.5 Identify the influences on cost of transit and other out-of-home advertising
  - 17.6 Discuss the importance of exhibit media in a company's marketing mix
  - 17.7 Explain the issues advertisers face when considering package change
  - 17.8 Identify several types of supplemental media
- 18. Understand Relationship Building: Direct Marketing, Personal Selling
  - 18.1 Define direct marketing and its role in IMC
  - 18.2 Distinguish personal selling from other forms of IMC
  - 18.3 List the activities that constitute sales promotion
- 19. Understand Relationship Building
  - 19.1 Define public relations and distinguish it from advertising
  - 19.2 List the functions performed by public relations professionals
  - 19.3 Identify the tools public relations practitioners use
  - 19.4 Explain the growing interest in sponsorships
  - 19.5 Define corporate advertising