

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



MASTER SYLLABUS

BSAD 322 – Advertising and Promotion

Created by: Nicholas Kocher

**SCHOOL OF BUSINESS AND LIBERAL ARTS
BUSINESS DEPARTMENT
SPRING 2019**

- A. **TITLE:** Advertising and Promotion
- B. **COURSE NUMBER:** BSAD 322
- C. **CREDIT HOURS:** 3 credit hours: three lecture hours per week for 15 weeks.
- D. **WRITING INTENSIVE COURSE:** No
- E. **GER CATEGORY:** None
- F. **SEMESTER(S) OFFERED:** Fall and Spring
- G. **COURSE DESCRIPTION:** Students explore the fundamentals of advertising and promotion and apply this knowledge in creating an advertising plan and integrated brand promotion (IBP) strategy for a real world product. In addition to traditional advertising media, special attention is given to progressive advertising media, such as: the Internet, social media, mobile marketing, and other forms of digital marketing. The social and economic role of advertising and promotion is explored in relationship to such established disciplines as psychology and sociology.
- H. **PRE-REQUISITES/CO-REQUISITES:**
- a. **Pre-requisite(s):** BSAD 203, or GMMD 101 and GMMD 102; and 45 credits earned; or permission of instructor
- b. **Co-requisite(s):** None
- c. **Pre- or co-requisite(s):** None

I. **STUDENT LEARNING OUTCOMES:**

<u>Course Student Learning Outcome [SLO]</u>	<u>PLQ</u>	<u>GER</u>	<u>ISLO</u>
a. Describe the historical development of advertising and promotion.	Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management		2 [CA, IA]
b. Assess the social and economic implications of advertising and promotion.	Explain how operating in a global marketplace creates business opportunities and challenges		2 [CA, IA]
c. Examine the role of advertising and IBP in marketing.	Demonstrate the ability to identify and evaluate relevant information for decision-making.		2 [CA, IA]
d. Distinguish the objectives of advertising messages and differentiate characteristics of various advertising media.	Analyze operations to identify opportunities and develop plans to leverage digital technologies and		2 [CA, IA, PS]

	innovation in business processes Analyze quantitative and qualitative information to compare and contrast alternatives to reach a defensible solution.		
e. Examine advertising and promotion theory using examples of advertising from current practice.	Demonstrate the ability to identify and evaluate relevant information for decision-making.		2 [CA, IA, PS]
f. Create an advertising plan for a real world product.	Express ideas clearly, logically, and persuasively in both oral and written formats		1 [O, W]

KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

J. **APPLIED LEARNING COMPONENT:** Yes x No
Entrepreneurship

K. **TEXTS:**
O’Guinn, T.C., Allen, C.T., & Semenik. (2012). PROMO 2. Stamford, Connecticut, Cengage Learning. ISBN: 9781133626176

L. **REFERENCES:** *Advertising Age:* <http://www.adage.com>

M. **EQUIPMENT:** Technology Enhanced Classroom

N. **GRADING METHOD:** A - F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

P. DETAILED COURSE OUTLINE:

- I. Advertising and Promotion: An Introduction
 - A. Advertising and Promotion using Integrated Brand Promotion (IBP)
 - 1. Nature of Advertising and Promotion
 - 2. Mass-Media Communication
 - 3. Audiences
 - 4. Integrating IBP into Business Processes
 - B. Advertising Industry
 - 1. Structure
 - 2. Trends
 - 3. Agencies
 - 4. Media Organizations
 - 5. Clients
 - C. History of Advertising
 - 1. Birth of Advertising
 - 2. Distribution Channels
 - 3. Key Periods in Advertising
 - 1. Pre-Industrialization (Pre 1800)
 - 2. Industrialization (1800-1875)
 - 3. "P.T. Barnum Era" (1875-1918)
 - 4. 1920s (1918-1929)
 - 5. Great Depression (1929-1941)
 - 6. WWII and Post War Era (1941-1960)
 - 7. Marketing Revolution (1960-1972)
 - 8. 1970s (1973-1980)
 - 9. "Designer Era" (1980-1992)
 - 10. E-Marketing Era (1993-2000)
 - 11. Relationship and Digital Marketing (2000-present)
- II. Understanding the Market and Regulatory Environment
 - A. Market Segmentation
 - 1. Identifying Target Markets
 - 2. Advertising Strategy Formulation
 - 3. Value Proposition
 - B. Consumer Behavior and the Communication Process
 - 1. Basic Consumer Decision Making Process
 - 2. Consumer Problem Solving and Information Search
 - 3. Psychology of Consumer Behavior
 - 4. External Influences on Consumer Decision Making
 - 5. Advertising and Social Change
 - 6. Communicating Meaning through Advertising
 - C. Ethical and Regulatory Environment
 - 1. Social Impact of Advertising and Promotion
 - 2. Ethical Issues
 - 3. Advertising and Promotion Regulation
 - 4. Government Regulation
 - 5. Industry Regulation
 - 6. Direct Marketing and E-Commerce Regulation
 - D. Advertising and Promotion in Global Markets
 - 1. Cultural Considerations in Marketing Communication

2. Challenges and Opportunities of International Brands
3. Global vs. Local Ad Campaigns

III. Tools, Evaluation, and Measurement of Advertising and Promotion Activities

A. Media Strategy

1. Importance of Creativity
2. Creative Process
3. Campaign Coordination and Collaboration

B. Traditional Advertising Media

1. Broadcast Media
2. Print Media
3. Traffic Media

C. The Internet

1. Internet's Role in Advertising and Promotion
2. Internet Media
3. Websites as Advertising and Promotional Tools
4. Measuring Effectiveness of Online Advertising and Promotion
5. Managing an E-Community
6. Future of Online Advertising and Promotion

D. Digital Marketing

1. Social Media
2. Mobile Marketing
3. Digital Point-Of-Purchase (POP) Media
4. User Generated Content (UGC)

E. Direct Marketing

1. Direct Marketing Practices Today
2. Database Marketing
3. Media in Direct Marketing

F. Sales Promotion and Point-of-Purchase Advertising

1. Significance of Sales Promotion
2. Retail Sales Promotion
3. Trade Sales Promotion
4. Point-of-Purchase Advertising Strategy
5. Media in Point-of-Purchase Advertising

G. Product Placement and Sponsorship

1. Product Placements
2. Branded Entertainment
3. Event Sponsorship
4. Challenges of Product Placement and Event Sponsorship
5. Coordinating and Measuring Product Placement and Event Sponsorship Success

H. Public Relations, Influencer Marketing, Social Media, and Corporate Advertising

1. Public Relations Objectives and Strategies
2. Word-of-Mouth Marketing
3. Types of Corporate Advertising

I. Introduction to Personal Selling and Sales Force Management

1. Personal Selling Activities
2. Characteristics of Sales People
3. Personal Selling Process

4. Sales Force Management

- J. Measuring Success of Advertising and Promotional Activities
 - 1. Challenges to Measuring Success of Advertising and Promotion
 - 2. Effectiveness of Advertisements
 - 3. Measures of Effectiveness
 - 4. Measuring Personal Selling Success
 - 5. Measuring IBP Program Success

IV. Career Opportunities in Advertising and Promotion

- A. Careers in Advertising and Promotion
 - 1. Sales
 - 2. Copywriting
 - 3. Production
 - 4. Production
 - 5. Research
 - 6. Management
 - 7. Public Relations

Q. **LABORATORY OUTLINE:** None