



Lincoln University

BA 258 – Advertising

COURSE SYLLABUS

2018

Instructor:

Lecture Schedule:

Credits: 3 units / 45 lecture hours

Level: Advanced (A)

Office Hours:

e-mail:

Textbooks: Advertising & IMC: Principles and Practice, 11/E, Sandra Moriarty, Nancy Mitchell, William D. Wells, Charles Wood, ISBN-13: 978-0134480435, ISBN-10: 0134480430.

Last Revision: January 3, 2018

COURSE DESCRIPTION

The course incorporates an examination of the principles and practices of the major strategies for the ethical promotion and sale of goods, services, and ideas; also an overview of such essential components of advertising and advertising research as media selection and buying, product and market testing, creative production, and account management. (3 units)

Prerequisite: BA 150 or equivalent

EDUCATIONAL OBJECTIVES

By completing the course, students will achieve a comprehensive understanding of classical and contemporary organization development techniques used to effect individual, team, and organizational change in the rapidly changing global business environment.

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Develop an understanding of the role of advertising as a marketing tool	PLO 1	ILO 1a, ILO 2a, ILO 3a	Course project, final and midterm exams.
2	Develop quality criteria and be able to apply them to distinguish between various types of advertising and communication strategies.	PLO 3	ILO 2a, ILO 7a	In-class discussion, homework
3	Be able to implement a data-driven analytical approach to evaluating the effectiveness of advertising campaigns.	PLO 4	ILO 1a, ILO 2a, ILO 5a	Homework
4	Clearly understand and incorporate in marketing strategy an understanding of ethical rights and responsibilities of organization in context of advertising.	PLO 5	ILO 3a, ILO 4a	Course project, case studies, in-class discussions

METHODOLOGY

This is a direct classroom instruction course.

This class offers a highly interactive learning environment. All students will participate in class discussions, research findings, and class exercises. Short oral presentations may also be assigned. Assignments will be given weekly and may consist of textbook exercises and research questions. Attendance is highly encouraged as exams include questions from class discussions.

Students will benefit from using a laptop and calculator although these devices are not allowed during exams.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

STANDARDS

Standards for this class are similar to those found in professional organizations. Punctuality and deliverables are very important. All assignments are due on the date indicated and collected during the first 10 minutes of the class. Late assignments will not be collected or graded. Make-up exams are allowed only due to a documented medical excuse. Students are encouraged to study and work in groups for enhanced learning.

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

PROJECT

Project work, if assigned, is designed to familiarize students with the practices necessary to plan and implement an advertising campaign. Projects may be assigned individually or as a group. If as a group, grade is the same for all members. Drafts may be evaluated on an agreed upon schedule during the semester. Final deliverable will be turned in as a hard copy. Plagiarism is not allowed; all sources must be referenced. APA standard is encouraged.

TESTING

Typically, the class will consist of two or three exams of equal weight as well as homework and quizzes throughout the semester. All exams are individual deliverables. They consist mostly of short answers related to the material being discussed and some. The exam format is closed book with no electronic devices allowed.

GRADING

Quizzes, homework assignments, exams, and the project allow students to accumulate points throughout the semester. These total earned points are added and compared against the total possible as a percentage.

Exams and Project are typically worth 100 points each (~ 75% of the total points). Homework and quizzes are worth 5-10 points each (~ 25% of the total points). Assuming that 2 exams, one project, and 10 homework and quiz assignments are given, this will mean a total possible of 400 points can be accumulated. The student's grade will be calculated as follows:

Grade = Student's score / Total possible points = %

A final grade is then assigned as follows:

95 – 100%	A
90 – 94%	A-
87 – 89%	B+
84 – 86%	B
80 – 83%	B-
76 – 79%	C+
70 – 75%	C
66 – 69%	C-
60 – 65%	D
Less than 59%	F

CLASSROOM PROTOCOL

Students are expected to arrive on time and be prepared to participate. Laptop use is allowed only for a class purpose. No cell phones allowed.

COURSE SCHEDULE

This is a proposed schedule. It may change according to class progress or student interests.

Week	Topic
1	Introduction to Advertising
2	Brand Communication
3	Segmenting and Targeting the Audience
4	Strategic Research
5	Strategic Planning
6	The Creative Side
7	Midterm Exam
8	Media Basics
9	Paid Media
10	Owned, Interactive, and Earned Media
11	Public Relations
12	Direct Response
13	Evaluating IMC Effectiveness
14	Course Project Presentations
15	Final Exam