

**STUDENT WARNING:** This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

## American Public University System

*The Ultimate Advantage is an Educated Mind*

### School of Business

**MKTG305**  
**Advertising**  
**3 Credit Hours**  
**8-Weeks**

**Prerequisite(s): None**

Please see the **Lessons** area in the classroom for additional course specific information

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### Course Description (Catalog)

This course is a study and analysis of advertising's role in marketing operations. Course topics will include such areas as the integration of advertising into sales promotion, event marketing, direct response, and other varied support strategies. (Note to students: The course materials, assignments, learning outcomes, and expectations in this upper level undergraduate course assume that the student has completed all lower level general education and career planning coursework necessary to develop research, writing, and critical thinking skills. Students who have not fulfilled all general education requirements through courses or awarded transfer credit should strongly consider completing these requirements prior to registering for this course)

### Course Scope

“Advertising” MKTG 305 gives a solid foundation in advertising by introducing students to effective contemporary advertising practices and preparing students and professionals to deal with the situations and arrive at the solutions that distinguish the practice. Specifically, the text will cover five discrete parts:

Part One, “Advertising Perspectives,” defines advertising, examines the most important dimensions of the field, considers how changing economics has influenced the evolution of the profession, outlines advertising functions and scope and finally, looks at the major participants in the advertising business.

Part Two, “Crafting Marketing and Advertising Strategies,” examines the marketing process, the behavior of consumers, the relationship between products and market groups, the research and planning processes that make for marketing and advertising success, and planning marketing strategy.

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Part Three, “Creating Advertisements and Commercials,” examines the creative message strategy to guide the conception and production of ads and commercials after integrating the marketing, advertising and media strategies. Also, this process is reviewed in detail by examining how the creative process works, how creativity is applied to ad making, and how advertisers adapt their message strategies to a variety of print and electronic media.

Part Four, “Using Advertising Media,” discusses how advertising media (print, electronic, digital and supplemental) are the channels of communications through which advertising messages are conveyed. Also respective medias are examined for an advertising campaign that requires a sound knowledge of the benefits each channel provides for the targeted audiences and the products being advertised.

Part Five, “Integrating Advertising with Other Elements of IMC (Integrated Marketing Communications),” examines relationship building by direct marketing, personal selling, sales promotion, public relations, sponsorship and corporate advertising

### Course Materials

**Book Title:** Contemporary Advertising and Integrated Marketing Communications, 13/e  
**Author(s):** William Arens  
**Publisher:** McGraw Hill  
**ISBN:** 0-07-353003-4

### Course Objectives

1. Define the dimensions of advertising and its evolution.
2. Explain the economic, social, and regulatory aspects of advertising.
3. Define the role of advertising from local to global.
4. Explain why marketing and consumer behavior are the foundations of advertising.
5. Discuss market segmentation and the marketing mix.
6. Describe marketing and advertising planning, media strategy and linkage to the market.
7. Explain creative strategy and the creative process.
8. Describe use of print media, electronic media, digital interactive media, and direct media.
9. Describe the importance of relationship building through integrating advertising in direct marketing, personal selling, sales promotion, public relationships, sponsorship, and corporate advertising.

### Course Outline

Week	Topic(s)	Learning Objective(s)
1	What is Advertising Today The Evolution of Advertising	LO- 1 Define the dimensions of advertising and its evolution.
2	The Economic, Social, and Regulatory Aspects of Advertising The Scope of Advertising: From Local	LO- 2 Explain the economic, social, and regulatory aspects of advertising. LO- 3 Define the role of advertising from

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	to Global	local to global.
3	<p>Marketing and Consumer Behavior: The Foundations of Advertising</p> <p>Market Segmentation and the Marketing Mix: Determinants of Advertising Strategy</p> <p>Research: Gathering Information for Advertising Planning</p>	<p>LO- 4 Explain why marketing and consumer behavior are the foundations of advertising.</p> <p>LO- 5 Discuss market segmentation and the marketing mix</p> <p>LO- 6 Describe marketing and advertising planning, media strategy and linkage to the market.</p>
4	<p>Marketing and Advertising Planning</p> <p>Planning Media Strategy: Finding Links to the Market</p>	<p>LO- 6 (Con't) Describe marketing and advertising planning, media strategy and linkage to the market.</p>
5	<p>Creative Strategy and the Creative Process</p> <p>Producing Ads for Print, Electronic, and Digital Media</p>	<p>LO- 7 Explain creative strategy and the creative process.</p> <p>LO- 8 Describe use of print media, electronic media, digital interactive media, and direct media.</p>
6	<p>Using Print Media</p> <p>Using Electronic Media: Television and Radio</p>	<p>LO- 8 (Con't) Describe use of print media, electronic media, digital interactive media, and direct media.</p>

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7	<p>Using Digital Interactive Media</p> <p>Relationship Building: Direct Marketing, Personal Selling, and Sales Promotion</p> <p>Relationship Building: Public Relations, Sponsorship and Corporate Advertising</p>	<p>LO- 9 Describe the importance of relationship building through integrating advertising in direct marketing, personal selling, sales promotion, public relationships, sponsorship, and corporate advertising</p>
8	Review/Final Exam	

**Course Delivery Method**

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

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## **Policies**

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

[Drop/Withdrawal Policy](#)

[Plagiarism Policy](#)

[Extension Process and Policy](#)

[Disability Accommodations](#)

### **Grading Scale**

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

### **Citation and Reference Style**

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

### **Late Assignments**

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each Assignment. As adults, students, and working professionals, I understand you must manage competing demands on your time. We all know that “life happens” but it is important to adhere as closely to the deadlines in the class as possible.

Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution. If arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class.

### **Netiquette**

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

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- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), : ), ☺

### **Disclaimer Statement**

Course content may vary from the outline to meet the needs of this particular group.

### **Academic Services**

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to [librarian@apus.edu](mailto:librarian@apus.edu).

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. [Tutor.com](http://tutor.com) connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- **Disability Accommodations:** Students are encouraged email [dsa@apus.edu](mailto:dsa@apus.edu) to discuss potential academic accommodations and begin the review process.

### **Request a Library Guide for your course (<http://apus.libguides.com/index.php>)**

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

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- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: [librarian@apus.edu](mailto:librarian@apus.edu).

### Turnitin.com

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.