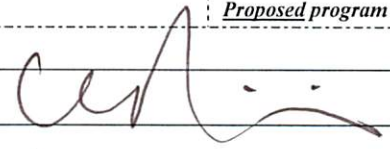
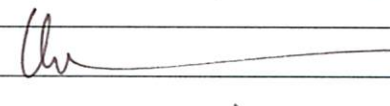
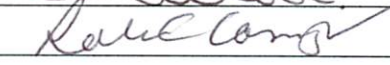
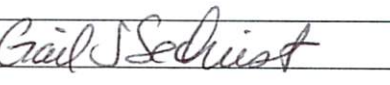


LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		07-33c	AP-2/14/08	App-2/26/08

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person Parimal Bhagat or Rajendra Garg	Email Address <u>bhagat@iup.edu</u> or <u>garg@iup.edu</u>
Proposing Department/Unit Marketing	Phone 357-3315

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply) ☐ New Course ☐ Course Prefix Change ☐ Course Deletion ☒ Course Revision ☐ Course Number and/or Title Change ☐ Catalog Description Change	
<i>Syllabus of Record Amnesty</i> MKTG433: Advertising	
<u>Current Course prefix, number and full title</u>	<u>Proposed course prefix, number and full title, if changing</u>
2. Additional Course Designations: check if appropriate ☐ This course is also proposed as a Liberal Studies Course. ☐ Other: (e.g., Women's Studies, Pan-African) ☐ This course is also proposed as an Honors College Course.	
3. Program Proposals ☐ New Degree Program ☐ Program Title Change ☐ Program Revision ☐ New Minor Program ☐ New Track ☐ Other	
<u>Current program name</u>	<u>Proposed program name, if changing</u>
4. Approvals	
Department Curriculum Committee Chair(s)	 Date: 24 Sep. 07
Department Chair(s)	 Date: 9/25/07
College Curriculum Committee Chair	 Date: 12-5-07
College Dean	 Date: 2-2-08
Director of Liberal Studies *	
Director of Honors College *	
Provost *	
Additional signatures as appropriate: (include title)	
UWUCC Co-Chairs	 Date: 2-14-08

* where applicable

Received

FEB 04 2008

Liberal Studies

Syllabus of Record

MKTG 433 Advertising

Prerequisite: MKTG320 or equivalent

I. Catalog Description

Prerequisites: MKTG 320

An introduction to the principles, practices, and creations of advertising. Use of various media and legal, economic, social, and ethical aspects of advertising are also considered.

II. Course Outcomes:

Students will be able to:

1. Demonstrate an understanding of the Advertising Principles and Practices.
2. Show application skills in formulating and implementing the Advertising Plan and tactical decisions using the Media Plan.
3. Explain the role of Advertising in better serving customer needs and building a competitive advantage.
4. Discuss and debate a wide range of ethical, global and social issues of Advertising.
5. Demonstrate the competence to develop and implement the Advertising Plan for a business or non-profit organization.

III. Course Outline

- A. Introduction to Advertising (3 hours)
 1. The Roles and Functions of Advertising
 2. The Key Players in the Industry
 3. Types of Advertising
 4. What makes an AD effective?
- B. Advertising's Role in Marketing (3 hours)
 1. The Marketing Process
 2. How Agencies Work
 3. International Marketing
 4. The Dynamics of Modern Marketing
 5. Global trends in Advertising
- C. Advertising and Society (3 hours)
 1. Review and Regulation of Advertising
 2. Advertising's Regulatory Environment
 3. Media Review of Advertising
 4. Advertising Ethics
- D. How Advertising Works (3 hours)
 1. Advertising as Marketing Communication
 2. The Effects Behind Advertising Effectiveness
 3. Perception, Cognition and Affect
 4. Association, Persuasion and Behavior
- E. The Consumer Audience (3 hours)
 1. Cultural and Social Influences on Consumer Decisions
 2. Psychological Influences that Motivate Consumers
 3. Behavioral Influences on Consumer Decisions
 4. Segmentation and Targeting

Test#1 (1.5 hours)

- F. Strategic Research (3 hours)**
 - 1. Quest for Intelligence and Insight
 - 2. The Use of Research
 - 3. Research Methods used in Advertising Planning
 - 4. Research Challenges
- G. Strategic Planning (3 hours)**
 - 1. The Strategic Planning Process
 - 2. Strategic Planning Decisions
 - 3. Account Planning
- H. Print and Out-of-home Media (2 hours)**
 - 1. Basic Media Concepts
 - 2. Print Media
 - 3. Newspapers and Magazines
 - 4. Packaging
 - 5. Out-of-home Advertising
- I. Broadcast Media (2 hours)**
 - 1. Radio
 - 2. Television
 - 3. Film and Video
 - 4. Product Placement
- J. Interactive and Alternative Media (2 hours)**
 - 1. Interactive Media
 - 2. Internet Advertising
 - 3. E-mail Advertising
 - 4. Alternative and New Media

Test#2 (1.5 hours)

- K. Media Planning and Buying (4 hours)**
 - 1. The Media Plan
 - 2. Media Objectives
 - 3. Media Strategies
 - 4. Media Buying
- L. The Creative Side: Copywriting, Design, Production (4 hours)**
 - 1. Facets of Creative Strategy
 - 2. Copywriting for Print, Radio and Television
 - 3. Visual Communication
 - 4. Print and Television Art Direction
 - 5. Effective Web Design
- M. Other Marketing Communications (4 hours)**
 - 1. Direct Response and Database Marketing
 - 2. Sales Promotion and Trade Shows
 - 3. Public Relations
 - 4. Special Advertising Situations

Final Exam will be administered during the final exam week

IV. Evaluation Methods

For Undergraduate Students:

Two tests during the semester	40%
Final Examination	30%
The Advertising Plan (in groups of four)	30%

Attendance Policy:

Although there is no formal attendance requirement policy for this class, regular attendance and participation in class discussions and exercises is critical for achieving course objectives.

V. Required Textbook

Advertising: 7th Edition by Wells, Burnett and Moriarty; Prentice-Hall; 2006.

VI. Special Resource Requirements

Classroom must be equipped with Internet access and display capabilities for the teacher.
Students must have access to Internet for 2 hours per week outside of class hours.

VII. Bibliography

Books:

Aitchinson, Jim (1999), Cutting Edge Advertising: How to Create the World's Best Print for Brands in the 21st Century. New York: Prentice Hall.

Arens, William F., Michael F. Weigold, Christian Arens (2008); Contemporary Advertising, 11th edition, McGraw-Hill/Irwin.

Belch, George E. and Michael A. Belch (2007), Advertising and Promotion: An Integrated Marketing Communications Perspective, 7th edition, McGraw-Hill/Irwin.

Davenport, Thomas H. and John C. Beck (2001), The Attention Economy: Understanding the Currency of Business. Boston: Harvard Business School Press.

Keller, Kevin Lane (2003), Strategic Brand Management: Building, Measuring, and Managing Brand Equity. Upper Saddle River, NJ: Prentice Hall.

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Ogilvy, David (1985), Confessions of an Advertising Man. New York: Atheneum.

Spence, Edward, Brett Van Heekeren, and Michael Boylan (2005), Advertising Ethics, Prentice-Hall.

Journal Articles:

- Assael, Henry, John H. Kofron, and Walter Burgi (1967), "Advertising Performance as a Function of Print Ad Characteristics," *Journal of Advertising Research*, 7 (2), 20-26.
- Bundesden, Claus (1990), "A Theory of Visual Attention," *Psychological Review*, 97 (4), 533-47.
- Folk, Charles L., Roger W. Remington, and James C. Johnston (1992), "Involuntary Covert Orienting Is Contingent on Attentional Control Settings," *Journal of Experimental Psychology: Human Perception and Performance*, 18 (4), 1030-44.
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- Rayner, Keith, Caren M. Rotello, Andrew J. Stewart, Jessica Keir, and Susan A. Duffy (2001), "Integrating Text and Pictorial Information: Eye Movements When Looking at Print Advertisements," *Journal of Experimental Psychology: Applied*, 7 (3), 219-26.
- Singh, Surendra N., V. Parker Lessig, and Dongwook Kim (2000), "Does Your Ad Have Too Many Pictures?" *Journal of Advertising Research*, 40 (January-April), 11-27.
- Spiegelhalter, David J., Nicola G. Best, Bradley P. Carlin, and Angelika van der Linde (2002), "Bayesian Measures of Model Complexity and Fit," *Journal of the Royal Statistical Society B*, 64 (Part 3), 1-34.
- Turley, L.W.; Kelley, Scott W.. (2006), "Comparison of Advertising Content: Business to business versus Consumer Services", *Journal of Advertising*, Winter97, Vol. 26 Issue 4, p39, 10p,
- Wedel, Michel and Rik Pieters (2000), "Eye Fixations on Advertisements and Memory for Brands: A Model and Findings," *Marketing Science*, 19 (4), 297-312.
- Wirtz, Jochen; Lwin, May O.; Williams, Jerome D. (2007), "Causes and Consequences of Consumer Online Privacy Concerns", *International Journal of Service Industry Management*, 2007, Vol. 18 Issue 4, p326-348, 23p;
- Yantis, Steven (2000), "Goal-Directed and Stimulus-Driven Determinants of Attentional Control," in *Control of Cognitive Processes*, Vol. 18, Attention and Performance, Stephen Monsell and Jon Driver, eds. Cambridge: Massachusetts Institute of Technology Press, 73-103.