Course Description
Course concentrates on design and development of advertising and promotional strategies within the context of branding. The purpose is to create differentiation for organizations by trying to develop competitive advantage.

This is a fully online, eight-week course. We will not meet face-to-face at any time.

Course Prerequisites
Prerequisite: BUS 7450 Strategic Marketing or permission of Program Director.

Course Objectives
Upon successful completion of this course, students will be able to:

• Define both advertising and integrated brand promotion (IBP).
• Examine why changing trends are important to marketers and advertisers and the impact it can have on results.
• Define the core components required to build a strategic advertising and IBP plan.
• Describe the process required to identify target audiences.
• Define the different types of audience segments.
• Describe the different elements required to create effective advertisements.
• Differentiate between a headline, sub headline and body copy and how they are used in ad creative.
• Understand the concept integrated brand promotions (IBP).
• Identify the different type of marketing activities that can be done besides advertisement.
• Describe the value of having activities integrated.
• Understand the key challenges faced by organizations conducting international advertising.
• Interpret the key pitfalls that can occur if you don't account for differences in language and culture.
• Describe the impact of ethics on advertisement and truth in advertising.
• Examine ad effectiveness and return on investment.

Required Text

Course Assignment Descriptions and Schedule At-A-Glance
You will have several opportunities to demonstrate your knowledge and understanding of the principles taught in this course. The primary means of evaluating your work will be through practical application of the material. In the event that you have difficulty completing any of the assignments for this course, please contact your instructor immediately. Please refer to the Weekly Materials section of the cyberclassroom for
complete details regarding the activities and assignments for this course. The following is merely a summary.

**Discussion contributions (160 points)**
(six postings per week @ 20 points per week)

**Initial Substantive Posts:** Submit an initial response to each of the prompts provided each week by your instructor. Your initial post should be substantive (approximately ½ of a page in length) and must be posted by midnight, Central Time by Wednesday of each week. In your substantive post you are encouraged to use references (you may use your textbook); show evidence of critical thinking as it applies to the concepts or prompt and/or use examples of the application of the concepts to work and life. Proper punctuation, grammar and correct spelling are expected. Please use the spell-check function.

**Required Replies:** You must reply to at least two different peers per prompt. Your replies should build on the concept discussed, offer a question to consider, or add a differing perspective, etc. Rather than responding with, "Good post," explain why the post is "good" (why it is important, useful, insightful, etc.). Or, if you disagree, respectfully share your alternative perspective. Just saying "I agree" or "Good idea" is not sufficient for the posts you would like graded.

**Posting Guidelines:** Overall, postings must be submitted on at least two separate days of the week. It is strongly recommended you visit the discussion forum throughout the week to read and respond to your peers’ postings. You are encouraged to post more than the required number of replies.

(Please review the Policies section of Blackboard for further details.)

<table>
<thead>
<tr>
<th>Week 1</th>
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| **Readings** | • Chapter 1 The World of Advertising and Integrated Brand Promotion  
• Chapter 2 The Structure of Advertising and Promotion Industry  
• Chapter 3 The History of Advertising and Brand Promotion |
| **Discussion** | • Initial post to each prompt due by midnight, CT on Wednesday  
• At least two replies to peers for each prompt due by midnight, CT on Sunday |
| **Assignment(s)** | **Creative Brief Proposal**  
Creative briefs are part of any ad campaigns. Especially if you’re working with an ad agency, the creative brief is critical to ensuring you guide the copywriter and any other teams involved in your ad campaign. The creative brief sets the objective, the theme of the campaign. It also identifies the target audience(s) and media choices. These are all important to outline prior to creating any ad campaign. As part of a cumulative project, you will create a creative brief for an organization and product offering of your choice. This week you will submit the business and product/service you will be featuring for your creative brief project for approval.  
This week, compose a one-page proposal for an organization and one product from that organization. (Do not complete the entire template this week, the following weeks will allow you to provide the additional segments of the template). Choose an organization and one product that your creative brief will be focused on. In your proposal, include the history of the company and the product, along with a rationale as to why you are choosing this as your project. Compose your paper in APA format. Include a title page and headings to delineate your topics. Be sure to include enough detail that rationalizes your choice. For tips and tricks, click here: http://www.adcracker.com/brief/Creative_Brief.htm. |
### Week 2

**Readings**
- Chapter 7 Advertising and Promotion Research
- Chapter 8 Planning Advertising and Integrated Brand Promotion

**Discussion**
- Initial post to each prompt due by midnight, CT on Wednesday
- At least two replies to peers for each prompt due by midnight, CT on Sunday

**Assignment(s)**

**Advertisement Review**
Review this ad by either clicking on the link or watching the embedded video: [http://adsoftheworld.com/media/tv/quiznos_the_yogi](http://adsoftheworld.com/media/tv/quiznos_the_yogi)

Compose a 2-3 page review in APA format that describes how this ad would or would not convince the viewers to buy this product. Do you feel compelled to buy from this company after viewing this ad? Does the ad achieve its objectives?

Compose and analysis that explains whether or not the ad is persuasive, performative, a reminder, or reinforcement advertising. Support your reasoning with 1-2 scholarly examples that sustain your opinions. Include a title page, introduction, conclusion and reference section.

Due: Sunday, midnight CT  
Points Possible: 25

**Creative Brief Background and Objectives**
This week, complete the background an objectives section of your creative brief template.

In the background section, compose a 1-2 paragraph summary that outlines the background of the campaign or program, and what you expect to achieve- what is going to be the outcome of the campaign and how will you measure success?

In the objectives section, answer the following in 2-3 paragraphs:
- What objectives are you trying to achieve?
- What are the priorities of those objectives?
- Can you suggest strategy or positioning to achieve the objective?

Due: Sunday at Midnight, CT  
Points Possible: 20

### Week 3

**Readings**
- Chapter 5 Advertising, Integrated Brand Promotion and Consumer Behavior  
- Chapter 6 Market Segmentation, Positioning and the Value Proposition

**Discussion**
- Initial post to each prompt due by midnight, CT on Wednesday  
- At least two replies to peers for each prompt due by midnight, CT on Sunday

**Assignment(s)**

**Assignment: Creative Brief Target Audience**
This week, complete the Target Audience section of your creative brief template.

In the audience section, compose a 4-5 paragraph summary that outlines the following:
- Who is the Primary Audience?
  - Include the demographics, age group, gender, marital status, etc.
- What should be avoided when creating for this audience?
- What do they believe before we tell them anything?
- Who is the secondary audience that you will be marketing to? Why is this group secondary?

Due: Sunday at Midnight, CT  
Points Possible: 20
### Week 4

| Readings                  | Chapter 9 Managing Creativity in Advertising and Integrated Brand Promotion  
|                          | Chapter 10 Creative Message Strategy  
|                          | Chapter 11 Executing the Creative  
| Discussion               | Initial post to each prompt due by midnight, CT on Wednesday  
|                          | At least two replies to peers for each prompt due by midnight, CT on Sunday  
| Assignment(s)            | **Assignment: Advertising Elements**  
|                          | Take a look at the following website, which lists 30 creative prints ads from around the world. [http://www.graphicdesignblog.org/latest-creative-print-ads/](http://www.graphicdesignblog.org/latest-creative-print-ads/)  
|                          | Additionally, view the following Top Ten Viral Ads of All Time (According to Advertising Age, 2010)  
|                          | **Top 10 Viral Ads By Unique Views**  
|                          | 1. Blendtec  –  [Will It Blend](#)  –  In-house: 134.2 million views  
|                          | 2. Evian  –  [Live Young](#)  –  BETC Euro RSCG: 103.9 million views  
|                          | 3. Old Spice  –  Responses  –  Wieden & Kennedy: 57.1 million views  
|                          | 4. Pepsi  –  Gladiator  –  AMV BBDO: 46.7 million views  
|                          | 5. Microsoft  –  Xbox Project Natal  –  World Famous: 42.7 million views  
|                          | 7. T-Mobile  –  T-Mobile Dance  –  Saatchi & Saatchi: 35.5 million views  
|                          | 8. Doritos  –  Crash the Super Bowl 2010  –  Goodby Silverstein & Partners: 34.2 million views  
|                          | 10. DC Shoes  –  Gymkhana Two  –  In-house: 32.9 million views  
|                          | Choose 3 print ads and 3 videos to analyze. In a 3-4 page essay, describe the elements of advertising such as color, resolutions, copy, headlines, taglines, and messaging that enhance and/or detract from the advertisement. Compose an essay in APA format with an introduction, headings and a conclusion. Include screen shots of the advertisements you are examining and describing. Make comparisons if necessary. Support your opinions with 3-4 scholarly references cited in text and in the references section.  
|                          | **Click on the assignments tab in the course menu to access the dropbox for this assignment.**  
|                          | Due: Sunday, midnight CT  
|                          | Points Possible: 50  
| Assignment(s)            | **Assignment: Creative Brief Key Message and Media Choice**  
|                          | This week, complete the Key Message and Medium section of your creative brief template.  
|                          | In these sections, compose 4-5 paragraph summaries that outline the following:  
|                          | • What is the main message you want to portray?  
|                          | • What are the main points you want to communicate?  
|                          | • What medium will you use to get the message out to your customers?  
|                          | • What are the alternative mediums?  
|                          | Due: Sunday, midnight CT  
|                          | Points Possible: 20  

### Week 5

| Readings                  | Chapter 12 Media Planning Essentials  
|                          | Chapter 13 Media Planning: Newspapers, Magazines, Television, and Radio  
|                          | Chapter 14 Media Planning: Advertising and IBP in Digital Interactive Media  
|                          | Chapter 15 Sales Promotion, Point-of-Purchase Advertising and Support Media  

<table>
<thead>
<tr>
<th>Discussion</th>
<th>Assignment(s)</th>
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<tbody>
<tr>
<td><em>Initial post to each prompt due by midnight, CT on Wednesday</em></td>
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<tr>
<td><em>At least two replies to peers for each prompt due by midnight, CT on Sunday</em></td>
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<tr>
<td>Assignment: Integrated Brand Promotion</td>
<td>Integrated Brand Promotion (IBP) involves using various communication tools, including advertising in a coordinated manner to build and maintain brand awareness, identify and preference. This week, compose a 3-4 page essay describing the advantages and disadvantages of each of the following media choices.</td>
</tr>
<tr>
<td>Newspapers</td>
<td>• Newspapers</td>
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<td>Magazines</td>
<td>• Magazines</td>
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<tr>
<td>Television</td>
<td>• Television</td>
</tr>
<tr>
<td>Radio</td>
<td>• Radio</td>
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<tr>
<td>Digital Interactive Media</td>
<td>• Digital Interactive Media</td>
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<tr>
<td>Sales Promotion</td>
<td>• Sales Promotion</td>
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<td>Event Sponsorship</td>
<td>• Event Sponsorship</td>
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<tr>
<td>Personal Selling</td>
<td>• Personal Selling</td>
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<td>Your essay should be written in APA format with a title page, introduction, headings delineating your topics and a conclusion. Include 4-5 references cited in text and in the references section to support your opinions.</td>
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<tr>
<td>Click on the assignments tab in the course menu to access the dropbox for this assignment.</td>
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<tr>
<td>Due: Sunday, midnight CT</td>
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<tr>
<td>Points Possible: 50</td>
<td>Assignment: Creative Brief Additional Details</td>
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<td>Due: Sunday at Midnight, CT</td>
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<tr>
<td>Points Possible: 20</td>
<td><strong>Week 6</strong></td>
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<tr>
<td>Readings</td>
<td>Globalization articles are dispersed throughout the text. Please review the following global section callouts.</td>
</tr>
<tr>
<td>Globalization: Try This One On for Size, p.20</td>
<td>• Globalization: Try This One On for Size, p.20</td>
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<tr>
<td>Globalization: Hispanic, Chinese, Dutch Agencies—It's All Good and All Growing, p.60</td>
<td>• Globalization: Hispanic, Chinese, Dutch Agencies—It's All Good and All Growing, p.60</td>
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<tr>
<td>Globalization: The Yogurt Rumor War in Argentina: I'm Dating a Supermodel Who Loves Yogurt, p.348</td>
<td>• Globalization: The Yogurt Rumor War in Argentina: I'm Dating a Supermodel Who Loves Yogurt, p.348</td>
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<tr>
<td>Globalization: IKEA and British Politics, p.431</td>
<td>• Globalization: IKEA and British Politics, p.431</td>
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<td>Globalization: All the News that Fit to Print—or Post, p.462</td>
<td>• Globalization: All the News that Fit to Print—or Post, p.462</td>
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<tr>
<td>Globalization: To Russia with WiMax, p.499</td>
<td>• Globalization: To Russia with WiMax, p.499</td>
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<tr>
<td>Globalization: USA Dominates in World Cup of SPAM, 617</td>
<td>• Globalization: USA Dominates in World Cup of SPAM, 617</td>
</tr>
</tbody>
</table>
| **Discussion** | • Initial post to each prompt due by midnight, CT on Wednesday  
• At least two replies to peers for each prompt due by midnight, CT on Sunday |
| **Assignment(s)** | **Assignment: International Ads**  
Visit the following website [www.adsoftheworld.com](http://www.adsoftheworld.com). Choose 5 different ads, from different mediums and countries. Take screenshot of the ads that you chose (if not available such as for radio, supply the link of the ad you listened to). In a 3-4 page essay, analyze how the ads take international requirements into consideration. Include suggestions how you might change the ad, if any. Support your opinions with 3-4 scholarly references, cited in text and in the reference section. Include a title page, introduction, headings and a conclusion.  
**Click on the assignments tab in the course menu to access the dropbox for this assignment.**  
Due: Sunday, midnight CT  
Points Possible: 50 |
| **Assignment: Creative Brief Deadlines** | This week, complete the Deadlines section of your creative brief template.  
In this section, compose a 2-3 paragraph summary that outlines the following:  
• When must the message get to the audience for maximum effect? (i.e. trade shows, events, product intro dates)  
• When must the finished work be delivered?  
Due: Sunday at Midnight, CT  
Points Possible: 20 |
| **Week 7** | **Readings**  
• Chapter 4 Social, Ethical, and Regulatory Aspects of Advertising and Promotion |
| **Discussion** | • Initial post to each prompt due by midnight, CT on Wednesday  
• At least two replies to peers for each prompt due by midnight, CT on Sunday |
| **Assignment(s)** | **Ethics in Advertising**  
In 2010, Toyota Motor Sales was in the news for product failures and extensive recalls. Complete a search for Toyota's marketing strategy during this time and additionally, read this article that argues that Toyota lost its way by focusing on dollars instead of consumers. [http://coolmarketingstuff.com/where-toyotas-marketing-went-wrong/](http://coolmarketingstuff.com/where-toyotas-marketing-went-wrong/)  
Compose a 2-3 summation of Toyota's marketing strategy before, during and after the product recalls and failures. Provide a conclusion that expresses your opinion on how Toyota should have handled this situation. Were ethics and truth in advertising prevalent with the company? Include 2-3 scholarly references cited in text and in the references section, along with a title page, introduction and conclusion.  
**Click on the assignments tab in the course menu to access the dropbox for this assignment.**  
Due: Sunday, midnight CT  
Points Possible: 50 |
| **Assignment: Creative Brief Budget** | This week, complete the Budget section of your creative brief template.  
In this section, compose a 2-3 paragraph summary that outlines the following:  
• How much money do you have to spend on this project?  
• Who will approve this budget?  
• What quantities do you need to produce? (for printed pieces)  
• What deliverables will need to be paid for in the budget? |
Click on the assignments tab in the course menu to access the dropbox for this assignment.
Due: Sunday, midnight CT
Points Possible: 20

Week 8

Readings
• No text reading this week.

Discussion
• Initial post to each prompt due by midnight, CT on Wednesday
• At least two replies to peers for each prompt due by midnight, CT on Saturday

Assignment(s)

Assignment: Creative Brief: Final
This week, submit your creative brief for final grading. You should have taken the feedback provided by your instructor to alter and refine your brief. Your brief should be 8-10 pages, including a title page. In addition, compose a one-two page summary in APA format at the end of the brief that answers the following questions:
• What are the qualities of your creative brief that makes it stand out from others?
• How would you compare to competitors?
• What is the strategic insight you used to create the brief?
• Does the creative brief contain a fact or facts about the product that you did not know or realize before you started writing?
• What is the benefit to the consumer?
• Why should the consumer believe you?
Click on the assignments tab in the course menu to access the dropbox for this assignment.
Due: Saturday, midnight CT
Points Possible: 100

* All online weeks run from Monday to Sunday, except the last week, which ends on Saturday.
** All assignments are due at midnight Central Time. (All submissions to the Blackboard system are date/time stamped in Central Time).

Assignments At-A-Glance

<table>
<thead>
<tr>
<th>Assignment/Activity</th>
<th>Qty.</th>
<th>Points</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weeks 1-8: Discussion*</td>
<td>-</td>
<td>20 per week</td>
<td>160</td>
</tr>
<tr>
<td>Week 1: Creative Brief Proposal</td>
<td>1</td>
<td>25</td>
<td>25</td>
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<tr>
<td>Week 2: Advertisement Review</td>
<td>1</td>
<td>25</td>
<td>25</td>
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<tr>
<td>Creative Brief: Background and Objectives</td>
<td>1</td>
<td>20</td>
<td>20</td>
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<tr>
<td>Week 3: Creative Brief Target Audience</td>
<td>1</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Week 4: Advertising Elements Essay</td>
<td>1</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Creative Brief Key Message and Media</td>
<td>1</td>
<td>20</td>
<td>20</td>
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<tr>
<td>Week 5: Integrated Brand Promotion Essay</td>
<td>1</td>
<td>50</td>
<td>50</td>
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<tr>
<td>Creative Brief Additional Details</td>
<td>1</td>
<td>20</td>
<td>20</td>
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<tr>
<td>Week 6: International Ads Essay</td>
<td>1</td>
<td>50</td>
<td>50</td>
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<tr>
<td>Creative Brief: Deadlines</td>
<td>1</td>
<td>20</td>
<td>20</td>
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<tr>
<td>Week 7: Ethics in Marketing Essay</td>
<td>1</td>
<td>50</td>
<td>50</td>
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<tr>
<td>Creative Brief: Budget</td>
<td>1</td>
<td>20</td>
<td>20</td>
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<tr>
<td>Week 8: Creative Brief Final</td>
<td>1</td>
<td>100</td>
<td>100</td>
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<tr>
<td>TOTAL POINTS</td>
<td></td>
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<td>630</td>
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*Please refer to the Policies menu for more information about requirements for Discussions.*
Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90 to 100%</td>
<td>567-630</td>
</tr>
<tr>
<td>B</td>
<td>80 to 89%</td>
<td>503-566</td>
</tr>
<tr>
<td>C</td>
<td>70 to 79%</td>
<td>439-502</td>
</tr>
<tr>
<td>D</td>
<td>60 to 69%</td>
<td>375-438</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 60%</td>
<td>&lt; 374</td>
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</tbody>
</table>

To access your scores, click on Grades in the Student Tools area in Blackboard.

**Important Policies**

All course-specific policies for this course are spelled out here in this syllabus. However, additional university policies are located in the Policies section of Blackboard. You are responsible for reading and understanding all of these policies. All of them are important. Failure to understand or abide by them could have negative consequences for your experience in this course.

**Editorial Format for Written Papers**

All written assignments are to follow the APA writing style guidelines for grammar, spelling, and punctuation. This online course includes information regarding the APA style under “Writing and Research Resources” in the Resource Room on the course menu in Blackboard.

**Ottawa Online Late Policy**

With instructor approval, assignments may be accepted for up to one week after the due date, but a minimum automatic deduction of 10% of the points will be assessed. The instructor also has the option of increasing this deduction percentage up to a maximum of 20%. Extenuating circumstances may be determined on rare occasions and an extension allowed without a deduction, but only at the sole discretion of the instructor.

Discussion board postings will not be accepted for credit when posted after the close of the discussion week. There are no exceptions to this rule; however, solely at the discretion of the instructor, the student may be allowed to submit an alternative assignment to make up for the points under extenuating circumstances. If granted, this should be an exception to the rule.

No assignments will be accepted after the last day of the course (end of term) unless arrangements have been made and “approved” by the instructor at least one week in advance.

**Saving Work**

It is recommended that you save all of your work from this course on your own computer or flash drive. The capstone course you take at the end of your program may require you to have access to this work for culminating assignments and/or reflections.

**Academic Integrity**

Plagiarism and cheating will not be tolerated at any level on any assignment. The reality of cyberspace has made academic dishonesty even more tempting for some, but be advised that technology can and will be used to help uncover those engaging in
deception. If you ever have a question about the legitimacy of a source or a procedure you are considering using, ask your instructor. As the University Academic Council approved on May 29, 2003, “The penalty for plagiarism or any other form of academic dishonesty will be failure in the course in which the academic dishonesty occurred. Students who commit academic dishonesty can be dismissed from the university by the provost/director.”

Please refer to Academic Honesty in the Policies section of the online course menu for important information about Ottawa University’s policies regarding plagiarism and cheating, including examples and explanations of these issues.

**Student Handbook**

Please refer to your student handbook for all university regulations. The Resource Room on the course menu in Blackboard contains information about where to find the student handbook online for your campus.

Please see Policies in Blackboard for additional university policies.

**Blackboard Technical Support**

The Resource Room in Blackboard contains links to student tutorials for learning to use Blackboard as well as information about whom to contact for technical support. Ottawa University offers technical support from 8 a.m. to midnight Central Time for all students, staff, and faculty at no cost. See [www.ottawa.edu/ouhelp](http://www.ottawa.edu/ouhelp) for contact information.