

MACMURRAY COLLEGE
DEPARTMENT OF BUSINESS
ADVERTISING

MARK 345 – ADVERTISING
3 Credit Hours
W 6:15 – 8:50 (EC 103)

Professor: Kathleen White
Associate Professor of Business
479-7173
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Office – Education Complex 118
Office Hours – Tuesday 8:00 – 9:00 & Thursday 1:00 – 2:00
Also by appointment.

Textbook: *Essentials of Contemporary Advertising*, 2nd Ed., Arens, Schaefer, & Weigold, McGraw-Hill Irwin, 2009.

Course

Description: Principles and techniques of advertising. Topic areas include: planning and execution of advertising campaigns, the creative process, and customer research.

Course

Requirements: Examinations – Course requirements include three chapter examinations. Examinations will include lecture and text material.

Project – The project requires the development of an advertising campaign.

Grade

Determination:	Exams	600 Points
	Assignments	200 Points
	Final Presentation	200 Points

Class attendance and participation are encouraged. Please notify the instructor if you must be absent due to lengthy illness or emergency.

A student is allowed one late assignment per semester. In order for the assignment to be accepted, it must be turned in no later than noon the day after the assignment was due.
PROJECTS AND PRESENTATIONS WILL NOT BE ACCEPTED LATE.

If you miss class on an exam day, you will NOT be allowed to make up that exam. The makeup exam will be a comprehensive final examination given during the scheduled final exam period. The following exception for a makeup exam to be given is an excused college absence – instructor notified in advance.

Grading

Scale:	900 – 1000 = A
	800 - 899 = B
	700 - 799 = C
	600 - 699 = D
	0 - 599 = F

ACADEMIC DISHONESTY AND PLAGIARISM POLICY

Any student found guilty of cheating or plagiarism will receive a zero for the assignment.

COURSE OUTLINE

DATE	TOPIC\CHAPTER
1\11	Overview of Course
	History of Advertising (1)
1\18	Economic, Social, & Regulatory Aspects of Advertising (2)
	Business of Advertising (3)
1\25	Marketing Mix & Consumer Behavior (4 & 5)
2\01	EXAM 1
2\08	Account Planning (6)
	Advertising Plans (7)
2\15	Creative Strategy (8)
2\22	Creative Execution (9)
2\29	EXAM 2
3\07	SPRING BREAK
3\14	Print Advertising (11)
3\21	Electronic Media (12)
3\28	Digital Interactive Media (13)
	Out of Home, Direct Mail Media (14)
4\04	Media Planning & Buying (15)
4\11	IMC (16 & 17)
4\18	EXAM 3
4\25	PRESENTATIONS

COURSE OUTLINE MAY BE CHANGED BY THE PROFESSOR