

Saddleback College
Course Syllabus for Fall Semester
BUS / CA 138 Advertising
HYBRID (Classroom plus Blackboard Online)
2/8/2010 to 5/20/2010

Instructor: Barbara Cox, Ph.D.
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Office Hours will be announced.
Office: BGS Room 210

Ticket No.: 14960A or D
Room: BGS 232

Day & Time: Thursday, 6:00 – 7:50 pm

Class Website: Blackboard <http://socccd.blackboard.com>

Course Description:

Contemporary advertising for profit and non-profit organizations. Surveys , strategies, design approaches, electronic applications, and media selection. In addition, the elements of good copy, layout, and production of both print and electronic media, including e-mail, e-marketing, e-retailing, and web sites will be discussed.

Course Objectives:

1. Identify the various types of contemporary advertising.
2. Critique a variety of advertisements for **quality** and social criticisms.
3. Describe the role advertising agencies and their various functions/departments play in advertising business.
4. Describe the influences of the family, society, cultures, social classes, reference groups and opinion leaders on consumer behavior.
5. Prepare an advertising plan for a product or service of the student's choosing; evaluate media selection and strategy.
6. Assess the strengths and weaknesses of direct mail as an element of the creative mix.
7. Recognize how outside variables effect advertising decisions.
8. Illustrate a working knowledge of advertising vocabulary.
9. Describe how to evaluate, analyze, and select appropriate current technology for advertising products, services, ideas, and people globally.
10. Evaluate the effectiveness of advertisements for their creativeness, copy, use of e-commerce, media and ability to reach the correct target market using various technologies.

TEXTBOOK

Belch, G. and Belch, M. *Advertising and Promotion, 8th Edition*. New York: McGraw Hill, 2009.

ISBN: 0-07-338109-8

You may find an "International" version of this textbook that you can sometimes buy cheaper at Amazon.com or on eBay. It's basically the same book, and yes, you can use it for this class. Just be sure

Class Type

This class is a "hybrid." **Both** classroom and Internet participation and assignments are required.

Since this is only a 12-week class, but still is a 3-unit class, the total hours of required instruction and study for each week are, of course, more than you would have each week in a 16-week class.

You will be expected to complete the reading for about two chapters each week. (*Don't take the class if you don't have the time to get the work done!*)

Assessments will be completed online. You will use the Discussion Board online and complete additional online assignments. You will have short assignments each week. And we have one major group project.

Policies and Procedures

Late Assignments:

Assignments turned in after due date will automatically lose 20 percent. No assignment will be accepted more than one week after it is due.

Extra Credit: Opportunities for extra credit will be available throughout the session. These assignments include, but will not be limited to, arranging a guest speaker presentation. Other opportunities may be proposed for instructor consideration.

Blackboard:

The Blackboard course will be available after the start of class.

Important information is posted on Blackboard, along with any revisions to the class schedule. It is your responsibility to check Blackboard prior to each class meeting (changes should be posted by each Monday).

You will also be able to access additional course documents in Blackboard.

Your Job:

Take charge! Be responsible for your learning! Students are expected to READ the text as assigned; COMPLETE HOMEWORK; PARTICIPATE in class; TAKE EXAMS. Do these things to the best of your ability ... and do them on time.

BE PREPARED to participate and discuss questions in class by keeping up with assigned reading, homework, and thinking!

and, remember, ... use of cell phones or other devices for texting or twittering or browsing in class is unprofessional and unwelcome.

To drop? If you wish to drop, you must do so through Admissions and Records or your MySite page by the applicable drop deadlines published in the current schedule of classes. Your instructor CANNOT do this for you.

Academic Dishonesty:

All forms of academic dishonesty are strictly prohibited. Any instances of academic dishonesty will be handled in accordance with the procedures delineated in the Saddleback College Catalog and the Saddleback College Student Handbook, the content of which are incorporated herein by reference.

Details about assignments, quizzes, group work, grading, points, etc., are posted in Blackboard.

Schedule

Subject to Change without Notice

Week	Exams/Presentations	TEXTBOOK READING DUE
1	Introduction	N/A
2		Chapters 1 and 2; Connect with Blackboard Groups
3		Chapters 2 and 3
4		Chapters 4 and 6
5	Test 1	Chapters 7 and 19
6		Chapter 8
7		Chapter 9
8		Chapter 10
9	Test 2	Chapters 11-12
10		Chapters 13-14
11		Chapters 15-16
12	Presentations 1 - 4	
FINAL	Presentations 5 -6 ; Final Exam	

Weight of Course Components for Your Grade

Quizzes: 10%

Cumulative Test 1: 10 %

Cumulative Test 2: 10 %

Final Exam: 10%

Ad Campaign Group: 10 %

Ad Campaign Individual: 20 %

Homework and Participation: 30%

Extra Credit Opportunities may be announced in class up to an additional 6%.

Assignments and Assessments:

All assessments will be open book and online.

Information for all assignments will be in Blackboard. It is the student's responsibility to check the assignments and complete them prior to the due date provided for each one.

Quizzes: Quizzes will include material from the text, class discussions, guest speakers, and any other assigned work.

Tests: We will have two Cumulative Tests worth 10 % each that will include material from previous quizzes. Material to be covered will be listed prior to the tests, but will cover approximately one third of the course each.

Final Exam: The Final Exam will also be open book and online. It will be similar to the Cumulative Tests, and worth 10% of the grade. It will cover approximately the final third of the course.

Homework: Ad Analysis Homework requiring selection and analysis of print, TV, radio, and other advertising will be assigned from time to time during the course. **Ad Campaign Project Components** homework will be assigned at several points during the course. The purpose of these assignments is to help you build the parts of the Major Project that you will present at the end of the course. See the section below on Team Final Project, Advertising Campaign Plan.

Participation. You will be assigned to an "Agency" on the second night of class, and you will be expected to participate with other members of your agency during in-class exercises. Further information about agency work will be provided in class. You will also be expected to participate in the online discussions
Absences and lack of participation in class will result in loss of Participation credit!

Team Final Project, Advertising Campaign Plan: The major project for the course will be a group project. The project requires you to demonstrate your cumulative understanding and knowledge of the material covered during the course. Your group, acting as an advertising agency, will work with a "client" to develop a comprehensive advertising campaign plan. The project must cover client interviews, review of secondary market research, development of a creative strategy, media selection, budgeting, and creative execution of at least one component of the campaign. Your group will present the plan will be presented to the class ("the client") at the end of the semester. Students will receive credit for the group performance and for their individual performance within the group.

Extra Credit:

Presentation of a special topic to the class. Topic must be approved by instructor beforehand. Up to 3 points.
Arranging the appearance and introducing a guest speaker. The speaker should be a “prominent” member of the Advertising industry who would be able to provide valuable insight to the segment of the industry within which she/he participates. Your “introduction” will be a one-page biography of the speaker, which will be turned in prior to the speaker’s appearance in class. You should propose your speaker to the instructor during the first four weeks of class. Up to 3 points.

Important to Know:

All students enrolled in the class after the withdrawal date must be given a grade. From the Saddleback College Catalogue: Withdrawal from courses is the student's responsibility. Admissions and Records is the office designated to complete the formal process of withdrawing from a course. (Section 484B, Higher Education Act)

Office hours provide an opportunity for you to meet with the instructor if you wish. How can I help you? Idea development? Problem group member? Writing skills improvement? Nervous about presenting in class?

Disability Accommodations

If you have specific disabilities and require accommodations, please let me know early in the semester, so that your learning needs may be appropriately met. You will need to provide documentation of your disability to the Special Services Office in Student Services Center, Room 113.