

ELECTRONIC MEDIA ADVERTISING
T340 SECTION 0654
Summer 2003

Professor: Harmeet Sawhney
Ph: 855-0954; E-mail: hsawhney

Office: R-TV Center, Rm. # 325
Office Hours: Mon. 2:00-3:00
and by appointment

Course Meetings: M, T, W, Th, F 8:55 - 10:10 TV 226

COURSE DESCRIPTION

This introductory course will expose you to the basic concepts and processes which shape the creation of advertisements. The study of advertising will be approached from within the larger marketing framework. First, the basic marketing and advertising concepts will be discussed. Then the discussion will move to an exploration of how these concepts translate into the actual practices within the advertising industry. Finally, the materials covered will be rounded off with a discussion of a few special advertising situations and the larger public policy issues. The primary focus will be on advertising in radio, television, cable, and other electronic media.

TEXTBOOK

O'Guinn, Allen, & Semenik. Advertising and Integrated Brand Promotion (3rd Ed. 2003).

COURSE GRADE

The course grade will be based on performance in exams, projects, and other assignments. Their relative weights are explained below.

Project 1	12.5%
Project 2	12.5%
Project 3	12.5%
Project 4	12.5%
Exam I	20.0%
Exam II (Final)	20.0%

In-class exercises/
class participation 10.0%

Projects: The projects will simulate situations which give you first hand experience working on "real life" advertising problems. Detailed instructions for each project will be provided in separate handouts.

Exams: The examinations will consist of objective type and short answer questions. They will test your understanding of the assigned readings and the related class discussions.

In-Class Exercises / Class Participation: There will be a number of in-class exercises which carry points. Attendance and class participation will also be considered for this portion of the grade.

Final grades will be calculated on a straight percentage scale as follows:

A+	97-100%	C+	77-79%
A	93-96%	C	73-76%
A-	90-92%	C-	70-72%
B+	87-89%	D+	67-69%
B	83-86%	D	63-66%
B-	80-82%	D-	60-62%

CALENDAR

<u>Date</u>	<u>Topic</u>	<u>Readings</u>
Tue / May 13	Introduction to the course	
<i>MARKETING & ADVERTISING CONCEPTS</i>		
Wed / May 14	Advertising and the Marketing Concept	Chp. 1
Thr / May 15	Positioning Concept	Chp. 6
Fri / May 16	Segmentation	Chp. 6
Mon / May 19	Consumer Behavior & Advertising Strategy	Chp. 5
Tue / May 20	Consumer Behavior & Advertising Strategy	Chp. 5

Wed / May 21 Product Life Cycle & Advertising Strategy

Thr / May 22 Advertising & Mass Communication Concepts

PROJECT 1 DUE

Fri / May 23 Project 1 discussion

Mon / May 26 MEMORIAL DAY HOLIDAY

CREATION of ADVERTISEMENTS

Tue / May 27 Marketing & Advertising Objectives Chp. 8

Wed / May 28 Development of the Ad Industry Chp. 3

Thr / May 29 Structure of Ad Industry & Advertising Budgets Chp. 2

PROJECT 2 DUE

Fri / May 30 Project 2 discussion

Mon / June 2 EXAM I

Tue / June 3 Creative Process Chp. 10

Wed / June 4 Creativity and Strategy Chp. 11

Thr / June 5 Creative Masters

PROJECT 3 DUE

Fri / June 6 Project 3 Discussion

Mon / June 9 Creative Research Chp. 7

MEDIA PLANNING & SPECIAL-PURPOSE ADVERTISING

Tue / June 10	Media Planning	Chp. 14
Wed / June 11	Media Planning	Chp. 14
Thr / June 12	Advertising on the Cyberspace	Chp. 16
Fri / June 13	Social Advertising	
Mon / June 16	Political Advertising	
Tue / June 17	PROJECT 4: Presentations / Exhibition of Creative Work	
Wed / June 18	PROJECT 4: Presentations / Exhibition of Creative Work	
Thr / June 19	EXAM II (FINAL)	

NOTES:

Here are a few important points you should keep in your mind as you work through the course requirements:

1. Incomplete course grades will be given only for end-of-semester illness or accident; they will not be given for poor grades or lack of attendance.
2. Late submissions will carry a stiff penalty.
3. Instances of academic dishonesty will be dealt with as per university rules and regulations explained in the Schedule of Classes.
4. Every effort will be made not to deviate too much from this course syllabus. However, both the calendar and course requirements are subject to change. Each class moves at its own pace and therefore there is a need for a certain amount of flexibility within the course design.