

Upper Iowa University Independent Study Program

BA 363-09 Advertising and Integrated Marketing Communications

Please read this introduction carefully before starting the course and refer to it for guidance as you proceed through the course.

COURSE DESCRIPTION:

This course examines advertising and its role in marketing. Included is a survey of the history of advertising, the media and communication models, and an introduction to the creative side of advertising. Emphasis is placed on the formulation of objectives for advertising programs. Prerequisite: BA 208 suggested, but not required for non-marketing majors

COURSE OBJECTIVES:

1. Identify advertising objectives and set parameters for a promotional campaign.
2. Describe message strategies, key customer benefits, and selling styles.
3. Analyze rationales for creative advertising plans.
4. Select media, media timetable and media budget.
5. Determine sales promotion activities and public relation activities.
6. Evaluate the results of the promotional campaign process.

SKILLS:

In this course, you will learn and practice:

1. How to study consumers' cognitions, affect and behavior
2. How to select a market to serve
3. How to brand a product or service
4. How to communicate the positioning message to consumers.

These skills will be learned and practiced through reading of relevant material, analysis and development of case questions.

REQUIRED MATERIALS:

1. **Textbook:** Advertising: Principles and Practice. William Wells, Nancy Mitchell, Sandra Moriarty, 8th Edition, Pearson Prentice Hall, 2009
2. Syllabus

You may purchase your textbook through MBS Direct by calling their toll free number at: 800-325-3252 or through the UIU homepage: www.uiu.edu. Click on the link for current students then select order textbooks from the options in the left hand column. Follow the link and select Independent Study for your location.

WRITING PROFICIENCY:

It is recommended that all papers and research are done in the APA style. We expect appropriate writing skills of proper grammar, punctuation, sentence structure, paragraph development, and logical sequence of thought in all written work, and exams.

It is recommended that all students purchase the APA guide/manual listed on the UIU website. *Publication Manual of the American Psychological Association*. \$27.00 new.

CITATION:

Encyclopedias of any kind, including the very popular Wikipedia, are not primary sources and should not be cited or used in constructing academic papers at the graduate or undergraduate level. They can, however, be useful to help gather some background information and to point the way to more reliable sources.

COURSE OVERVIEW:

Advertising can make you feel like calling your mom to tell her you love her. Or it can make you squirm as you sit with your kids and watch ads that you'd like to pretend don't exist. Great ads can make us laugh, talk about the ad with friends and remember them. Is the ad effective? Was it worth the expenses incurred by the marketer?

An ad is only effective if it meets the marketer's objectives!

This course is designed to provide an excellent opportunity for you apply advertising and marketing theory to real world events. The application of theory to real events should provide you with a more solid framework on which to lever the theories you will be exposed to and hopefully learning.

EXAMINATION INFORMATION:

There are four self-examinations, a midterm, and a final for this course. The self-examinations are open book; the midterm (Units 1 & 2) and the final (Units 3 & 4) exams are closed book proctored exams.

NOTE: In order to pass this course, you must get a passing grade ("D" or better), on at least one of the exams and have enough cumulative points to earn a passing grade.

LIBRARY RESOURCES:

As a student of Upper Iowa University, library resources (online journal databases, e-books, newspaper access, citation help, etc.) are available. If travel to the campus is not feasible, you can access the library through the University's website. Go to: www.uiu.edu/library. **To request usernames/passwords for remote library access contact the UIU Library either by phone (563)425-5270, (563)425-5356, or [(563)425-5261, library weekend hours] or, email**

library@uiu.edu by clicking on the link. Please be sure to include your student ID number to help verify that you are an Upper Iowa University distance learner. (Hint: consider requesting accesses BEFORE you need the service.) Library help sheets can be found on myUIU.

GRADING CRITERIA:

Unit	Unit Exam Points	Case Study	Proctored Exams
1	80	50	
2	80	50	
Mid-Term			100
3	80	50	
4	80	50	
Final			100

Your grade will be determined in accordance with the scale below:

- 90% to 100% A
- 80% to 90% B
- 70% to 80% C
- 60% to 70% D
- under 60% F

UPPER IOWA UNIVERSITY USES A STANDARD GRADING SYSTEM:

A = All work is excellent, shows exceptional understanding of materials; logical, clear, and insightful written and oral work, incorporates knowledge from other sources and moves easily to the next level of understanding, works well beyond minimum requirements.

B = Understanding material is good to very good, demonstrates good grasp of material, good oral and written skills, produces more than the minimum requirements, quality of all work is high.

C = Satisfactory understanding of the material, submits only the minimum requirements, communicates adequately in oral and written formats, displays an adequate understanding of all basic concepts.

D = Quality and quantity written and oral work is below average and barely acceptable.

F = Quality and quantity written and oral work is unacceptable.

OTHER HELPFUL WEBSITES:

Research and Writing: <http://owl.english.purdue.edu/> . Contains tips on how to write a research paper.

Bartleby.com: www.bartleby.com/reference. This site has excellent references, such as *American Heritage Dictionary*, *Roget's Thesaurus*, *Elements of Style* and *Bartlett's Quotations*.

Britannica.com: www.britannica.com. Plug in any subject, get articles and related Web sites.

Google: www.google.com. This site is a great all-purpose search engine on the Web.

The Internet Public Library: www.ipl.org. A great site to start research and has reference, newspaper, and magazine links. Also contains archives of academic papers and tutorials on how to improve writing.

CHEATING, ACADEMIC DISHONESTY AND PLAGIARISM:

Because cheating, academic dishonesty and plagiarism are affronts to the University community as a whole and a denial of the offender's own integrity, they will not be tolerated. Cheating includes but is not limited to:

- the use of unauthorized books, notes or other sources in the giving or securing of help in an examination or other course assignments,
- the copying of other students' work or allowing others to copy your work,
- the submission of work that is not your own or allowing others to submit your work as theirs,
- the submission of the same work for two or more classes without the approval of any instructors involved.

Academic dishonesty includes, but is not limited to:

- sharing academic materials knowing they will be used inappropriately,
- having access to another person's work without permission,
- providing false or incomplete information on an academic document,
- changing student records without approval.
- obtaining and using texts intended for instructor use only.

Plagiarism includes, but is not limited to:

- the presentation of another's published or unpublished work as one's own,
- taking words or ideas of another and either copying them or paraphrasing them without proper citation of the source,
- using charts, graphs, statistics or tables without proper citation.

Detected cheating, academic dishonesty, or plagiarism will result in consequences that may, at the instructor's discretion, include course failure. In addition, an offender may be reported to the Senior Vice President for the Extended University, the Dean of the Extended University, or designee for possible disciplinary action, which may include suspension or dismissal from the University. Upper Iowa University may make use of various plagiarism detection services. Individuals, by enrolling in courses offered by the University, consent to submission by the University of course-related assignments to such services and the retention of a copy of such assignments by the service.

Cheating, academic dishonesty and plagiarism infractions are tracked by the Dean of the Extended University, and cumulative evidence collected from multiple incidents will be considered when making suspension or dismissal decisions.

Extended University Catalog 2008/09 page 98.

http://www.uiu.edu/catalogs/eu/policies_1.html#conduct

ATTENDANCE:

Even though a student does not attend a regular classroom in the traditional sense and keep up with a set schedule of assignments, it should be pointed out how important it is to keep yourself on a regular timely schedule if possible to complete and send in units. It is too easy to set work aside and decide to do it later. Suddenly, the need to complete assignments and get them in by deadlines can become stressful and, at times, impossible. The key would be to set time aside on a regular basis and submit work in a timely manner.

WITHDRAWAL:

If you wish to withdraw prior to the last day of the enrollment period you must contact the Independent Study office by phone or in writing. After your original six month enrollment period you no longer have the option to withdraw from the course. You must finish the course or have a final grade assigned based on the coursework submitted.

SPECIAL NEEDS:

If you require accommodation for special needs, please provide documentation to: Academic Advising Coordinator.

This syllabus is tentative and subject to change.