



MKT 4350. 001
ADVERTISING
Spring 2013

Mon & Wed, 2.30 pm –3.45 pm
Classroom : SOM 2.804

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Course Pre-requisites: None

Course Description

To provide an adequate overview of the field of “Advertising” from a managerial and creative standpoint. The fundamental concepts will be systematically presented in class sessions and related to real-life business situations. Numerous examples and caselets will be used to highlight the most relevant topics & issues.

The primary mode of teaching will be lecture sessions along with discussions & group presentations. A few video commercials & cases will also be shown and discussed in class. A significant component of the learning experience, in a course of this type, is constructive and reasoned class discussion. With this in mind, all students are encouraged to actively and judiciously participate in all class discussions.

Student Learning Objectives & Outcomes

- Be able to describe and identify all the components of Integrated Marketing Communications mix with special emphasis on Advertising with the respective advantages and disadvantages.
- Be able to give examples of the different advertising “execution styles”, “creative tactics” and “positioning strategies” as commonly used by firms and advertising agencies.
- Be able to understand clearly the basic concepts of Segmentation, Positioning and Consumer Behavior.
- Be able to describe and identify all the components of the “planning and development stages of the creative strategy” the actual “implementation and evaluation of the creative strategy” as well the development of the “media plan.
- Be able to understand and apply the elements of copy writing, media planning & strategy.
- Be able to understand the fundamental principles of Advertising Management.

Recommended Textbook

O’Guinn, Allen & Semenik, **Advertising and Integrated Brand Promotion**, 6th edn, Thompson Southwestern.

**Academic Calendar, Assignments & Presentations**

<i>Dates</i>	<i>Lecs</i>	<i>Topics</i>	<i>Chapters</i>
Jan 14	1	<i>The World of Advertising & the Structure of the Advertising Industry</i>	1, 2
Jan 16	2	<i>The History, Evolution & Social Aspects of Promoting & Advertising Brands</i>	3, 4
Jan 23	2	<i>The History, Evolution & Social Aspects of Promoting & Advertising Brands(contd)</i>	3, 4
Jan 28	3	<i>Consumer Behavior</i>	5
Jan 30	3	<i>Consumer Behavior(contd)</i>	5
Feb 4	4	<i>Segmentation, Targeting & Positioning</i>	6
Feb 6	4	<i>Segmentation, Targeting & Positioning(contd)</i>	6
Feb 11	5	<i>Advertising & Promotions Research</i>	7
Feb 13	5	<i>Advertising & Promotions Research(contd)</i>	7
Feb 18	5	<i>Advertising & Promotions Research(contd)</i>	7
Feb 20	6	<i>The Communications Process</i>	Notes
Feb 25	6	<i>The Communications Process(contd)</i>	Notes
Feb 27	7	<i>Sales Promotion</i>	15
Mar 4		<u>TEST-I</u>	
Mar 6	7	<i>Sales Promotion(contd)</i> Class Presentation by Gp 1	15
Mar 18	8	<i>International Advertising</i> Class Presentation by Gp 2	
Mar 20	8	<i>International Advertising(contd)</i> Class Presentation by Gp 3	
Mar 25	9	<i>Advertising Creativity & Preparing the Message</i> Class Presentation by Gp 4	10
Mar 27	9	<i>Advertising Creativity & Preparing the Message(contd)</i> Class Presentation by Gp 5	10

<u>Dates</u>	<u>Lecs</u>	<u>Topics</u>	<u>Chapters</u>
Apr 1	10	<i>Art & Copywriting</i> Class Presentation by Gp 6	11
Apr 3	10	<i>Art & Copywriting(contd)</i> Class Presentation by Gp 7	11
Apr 8		Videos and discussion Class Presentation by Gp 8	
Apr 10	11	<i>Art Direction & Production</i> Class Presentation by Gp 9	11
Apr 15	11	<i>Art Direction & Production(contd)</i> Class Presentation by Gp 10	11
Apr 17	12	<i>Media Planning & Strategy</i>	12
Apr 22	12	<i>Media Planning & Strategy(contd)</i>	12
Apr 24	12	<i>Media Planning & Strategy(contd)</i> <u>Group written assignments to be submitted</u>	12
Apr 29		Case studies of Classic campaigns Subliminal Advertising	
May 1		<u>TEST-II</u>	

Grading components

Group Class Presentation	25%	20-25 minutes PPT presentation in class
Group Written Assignment (due Apr 22)	10%	15-20 slides Powerpoint submission
Test-I	25%	Closed book, closed notes.
Peer Evaluation	10%	Evaluate yourself and your gp members
Test-II	<u>30%</u>	Closed book, closed notes and partly cumulative
	<u>100%</u>	



Grading Scale

<u>OVERALL COURSE TOTAL</u>	<u>COURSE GRADE</u>
95 -100	A+
91 - 94	A
88 - 90	A-
86 - 87	B+
81 - 85	B
78 - 80	B-
76 - 77	C+
71 - 75	C
68 - 70	C-
66 - 67	D+
61 - 65	D
58 - 60	D-
0 - 57	F

Course & Instructor Policies

(make-up exams, extra credit, late work, special assignments, class attendance, classroom citizenship, etc.)

Minimum 75% attendance is required to pass this course. Attendance is important and will be taken into account in the case of students on the borderline between two grades.

Each group of students will be responsible for one in- class presentation(see syllabus schedule above) as well as one written assignment report (to be submitted on Apr 22).

Group in-class powerpoint presentations will be made in class for a 20-25 min duration. Please limit yourself to the maximum of 25 minutes including Q&A. As far as possible, ALL group members should present. If for some reason a gp member cannot present then he/she should do sufficient extra gp work to compensate.

Group written assignment (completely different one from the in-class presentation) reports are due by the end of the class on Apr 22.

Synergy in team dynamics & equitable contribution by members are integral to all successful group projects in business as well as in academics. A peer evaluation by group members will therefore be used.

Please ensure all assignment submissions are made on time.

In fairness to the other groups, late submissions will be penalized a minimum of 10%.

No make-up mid-term test will be arranged. The points from the mid-term test, if missed & only for verifiable valid reasons, may be added on to the final exam (prorated).

On this course there is no provision for ‘extra credit’ assignments in case of poor performance, so please make sure that you stay on top of all tests and assignments and perform consistently well throughout the course.

Student Conduct & Discipline

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student



conduct and activities. General information on student conduct and discipline is contained in the UTD publication, *A to Z Guide*, which is provided to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3*, and in Title V, Rules on Student Services and Activities of the university's *Handbook of Operating Procedures*. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

Academic Integrity

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

Email Use

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.

Withdrawal from Class

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

Student Grievance Procedures



Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*.

In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the

Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.

Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.

Incomplete Grade Policy

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of **F**.

Disability Services

The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.

The contact information for the Office of Disability Services is:

The University of Texas at Dallas, SU 22

PO Box 830688

Richardson, Texas 75083-0688

(972) 883-2098 (voice or TTY)

Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.

It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.

Religious Holy Days

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.



The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

These descriptions and timelines are subject to change at the discretion of the Professor.