

Marketing 474
Advertising and Sales Promotion
Spring 2011

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Office Hours: TTH 11-12:00
Class Time: 9:30-10:45 BH 304

TEXT: **Advertising and Promotion**

An Integrated Marketing Communications Perspective

Eighth Edition: Active, In-Print George E. Belch, SAN DIEGO STATE U-SAN DIEGO

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COURSE DESCRIPTION:

The management, planning, evaluation, and use of advertising and sales promotion. Prerequisite: Marketing 461 or consent of the instructor.

PURPOSE:

This course is a required course for the Marketing major. The course has a managerial orientation. Students take an analytical approach and apply advertising principles to solve “real world” problems. This course seeks to bridge the gap between advertising theory and practical application. Analytical advertising methods are examined from the managerial perspective.

COURSE OBJECTIVES:

- a. To understand that advertising is oriented toward building market share and increasing sales through the development of brand image and long-run consumer loyalty.
- b. To analyze the many elements of an advertising campaign, it’s planning, and the execution of message strategy and media selection.
- c. To apply communication concepts: signs, field of experience, and meaning.
- d. To understand that sales promotion focuses on short-term incentives to encourage purchase or sale of a product or service. Sales promotion is oriented toward obtaining market share and sales by immediate actions.
- e. To evaluate elementary techniques of advertising research.
- f. To provide practice in the application of advertising theory to practical problems.
- g. To achieve market leadership by creating customer satisfaction through product innovation, product quality, and customer service.
- h. To integrate ethical considerations into discussion of advertising topics throughout the course.

COURSE REQUIREMENTS:

Regular attendance at class meetings, I will not tolerate slackers!!
Participation in classroom discussions and all team meetings!!!
Satisfactory completion of all assignments and examinations!

COURSE OUTLINE:

Week of

1	Introduction and Course Overview Overview of integrated marketing communications	Chap. 1
2	Project overview with Ed Venture Partners The marketing communications process Internship Team selections	Chap. 2
3	Environmental, regulatory, and ethical issues	Chap. 3 Chap. 4
4	The communication process and buyer behavior Review for Exam Exam #1 Chapters 1-5	Chap. 5
5	Persuasion in marketing communications Marketing communications and new product adoption	Chap. 6 Chap. 7
6	Brand names, logos, packages and point-of-purchase Advertising.	Chap.8 Chap 9
7	Overview of advertising management Creative advertising strategy	Chap. 10
8	Exam #2 Chapters 6-10	
9	Assessing advertising effectiveness	Chap. 11 Chap. 12
10	Trade-oriented sales promotion Consumer-oriented sales promotion	Chap. 13/14
11	Cover material Ch- 11-15 Exam # 3- Ch11-15	Ch.15
12	Chapter 16-17	Ch.16-18
13	Ch 18-20	
14	Thanksgiving off!!	
15	Client Presentations Final Exam	

INTERNSHIP

All students will be involved in an advertising campaign project. Students can opt to participate in the internship program with clients; Ed Venture Partners is a consulting agency that has worked with UIC in the past and has been contacted by certain businesses to provide students the opportunity for education and application with a budget, set of objectives, timelines and deadlines in order to formulate a prototype advertising campaign. This year's clients will be Navy Seals, Target and the Petroleum Institute.

The selection of students for each program will be done on the basis of submitting a one-page letter of interest. This program will be discussed in depth during the second week and all questions pertaining to this program will be addressed then. Students who are selected will be able to classify this unique experience as an internship. **Students must be aware that this project will require a significant amount of time and effort.**

Any group member who is not actively involved to the degree necessary for successful completion of the project, will be subject to dismissal. Each group is responsible for meeting regularly outside class and performing the mandatory functions as well as providing timely and accurate reports on their progress. I will require weekly feedback from each group and a timeline of activities to be completed. This project requires serious commitment yet can be very rewarding to those that are selected.

GRADING SYSTEM:

The numerical course grade is determined by computing the weighted mean of two exams and the term paper:

<u>Method</u>	<u>Points Possible</u>
2 Exams @ 100 points each	200
Class Participation/Attendance	100
Peer Evaluations	200
Group Project	500
Total Points	1000

Grading Scale

900-1000	A
800-899	B
700-799	C
600-699	D
Below 600	F

STUDENTS ARE EXPECTED TO BE ACTIVE GROUP MEMBERS AND WILL RISK THE REDUCTION OF THEIR OVERALL GROUP PROJECT GRADE BASED UPON UNFAVORABLE PEER EVALUATIONS.

THERE WILL BE NO MAKE-UP QUIZZES. STUDENTS ARE ALLOWED TO MISS TWO QUIZZES DURING THE SEMESTER.

ANY MISSED EXAM MUST BE DISCUSSED WITH THE INSTRUCTOR AS SOON AS POSSIBLE.