Cluster: Pop Culture
Title of course: Advertising
Course Number: MKTG 340
Proposing Faculty: Grace Dillon
Cluster Coordinator: 

Cluster Course to New Cluster
Other clusters this course is assigned to: Media Studies

Non 'U' course proposed to Cluster
Removal

UNST Committee-- PASS: Yes [No] [ ]
If no, reason: ________________________________

UCC Committee-- PASS: Yes [No] [ ]
If no, reason: ________________________________
PROPOSING FACULTY
Don Dickinson, Director of Advertising Management, School of Business

1. COURSE DESCRIPTION. (100 words or less)
Advertising is a major component of American popular culture. Advertising both reflects and drives contemporary society. Mktg 340 Advertising is the introductory course for the Advertising Management major within the School of Business. It places the best practices of advertising within the larger context of marketing, business, and society. The course covers all major aspects of marketing communications including research, communications strategy, creative development, media strategy, campaign planning, and evaluation of results.

A. DEVELOPMENT
This is an existing course.

B. AVAILABILITY
Mktg 340 is currently offered for US students twice a year.

C. PREREQUISITES
There is no prerequisite for this course. Mktg 340 is an excellent follow-on course for students competing the SINQ for this cluster. The course specifically examines the communications techniques, messages and media utilized by public and private sector organizations alike.

2. COURSE OUTLINE
See Syllabus and Topic Outline attached. There are three instructors who can and do teach this course and one in reserve.

3. COURSE OUTLINE

A. CONTENT

B. UNST GOALS

*Inquiry and Critical Thinking* is very much a part of this course through two research projects, a highly analytical term project and two major examinations.

*Communications* is integrated through verbal presentations, in-class debates and three written assignments.
Diversity of Human Experience is a natural outgrowth of this subject. Every student is an active participant in the marketplace and the varied dynamics between sender and receiver.

Ethical Issues & Social Responsibility are major sub-theme of this course with a focus on the business ramifications of audience segmentation, stereotypes and the testing of creative boundaries.

C. CLASSROOM ENVIRONMENT
While a survey course, Mktg 340 requires the students to actively engage the advertising media, conduct a multi-faceted critical analysis of an advertisement, become familiar with industry best practices, and use professional terminology.

D. SUITABILITY
Of all the Popular Culture cluster Mktg 340 would be the only course which provides a critical perspective of Advertising as a business tool. It explains the best practices in marketing communications in order to accomplish marketing objectives and significantly increases the student’s sophistication in understanding the driving forces behind what consumers see and hear.

COURSE APPROVED FOR CLUSTER INCLUSION BY

DEPARTMENT CHAIR(S): ____________________. DATE: 11/3/03

__________________________ DATE: __________

CLUSTER COORDINATOR: ____________________ DATE: 11/3/03

CHAIR, CLUSTER COORDINATORS: _______________ DATE: __________

CHAIR, UNST COMMITTEE: ____________________. DATE: __________

All changes to Clusters must be approved by PSU’s Senate Curriculum Committee

PROPOSALS MUST BE RECEIVED AT UNIVERSITY STUDIES (CH 163) BY OCT 31, 2003
### MKTG 340--ADVERTISING
#### SCHEDULE OF ASSIGNMENTS/ TOPIC OUTLINE (FALL 2003)

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics</th>
<th>Readings</th>
<th>Questions**</th>
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<tbody>
<tr>
<td>WEEK 1 9/30 &amp; 10/2</td>
<td>Advertising's Role in Society</td>
<td>Ch 22</td>
<td>2,4,6,8,9,10</td>
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<td>Advertising's Role in Marketing</td>
<td>Ch 1</td>
<td>2,4,6,10</td>
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<td>Structure of Industry</td>
<td>Ch 3</td>
<td>2,3,4,5,6,9</td>
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<td>WEEK 2 10/7 &amp; 10/9</td>
<td>Integrated Marketing Communications (IMC)</td>
<td>Ch 2</td>
<td>6,7,8,9,10</td>
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<td>Market Segmentation</td>
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<td>Consumer Behavior</td>
<td>Ch 4</td>
<td>1,4,7,7,10</td>
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<td>WEEK 3 10/14 &amp; 10/16</td>
<td>The Communications Process &amp; Models</td>
<td>Ch 5</td>
<td>3,4,6,10</td>
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<td>Advertising Research</td>
<td>Ch 6</td>
<td>6,8,9,10,11</td>
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<td>Mini Assignment #1 Due</td>
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<td>WEEK 4 10/21 &amp; 10/23</td>
<td>Communications Objectives, Budgets, and Planning</td>
<td>Ch 7</td>
<td>1,2,6,7,8,10</td>
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<td>WEEK 5 10/28 &amp; 10/30</td>
<td>Midterm</td>
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<td>WEEK 6 11/4 &amp; 11/6</td>
<td>Creativity</td>
<td>Ch 8</td>
<td>2,3,6,8,9</td>
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<td>WEEK 7 11/13</td>
<td>Creativity</td>
<td>Ch 9</td>
<td>1,2,3,9,10</td>
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<td>WEEK 8 11/18 &amp; 11/20</td>
<td>Media Planning &amp; Strategy</td>
<td>Ch 10</td>
<td>1,5,8,9,10</td>
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<td>Media Evaluation Print</td>
<td>Ch 11</td>
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<td>Media Evaluation Broadcast</td>
<td>Ch 12</td>
<td>1,2,3,7,10</td>
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<td>Mini Assignment #2 Due</td>
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<td>WEEK 9 11/25</td>
<td>Support Media</td>
<td>Ch 13</td>
<td>2,3,9</td>
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<td>Sales Promotion</td>
<td>Ch 16</td>
<td>1,2,3,4,5,8</td>
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<td>IMC revisited</td>
<td>Ch 1&amp;2</td>
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<td>Term Projects Due</td>
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<td>WEEK 10 12/2 &amp; 12/4</td>
<td>Advertising &amp; the Internet</td>
<td>Ch 15</td>
<td>4,7,8,9</td>
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<td>Direct Response Advertising</td>
<td>Ch 14</td>
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<td>Jobs in Advertising</td>
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<td>WEEK 11</td>
<td>Final Exam. Time and date to be announced</td>
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**Questions in text are for reference only, not written assignments.
**Syllabus**

**ADVERTISING -- MKTG 340 (4) Fall 2003**  
**CRN 15190  Section U001, Tues & Thur 5:30-7:20**

**Instructor**  
Prof DL Dickinson, Room SBA 533, 725-8533  
e mail: dond@sba.pdx.edu  
Office hours: 9-10 & 3-4 Tuesday & Thursday and by appointment.

**Course Description and Prerequisites**  
Comprehensive study of principal problems faced by advertisers and advertising agencies; policies and procedures used for solutions: evaluation and selection of advertising media; preparation of layout and copy for sound advertising performance.

Additional instructor comments: This is an introductory course designed to provide an overview of marketing communications, plus an understanding of fundamental advertising issues and strategies. The course focuses on concepts, principles, processes, terminology, trends, and techniques that shape this constantly changing field including the impact of technology on the concept of advertising media.

For the Advertising major, the course will provide the necessary foundation for subsequent classes in media, strategy, copy & layout, and campaign planning. For the non-Advertising major, it will provide a solid understanding of advertising as a business tool and a social force.

Course work includes lectures, mini-research assignments, text reading assignments, class discussion, a term project, and two essay-type exams.

For Business majors, it is preferred (not required) that BA 311--Marketing Mgmt. be taken before this course.

**Course Learning Objectives**

1. To understand the role of advertising in marketing and the promotional mix.
2. To identify the scientific and creative aspects of advertising as a business discipline.
3. To explore the social, economic, and ethical issues surrounding advertising in a free society.
4. To understand the relationship between marketing strategy, creative strategy, and media strategy.
5. To understand the structure, processes, techniques, and terms used in the working relationship between brands, agencies, and the media.
6. To develop the ability to apply objective, practical criteria in the evaluation of advertising concepts.