

**COMM 5150.W1, Advertising Strategies (3)**  
AUSTIN PEAY STATE UNIVERSITY - Department of Communication  
Dr. Frank E. Parcels, Instructor ~ Fall 2007 Semester - First Eight Week Term

## **COURSE SYLLABUS**

### ***Course Description***

This course considers advertising theory and practice and reviews application of theory to advertising, promotion, and media selection strategies. The course requires development of an advertising plan, media selection rationales, evaluation of selected campaigns, and use of advertising media research techniques.

### ***Course Objectives***

- Students explore principles of advertising, marketing, marketing communications, direct marketing, Internet marketing, and sales promotion.
- Students review audience analysis and measurement, and apply results to media advertising decision making and media buying.
- Students focus on the *media mix* with an overview of the uses of billboards, newspapers, radio, television, snail mail, telephone, and the Internet as advertising tools.
- Students learn the responsibilities and duties of those in media sales and advertising agencies.
- Students explore the applicable legal and ethical aspects of advertising and the social responsibilities to the public and client organizations.
- Students develop an advertising campaign including purpose and justification, theme, objectives, time line, budget, mediums, rates and ad placement, commercial copy and ads, and evaluation procedures.

### ***Course Textbook***

Jeweler, A., & Drewniansy, B. (2005). *Creative Strategy in Advertising* (8th ed.). Belmont, CA: Thomson / Wadsworth.

### ***Course Instructor***

Name: Frank E. Parcels, Ph. D., Professor of Mass Communication  
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Web Site URL: <http://DrParcells.org/>  
Spring 2006 Office Hours: TU/TH - 1:30 to 3:30 PM; W - 1:30 to 3:30 PM; or, by assignment

### ***Course Ingredients***

Type	Items	Description	Points
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<b>Examinations</b>	<ul style="list-style-type: none"> <li>• Exam I</li> <li>• Exam II</li> <li>• Exam III</li> <li>• Final Exam</li> </ul>	60-item tests with true-false, multiple choice and matching questions covering the content of each unit from I to III. 100-item test with verbatim questions randomly selected from three unit examinations.	Exams I, II, & III - 100 points each Final Exam - 300 points
<b>Assignments</b>	<ul style="list-style-type: none"> <li>• #1 - Target Markets/Audiences</li> <li>• #2 - Case Study #1</li> <li>• #3 - Radio/TV Copywriting</li> <li>• #4 - Case Study #2</li> <li>• #5 - Interview with Media Sales/Ad Professional</li> <li>• #6 - Ad Campaign with Special Event</li> </ul>	<ul style="list-style-type: none"> <li>• Examines media ratings and groups; applies rating formulas to advertising-media buying.</li> <li>• Explores and evaluates advertising cases.</li> <li>• Composing radio and TV commercials in proper copy writing format and structure.</li> <li>• Explores and evaluates advertising cases.</li> <li>• Conducting an interview by email, telephone, fax, or face to face with sales/ad professional.</li> <li>• Developing (planning and preparing) an ad campaign with a special event.</li> </ul>	100 points 100 points 200 points 200 points 200 points 300 points
<b>Participation</b>	Student Participation	Student involvement in the class, including time spent online studying lectures, posting assignments, working productively to make learning contributions in group assignments, and providing timely feedback to peer postings for case study assignments on Discussion Board.	300
<b>TOTAL POINTS</b>			2,000points

### **Course Evaluation and Grading**

This course employs a combination of self, peer, and instructor.

<b>Grade</b>	<b>Definition</b>	<b>Point Range</b>	<b>Percentage Range</b>
A	Superior	1800 to 2000 points	90 to 100%
B	Very Good	1600 to 1799 points	80 to 89%
C	Good	1400 to 1599 points	70 to 79%
D	Poor	1200 to 1399 points	60 to 69%
F	Failing	0 to 1199 points	0 to 59%

Grades are rounded up by .5%. No extra credit options are available. Course does NOT employ any curves, and uses strictly percentages indicated above for scoring. Please do NOT ask for any special grading consideration.

## Course Expectations

Student participation in Discussion Board and assignment group projects is an expected and an evaluated part of this course. Students who create a disruptive or hostile environment or fail to attend and participate in the online course **may** be asked to leave or even be dropped from the class by the instructor per APSU Policy.

All assignments are expected to be completed by the posted due date in the Course Information Class Schedule. Since students are allowed three days for the completion of examinations, no excuses for missing a scheduled examination are justifiable.

## Course Policy for Students with Special Needs

Any student who has a disability or special needs that may affect academic performance in this course is encouraged to make an appointment with Dr. Parcels to discuss this matter, or you may contact Disability Services: telephone (931) 221.6230 or for tty call (931) 221.6278. It is, however, **the student's responsibility to initiate contact with the instructor or Disability Services** to receive special accommodations in this course.

## Technical Assistance

Any student who requires assistance with technical problems experienced in an APSU Web course is welcome to contact the APSU Information Technology Help Desk online at <http://www.apsu.edu/helpdesk/>, by email at [helpdesk@apsu.edu](mailto:helpdesk@apsu.edu), or by telephone at (931) 221-4357.

## Course Syllabus Changes

Your instructor reserves the right to change this syllabus by eliminating, adding, revising, or otherwise modifying assignments, due dates, or course structure. However, students will be provided in class and by email notification of and syllabus changes.

## CLASS SCHEDULE

Week & Dates	Unit & Lecture	Assignments	Examinations	Readings
1/2 August 27 to September 9	<b>UNIT I: ADVERTISING MARKETS, AUDIENCES &amp; RATINGS</b> <ul style="list-style-type: none"><li>Lecture #1: Advertising Research &amp; Ratings</li><li>Lecture #2: Advertising Target Markets &amp; Audiences</li><li>Lecture #3: Advertising Fact Finding &amp; Strategizing</li></ul>	<b>ASSIGN #1: Target Markets &amp; Audiences; ASSIGN #2: Case Study #1</b> <b>DUE: #1 posted online by 10 PM on Tuesday, 9/4, in BlackBoard Discussion Board; DUE: #2 posted online by 10 PM on Sunday, 9/9, in BlackBoard Discussion Board.</b>	<b>EXAM I covering all of Unit I lectures and readings - available online from 10 AM on Friday, 9/7, until 10 PM on Sunday, 9/9.</b>	Chs. 1, 2, 3, & 4

**UNIT II: COMMERCIAL  
COPYWRITING, DIRECT  
ADVERTISING, & INTERNET TOOLS**

**3/4**

September 10  
to September 23

- Lecture #4: Print Ad Design and Layout
- Lecture #5: Print Ad Copy
- Lecture #6: Broadcast Commercial Copywriting
- Lecture #7: Direct Marketing
- Lecture #8 Internet Advertising and Promotion

ASSIGN #3: Audio & Video  
Commercial Copywriting; ASSIGN  
#4: Case Study #2

DUE: #3 using MS Word to post  
on in BlackBoard Discussion  
Board by 10 PM on Monday, 9/14;  
DUE: #4 posted online by 10 PM  
on Sunday, 9/23, in BlackBoard  
Discussion Board.

EXAM II covering all  
Unit II lectures and  
readings - available  
online from 10 AM on  
Friday, 9/21, until 10 PM  
on Sunday, 9/23.

Chs. 6, 7, 8, 9,  
10, & 11

**UNIT III: Marketing Communication,  
Media Sales, & Advertising Campaigns**

**5/6**

September 24 to  
October 7

- Lecture #9: Sales, Persuasion and Clients
- Lecture #10: Sales Function of Advertising
- Lecture #11: Advertising Campaigns
- Lecture #12: Advertising "Media Mix"
- Lecture #13: Media Buying, Rate Cards, & Agencies

ASSIGN #5: Interview with  
Ad/Sales Professional; ASSIGN  
#6: Advertising Campaign with  
Special Event

DUE: #5 posted online by 10 PM  
on Wednesday, 10/2, in the  
BlackBoard Discussion Board.

EXAM III covering all  
Unit III lectures and  
readings - available  
online from 10 AM on  
Friday, 10/5, until 10 PM  
on Sunday, 10/7.

Chs. 12, 13, &  
14

**EXTRA ADVERTISING  
INFORMATION**

**7**

October 8 to October  
11

- Lecture #14: Advertising Ethics
- Lecture #15: Advertising Law

DUE: #6 posted online by 10 PM  
on Thursday, 10/11, in the  
BlackBoard Discussion Board.



**8**

October 12 until  
October 19

**NONE**

**FINAL EXAM** covering  
lectures and readings  
from all 3 Unit Exams-  
available online from 10  
AM on Friday, 10/12,  
until 10 PM on Friday,  
10/19.

