

**Marketing 4230: Advertising Management
Spring 2016 Session 1
Fisher College of Business
Ohio State University
Columbus, Ohio
11:30-12:25 MWF Schoenbaum 315**

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Office Hours: 12:45-1:30 MW and by appointment. Always available via e-mail.
(Please note Marketing 4230 in the subject line of emails. All attachment and dropbox file names should be by your lastnamefirstname4230). Send email to Haugtvedt.1@osu.edu

Note: If you have any special needs or need special accommodations to access the course material, to take exams, or in class, please contact me within the first two weeks of classes. I will do my best to help.

Required Text:

Belch, George E. and Belch, Michael A. Advertising and Promotion: An Integrated Marketing Communications Perspective. 10th Edition. Please note that this book is also used for Marketing 4231. (ISBN-10: 0078028973) The bookstore has a soft copy edition [isbn 9781259337048](#) for a lower price.

Ebook versions are available for purchase at:

<http://connect.mheducation.com/class/c-haugtvedt-library-course>

COURSE ORGANIZATION

Classes: Lecture/discussion format. Lectures and discussions are intended to reinforce text and other readings. This class will cover a wide range of topics involved in the development, execution, and assessment of advertising and promotions. Students are expected to be active participants in the class lectures and online discussion board.

Exam: Two Exams. Multiple Choice, Short Answer and Concept Identification. Exams will cover material from the textbook, in-class and assigned videos, Carmen readings and Carmen discussions.

Presentation/paper: Working in groups of up to 4 students, you will complete an in-depth assessment of the advertising and promotional needs for a company, political candidate, organization, or government agency. Ultimately, you will propose an Integrated Marketing Communication plan. This will include the development of a creative brief and a “pitch” presentation (20 minutes). A final paper, approximately 25 pages in length, is due Feb 26th by 5 pm to the Carmen dropbox.

Individual paper: Students not able or wanting to work on the above group project assignment may write an individual paper on a topic related to advertising. A broad range of topics is possible. Please discuss with the Professor early in the course. Papers should be 10-12 pages in length (double spaced 12 pt) and follow APA style. No classroom presentation required for individual paper. Final paper is due to Carmen dropbox Feb 26th by 5 pm.

Course Workload: Students should expect to spend 6 hours per week, outside of class lecture time, working on assignments related to this course.

Note: Please complete Carmen Profile, with individual picture, by Feb 15th.

Participation: In-class and *online participation* are very important in this class. In-class and *online participation* are each worth 50 points (100 total points for participation).

50 points: Consistent leader in the classroom. Always prepared and initiates class discussion. Comments are focused and integrative (linking materials to other courses, work experiences, current events, etc.). *Provides web links and commentary on topics relevant to the course. Integrates materials and discussions with other courses, experiences. Starts new discussion topics and thoughtfully comments on discussions started by other students. Provides supportive evidence for point of view.*

40 points: Quality participation. Responds to instructor comments and questions. *Provides examples. Provides links to relevant web pages with some personal commentary. Responds to postings of other students and occasionally starts new discussions.*

30 points: Occasional contributions to class discussions. Brings in some new material and some new ideas. Rarely starts discussions. *Simply agrees or disagrees with the postings of others. Provides little supportive evidence*

20 points: Answers questions from the instructor. Sometimes responds to other students. Attends class regularly. *Rarely posts to the bulletin board.*

10 points: Attends class regularly but does not participate. *Less than 3 posts to the bulletin board.*

Grading: Exams worth 100 points each. Research paper/presentation worth 100 points. Participation worth 100 points. Letter grades will be assigned on the basis of the following percentage of total points:

93-100% = A, 90-92% = A-, 87-89% = B+, 83-86% = B, 80-82% = B-, 77-79% = C+, 73-76% = C, 70-72% = C-, 67-69% = D+, 63-66% = D, 62% or below = Failing.

Academic Misconduct: Students enrolled in courses at the Ohio State University are expected to adhere to the highest standards of academic conduct. The instructor and his/her assistants will be alert to any kind of inappropriate academic conduct in this course.

Suspicion of academic misconduct will be handled by official rules and policies of Ohio State University. Penalties for cheating or plagiarism may range from a failing grade on an exam or assignment, a failing grade in the course, or expulsion from the university.

The Fisher College of Business strongly enforces University attendance policies. As per University rule 3335-8-33, any student may be disenrolled from a course for failure to attend by the first Friday of the term, or by the 3rd instructional day of the term, or by the second class meeting, whichever occurs first.

Course Schedule

Week 1, Jan 11th	Course and student introductions Integrated Marketing Communications <i>Chapters 1 and 2</i>
Week 2, Jan 18th	NO CLASS, Jan 18th (Martin Luther King Day) Understanding the Consumer Targeting and Positioning <i>Chapters 3 and 4</i>
Week 3, Jan 25th	The Communication Process/Objectives <i>Chapter 5 and 6</i>
Week 4, Feb 1st	Exam I, Weds, Feb 3rd (1,2,3,4,5,6)
Week 5, Feb 8th	Establishing Objectives/Creative Strategy <i>Chapter 7, 8, 9, 10</i>
Week 6, Feb 15th	International Advertising, Ethics/Regulation/Social Marketing Chapters 19, 20, and 21
Week 7, Feb 22nd	Future of Advertising/Social Media EXAM II, Weds, Feb 24th ((7,8,9,10,19,20,21) Project writeups/individual papers due to Carmen Dropbox by 5 pm on Feb 26th