

**The Ohio State University  
Fisher College of Business  
BUSML 4230: Advertising Management  
Summer 2017<sup>1</sup>**

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**Instructor:** Lei Jia

**Classroom:** Schoenbaum Hall 215

**Office Hours:** MW 3:00 – 4:00 p.m.

**Email:** [jia.380@osu.edu](mailto:jia.380@osu.edu)

**Class Time:** MW 10:00 – 11:35 a.m.

**Office:** Fisher Hall 530

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### **Course Materials**

Required text: *Advertising and Promotion*, 10<sup>th</sup> Edition, by George E. Belch and Michael A. Belch, ISBN-13: 978-0078028977, ISBN-10: 0078028973.

- Available at OSU bookstores and online.
- I prefer that you buy this edition rather than the others. If you do buy a different edition, please note that the chapter numbers are NOT the same as in the 10<sup>th</sup> edition.

### **Course Objectives**

The purpose of this course is to give the students the basic framework for understanding advertising strategies and tactics from the perspective of integrated marketing communication. Students will be expected not only to learn the major theories and models of marketing communication in general and advertising management in specific, but also to develop an understanding of how these abstractions are utilized in developing effective advertising programs and campaigns.

In specific, the goals are to introduce you to the field of integrated marketing communications (IMC), with a specific emphasis on the role of advertising, and to apply the concepts and the frameworks to real world business problems. This course will walk you through how advertising programs are planned, developed and executed and the factors that influence this process. Consideration will be given to how to assess the effectiveness of IMC tools as well as the overall IMC program.

### **Grading**

Course grades will be determined based on the following scheme. As evident from the table on the next page, consistent performance on the exams, class participation, and the final project is necessary to excel in the class. At the same time, poor performance on any one component (e.g., exams) can be compensated by superior performance on other components (e.g., final project).

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<sup>1</sup> Syllabus version: 05/10/2017. Syllabus is subject to change.

<b>Requirements</b>	<b>% of grade</b>
Attendance & Participation	15%
First Exam	25%
Second Exam	25%
Final Group Project	35%
Total	100%

### **Grades Assignment**

<b>Grade</b>	
A	93.0 – 100
A -	90.0 – 92.9
B +	87.0 – 89.9
B	83.0 – 86.9
B -	80.0 – 82.9
C +	77.0 – 79.9
C	73.0 – 76.9
C -	70.0 – 72.9
D +	67.0 – 69.9
D	63.0 – 66.9
D -	60.0 – 62.9
F	59.9 or less

### **Class Attendance and Participation**

Attendance and participation are VERY important in creating a class environment that is both interesting and meaningful to the student. You should attend all classes. If you miss a class, you will be responsible for everything covered or announced in the class. Come to class on time and try NOT to leave early. Absences from class are excused for reasons of: (1) illness, (2) deaths or major family misfortunes, and (3) off-campus interviews. Documentation is required for all excused absences, for example: note from health center or doctor, obituary notice, interview invitation email, etc. Attendance is taken at the beginning of class so if you arrive late make sure to “check in” after class.

Students should be prepared with the readings assigned for each class. Class participation is considered an integral component of the learning experience. Both quantity and quality of students’ comments will be taken into consideration when evaluating class participation. Professionalism in classroom is expected and will be evaluated.

### **Exams**

All students take two exams during the semester (see class schedule for dates). Exam questions come from assigned readings and information and examples discussed in class. Each exam consists of 40 multiple-choice questions. Both the exams will include material from the textbook, classroom discussion,

and any supplemental material provided by the instructor. The exams will not be cumulative. It is the student's responsibility to bring pencils to each exam. All exams must be taken in class at the scheduled time.

### **Final Group Project**

The purpose of the final project is to provide students with direct experience in developing a marketing communication plan **with a specific focus on advertising campaign**. The details about the project will be announced later in the class. It must be emphasized that the instructor acts only as a consultant/advisor during the project.

Each group will make an oral presentation in class as well as provide a brief written report. The written reports and the oral presentations of the project will be summaries of the group's analysis and recommendations. The final project (written and oral) will be evaluated based on the following criteria:

- a) Originality and creativity
- b) Clarity of presentation
- c) Information value (provides a learning experience for you and the class)
- d) Completeness (discuss all relevant issues, pros and cons)
- e) Analytical/logical expression.

Final project groups will be formed later in the course. It is the students' responsibility to find their own team members. Each student will evaluate the relative contribution of other members of his/her final project group. This project peer evaluation will be used as one input in project grades.

### **Carmen**

Class announcement, slides, and some other class-related materials will be posted on *Carmen*. Students are responsible for checking the course website before each class for relevant information. Usually, slides will be posted on *Carmen* 24 hours in advance.

### **Grade Appeal Policy**

Grades on exams and the final project are intended to reflect the overall quality of performance of the student(s). If you think your grade on an exam or the final project does not reflect the quality of your performance, submit a clear written explanation of your reasoning within one week after the return of your assignment or test. The written document need not be long, but must clearly identify the problem or issue of concern. Any grade appeals must be conducted in writing via email. I will carefully consider all such appeals. I reserve the right to re-grade all portions of an assignment or test. There will be no grading appeals after the one-week deadline has passed.

### **Honor Code**

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's *Code of Student Conduct* and that all students will complete all academic and scholarly

assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University’s *Code of Student Conduct* and this syllabus may constitute “Academic Misconduct.”

The Ohio State University’s *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: “Any activity that tends to compromise the academic integrity of the University, or subvert the educational process.” Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University’s *Code of Student Conduct* is never considered an “excuse” for academic misconduct, please review the *Code of Student Conduct*, specifically, the sections dealing with academic misconduct. Other sources of information on academic misconduct (integrity) to which you can refer include:

- The Committee on Academic Misconduct web pages ([oaa.osu.edu/coam/home.html](http://oaa.osu.edu/coam/home.html))
- *Ten Suggestions for Preserving Academic Integrity* ([oaa.osu.edu/coam/ten-suggestions.html](http://oaa.osu.edu/coam/ten-suggestions.html))

### **Disability Policy**

Students with disabilities or requiring special accommodations should work directly with The Ohio State University Student Life Disability Services (SLDS). SLDS is located in 098 Baker Hall / 113 W. 12<sup>th</sup> Ave. The phone number is (614) 292–3307. The email is [slds@osu.edu](mailto:slds@osu.edu).

### **Class Schedules (Subject to Change)**

<b>Date</b>	<b>Scheduled Topic</b>	<b>Readings</b>
10-May	Introduction: IMC	Chapter 1
15-May	Targeting and Positioning	Chapter 2
17-May	Consumer Behavior	Chapter 4
22-May	The Communication Process	Chapter 5
24-May	Source, Message, and Channel Factors	Chapter 6
29-May	Memorial Day - no class	
31-May	Exam I	
5-June	Creative Strategy: Planning and Development	Chapter 8
7-June	Creative Strategy: Implementation and Evaluation	Chapter 9
12-June	Social, Ethical, and Economic Aspects & Career in Advertising	Chapter 21 & 3
14-June	Exam II	
19-June	Class Presentations Final Project & Peer Evaluations Due (Carmen)	