

Fall 2011

COURSE: Introduction to Advertising

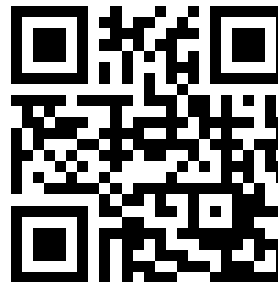
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856-767-7730 (Home); ***Fax--856-673-0717***
(Please leave message and you will get a return call)
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Scan for contact Info:



Scan for website:



BOOKS, readings and PowerPoints for this class will be discussed during first class meeting. Visit www.larrylitwin.com to view and download PowerPoints and other handouts [Student Resources > Handouts].

Each student must complete all assignments. Class participation is also considered for semester grade. Therefore, it is important that students attend all classes, interact and ask questions. Anyone who arrives late should inform Professor Litwin. Deadlines and accuracy are vital in the communication profession and are factored into final grades. **Missed tests may not be made up. Late assignments will be downgraded 10 points. Cell phones are off limits during class: No calls – no texting – no IMing. An occasional glance to check the time is acceptable. But don't "push it."** A key to your contributions: **No excuses. No exceptions.**

More than three absences WILL affect a student's grade.

Professor Litwin uses SMU's "Teaching Naked" approach in the classroom. Therefore, it is imperative that students visit www.larrylitwin.com and www.slideshare.net on a regular basis (prior to classes) in addition to relying on previous lecture notes. Knowing assignment content in advance of class makes classes more stimulating and enjoyable. Three more important points: Late assignments **emailed** must be sent to rowanassignment@gmail.com; and it is each

student's responsibility to check his/her e-mail at least once a day. Professor Litwin sends many emails – pdf handouts throughout the semester. Their intent is to save students money. Also, student report cards are posted regularly. Students may link to their report card via www.larrylitwin.com > [Student Resources](#) > [MicroGrade](#). The log in is your **LAST** name. Your password is your Banner Number.

This course explores the exciting profession of **advertising** and how it relates to the overall *integrated marketing communication (IMC)* process. All facets are covered – types, techniques, terminology, history, print, electronic, 1-2-1 communication [word-of-mouth, word-of-mouse, face-to-face], ethics, law, marketing, consumer behavior, etc. This course gives you an opportunity to evaluate ads and commercials, create your own ad and to be an educated consumer by doing some of your own marketing and media analysis, and media strategy.

Your professor's personal objective is to prepare his students for ***their future*** rather than ***his*** past. He is here to **HELP**. **Hear** what he says so you can be **Educated** to **Learn**, which will **Prepare** you for your future. You've come to Rowan University to learn. You leave here to serve.

While the entire content (Chapter 11 and others) of the text (***The Public Relations Practitioner's Playbook***) will be covered, many materials, not in the text, will also be explored – materials that might be used in other communication courses – media (sales) kits, rate cards, insertion orders, rating systems, etc. Every attempt is made to have speakers visit the class to share their academic and professional experience with us.

Grading is based on written assignments, two major exams (**25% each**), quizzes (**10%**), an individual project (**10%**), evaluation of a *media sales kit* (**10%**) and an ad file (**10%**). Students are responsible for terms used every day in advertising and the communication profession. Those terms will be highlighted in class and are found in ***The ABCs of Strategic Communication***. Class participation (**10%**) is also figured into final grade. Again, the books are optional. Materials from Litwin's books and the Wells' book will be readily available.

MISSED TESTS CANNOT BE MADE-UP. Class participation is important in figuring final grades. The more a student is prepared and participates, the better his or her chances of receiving a higher grade. Before the semester ends, it is incumbent upon every student to be known by name by the instructor. It could help a student bordering two grades.

The following sequence of assignments may change. It is each student's responsibility to pay attention in class. In the event of an absence, the student must check on assignments due.

1. Evaluate AD [Due: Tuesday, September 6, 2011] (Combined with quiz grades – 10%)

2. DESIGN YOUR OWN AD [Due: TBA] (10%)

Students design their own print or online ad or video commercial. The ad must be for a local business. You will talk to its owner and decide on the **audience/message/channel**. You may choose to do a PSA.

Print and online ads must contain:

- * creative brief
- * thumbnail
- * rough
- * final creative copy (copy platform)
- * finished ads (using type, pictures, copy, etc.)

Video (audio) ads (commercials/PSAs) must contain:

- creative brief
- thumbnail
- copy concept
- story boards
- finished tape

3. MEDIA SALES KIT Evaluation [Due: October 20, 2011] (10%)

Student should contact a representative from an ad vehicle (or a Web site) and obtain ***an advertising media sales kit***. The assignment is to evaluate (analyze) its contents by writing a brief paper.

What does it contain and how easy is it to understand? Advertising, public relations and business majors will no doubt come in contact with ***advertising media sales kits***.

It is imperative that the paper be written (typed) in clear, concise English. Points will be deducted for improper grammar and poor sentence structure, and for spelling errors. Just to make it clear, **FIVE** points will be deducted for every spelling, grammatical and typographical error.

4. AD FILE [DUE ON THE LAST DAY OF CLASS – December 15, 2011] (10%)

Turn in your ad file. It is important that the file be absolutely neat, easy to handle and contain all corrections from assignments previously turned in. It must contain a **table of contents**.

A good ad file contains a table of contents, all explanations neatly printed or typed and all ads identified. The points awarded this project are almost a bonus. Do it properly and it could be the difference between a "B" and an "A."

MOST IMPORTANTLY, DO NOT BE AFRAID TO ASK QUESTIONS ABOUT ANY OF THESE PROJECTS.

MORE on next page

Here is a partial list of ads to be included in your final ad file:

- | | |
|---|---|
| <input type="checkbox"/> ad vehicles | <input type="checkbox"/> piggy-back |
| <input type="checkbox"/> evaluation of an ad (critique) | <input type="checkbox"/> competitor-type |
| <input type="checkbox"/> brand* | <input type="checkbox"/> product placement |
| <input type="checkbox"/> retail* | <input type="checkbox"/> product integration |
| <input type="checkbox"/> directory* | <input type="checkbox"/> silent publicity |
| <input type="checkbox"/> direct response* | <input type="checkbox"/> advertorial/infomercial |
| <input type="checkbox"/> business-to-business* | <input type="checkbox"/> endorsement |
| <input type="checkbox"/> corporate | <input type="checkbox"/> testimonial |
| <input type="checkbox"/> institutional* | <input type="checkbox"/> informational |
| <input type="checkbox"/> recruitment | <input type="checkbox"/> partnering (partnership) |
| <input type="checkbox"/> political* | <input type="checkbox"/> cause marketing (positive association) |
| <input type="checkbox"/> public service (issue/advocacy)* | <input type="checkbox"/> interactive |
| <input type="checkbox"/> co-op | <input type="checkbox"/> virtual |
| <input type="checkbox"/> tie-ins | |
| <input type="checkbox"/> per inquiry | <input type="checkbox"/> specialty |
| <input type="checkbox"/> co-authored | <input type="checkbox"/> WOMM(viral – 1-2-1) |

* = Among original eight basic types of advertising

LIFE-CYCLE ADS

- ☐ intro
- ☐ growth
- ☐ maturity
- ☐ decline
- ☐ withdrawal

☐ ad(s) with:

- a) logo
- b) trademark
- c) slogan
- d) tagline
- e) signature

☐ push/pull [ONE OF EACH]

☐ 2 product-centered

- Claim
- Brag and Boast

☐ 4 prospect-centered

- Promise
- Benefit
- Reason Why
- Unique Selling Proposition (USP)

☐ Two ads comparing *DEMOGRAPHICS*

- Find two advertisements aimed at **very** different target markets. The ads may be from any media. Mount the ads with their descriptions. If you choose the electronic media, thoroughly describe the commercial. In all cases, give me your opinion.
- Use **HANDOUT** on segmentation variables to define each of the markets for these ads. Use as much detail as you can in describing them. What clues from the ad helped you gain a market description?

MORE on next page

This info goes on page to the left (or on back) of ad in AdFile
Student's Name:
Source (magazine, etc.):
Date of Ad:
Product:
Ad Type/Technique (Mechanism):
Demographic:
Why (explanation): Explanation of type/technique chosen

Grading

To view your grades, go to www.larrylitwin.com. Click on Student Resources > Student Grades>MicroGrade. Your Student ID is your **LAST** name. Your Password is your Banner Number.

A = 95-100
A- = 94-92
B+ = 91-88
B = 87-84
B- = 83-82
C+ = 81-78
C = 77-74

C- = 73-72
D+ = 71-67
D = 66-64
D- = 63-60
F = 59 and below

The following is university policy: Once drop-add ends, students are permitted to add a course only in cases of documented emergency. The special form (hardship form) for late schedule adjustment specifically calls for a description and attached documentation of the particular emergency in that student's case.

Your academic success is important. If you have a documented disability that may have an impact upon your work in this class, please contact me. Students must provide documentation of their disability to the Academic Success Center in order to receive official University services and accommodations. The Academic Success Center can be reached at 856-256-4234. The Center is located on the 3rd floor of Savitz Hall. The staff is available to answer questions regarding accommodations or assist you in your pursuit of accommodations. We look forward to working with you to meet your learning goals.

If you have a question about a class being held, call me at 856-767-7730. Best wishes for an enjoyable and successful semester!

Academic Honesty

Plagiarism is a very serious offense. If you use any material that you did not create, you must provide attribution and copyright permission. This includes copying from the Internet. Plagiarism also includes passing off another student's work as your own or

giving your work to another student. When in doubt, ask me. For Rowan's complete academic honesty policy, download the Student Information Guide from <http://www.rowan.edu/studentaffairs/infoguide> (see Academic Integrity Policy).

Anyone caught plagiarizing will receive an F for the course. (This is a statement used in another department. We are using it for this class.)

Please fill out info sheet on next page and bring to first class.

UNDERGRADUATE STUDENTS COLLEGE OF COMMUNICATION

Student Information

Your Name _____

Banner Number _____

College Address _____

City _____ State _____ Zip _____

Phone (Best Number) _____

Home Address _____

City _____ State _____ Zip _____

Home Phone _____

Work Phone _____

Fax _____

e-mail _____

High School _____ Town _____

Declared Major _____ Year _____

Other Colleges Attended _____

Profession/Employer _____

Professional Goal _____