

## Spring 2012

**COURSE:** Introduction to Advertising

**INSTRUCTOR:** M. Larry Litwin, APR, Fellow PRSA  
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**OFFICE:** Room 138 – Bozorth [256-4224]

### **BOOKS Recommended FOR THIS COURSE:**

***The Public Relations Practitioner's Playbook***  
Third Edition [Blue Cover or Purple Cover], AuthorHouse, 2009  
Author – M. Larry Litwin, APR, Fellow PRSA

***The ABCs of Strategic Communication***  
Second Edition [Green Cover], AuthorHouse, 2008  
Author – M. Larry Litwin, APR, Fellow PRSA

***Advertising – Principles and Practices* [Do NOT purchase until we discuss]**

(Ninth Edition, Prentice Hall, Englewood Cliffs, N.J. 07632 – 1995)

William Wells  
Sandra Moriarty  
John Burnett

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 Prof. 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."** (See below.) A key to your contributions: **No excuses. No exceptions.**

**More than three absences will affect a student's grade.**

Students are responsible for reading assigned chapters in *The Public Relations Practitioner's Playbook* and PR terms used in class, which are in *The ABCs of Strategic Communication*.

**Course Objectives (summarized):**

- Introduce students to the basic principles of advertising
- Introduce students to the basic tools used for advertising

**Textbook and Supplemental Reading and Class Participation:** Students are expected to read assigned chapters before class and be well prepared before coming to class. Students are encouraged to take initiative to broaden their knowledge by reading additional materials.

In addition, your participation is instrumental for not only moving the class discussion forward but also contributing to your final grade. Though attendance is required, just being present does not mean participation. Here are some tips to improve your participation:

Prepare for class. Check BlackBoard at least one day before each class for announcements and supplementary material. **Any “readings” posted on BlackBoard or emailed should be considered important.**

- Bring your book(s) to every class, as it will be referenced during class.
- If you need clarification or want additional explanation, feel free to ask a question.

**More than three absences WILL affect a student’s grade.**

Prof. Litwin uses SMU’s “Teaching Naked” approach in the classroom. Therefore, it is imperative that students visit [www.larrylitwin.com](http://www.larrylitwin.com), [www.slideshare.net](http://www.slideshare.net) and BlackBoard on a regular basis (prior to classes) in addition to relying on books. 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](mailto:rowanassignment@gmail.com); and it is each student’s responsibility to check his/her email 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](http://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 – history, print, electronic, word-of-mouth, word-of-mouse, face-to-face, ethics, law, 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.

**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.

Use of cell phones, computers, PDAs, etc:

In this class we will maintain a professional level. Use the same courtesy in class as you would in the workplace concerning the use of these devices (ringers on silent, vibrate, no calls, etc.). Because of abuse in previous classes, you may NOT use computers during class.

**1. Evaluate AD [Due: Thursday, Jan. 19] (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 and all of its components
- \* Objectives
- \* Strategy
- \* Demographics
- \* Etc.
- \* Final creative copy (copy platform)
- \* Finished ads (using type, pictures, copy, etc.)
- \* Video (audio) ads (commercials/PSAs) must contain:

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

**3. MEDIA SALES KIT Evaluation [Due: Tuesday, Feb. 7] (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.

Be certain Professor Litwin makes examples available through BlackBoard.

**4. AD FILE [DUE ON THE LAST DAY OF CLASS – April 25] (10%)**

[We will discuss in DETAIL. Your AD FILE will contain maximum of FIVE print-type ads that contain as many of the following as possible.]

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.”

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**MOST IMPORTANTLY, DON'T BE AFRAID TO ASK QUESTIONS ABOUT ANY OF THESE PROJECTS.**

**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)                            |

\* = Among original eight basic types of advertising

**MORE on next page**

**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)

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

**Grading**

To view your grades, go to [www.larrylitwin.com](http://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

**MORE on next page**

**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 \_\_\_\_\_

email \_\_\_\_\_

High School \_\_\_\_\_ Town \_\_\_\_\_

Declared Major \_\_\_\_\_ Year \_\_\_\_\_

Other Colleges Attended \_\_\_\_\_

Profession/Employer \_\_\_\_\_

Professional Goal \_\_\_\_\_