



North Central State College
MASTER SYLLABUS
2019-2020

- A. Academic Division: Business, Industry and Technology
- B. Discipline: Business Administration
- C. Course Number and Title: BUSM2110 Promotion and Advertising
- D. Course Coordinator: Ross Justice
Assistant Dean: Toni Johnson, PhD

Instructor Information:

- Name: [Click here to enter text.](#)
- Office Location: [Click here to enter text.](#)
- Office Hours: [Click here to enter text.](#)
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- E. Credit Hours: 3
- F. Prerequisites: ENGL 0040 (minimum grade of C-) or qualifying placement test score
- G. Syllabus Effective Date: Fall, 2019
- H. Textbook(s) Title:

Essentials of Social Media Marketing & Mimic Social Bundle

- Author: Stukent
- Copyright Year:
- Edition:
- ISBN: 9781307276626

Imagine Dragons Case Study

- Author: Stukent
- Copyright Year:
- Edition:
- ISBN: 9781733742023

DEWmocracy Case Study

- Author: Stukent
- Copyright Year:
- Edition:
- ISBN: 9780990798354

Delta Assist Case Study

- Author: Stukent
- Copyright Year:
- Edition:
- ISBN: 9780996790000

American Eagle Case Study

- Author: Stukent
- Copyright Year:
- Edition:
- ISBN: 9780990798347

I. Workbook(s) and/or Lab Manual: None

J. Course Description: The purpose of this course is to examine *advertising* as both a science and an art. We will attempt to blend the basic skills as detailed in the textbook with a variety of practical experiences that will culminate in group *ad* presentations. Topics covered will include the structure of the advertising business, knowing the consumer, selecting appropriate media, the uses of research, the preparation of "ad" copy and design layouts, and the future of advertising. Special attention will be directed to the goals of local advertising.

K. College-Wide Learning Outcomes

College-Wide Learning Outcomes	Assessments - - How it is met & When it is met
Communication – Written	
Communication – Oral	
Intercultural Knowledge and Competence	
Critical Thinking	
Information Literacy	
Quantitative Literacy	

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

Outcomes	Assessments – How it is met & When it is met
1. Define advertising to include classifications, evolution and functions.	Exams/quizzes throughout the semester but primarily assessed on exam during 1 st week 4 weeks.
2. Identify and debate the social and ethical considerations surrounding advertising to include government intervention and regulation of the ad industry.	Exams/quizzes throughout the semester but primarily assessed on exam during 1 st 4 weeks.
3. Be able to apply research and planning principles to advertising and marketing.	Exams/quizzes throughout the semester but primarily assessed on exam during weeks 4 - 8. Ad Project due week 14 – 16; Media Buying Memo due week 8.
4. Understand the objectives and format elements of creative copywriting.	Exams/quizzes throughout the semester but primarily assessed on exam during weeks 4 - 12. Ad Project due week 14 – 16. Ad Reviews and Critiques due weeks 2, 5, 7, 9, and 11.
5. Apply common advertising layout strategies and design a product advertisement.	Ad Project due week 14 – 16. Ad Reviews and Critiques due weeks 2, 5, 7, 9, and 11.
6. Distinguish the difference between public relations and advertising by learning the tools and concepts of public relations professionals.	Exams/quizzes throughout the semester but primarily assessed on exam during weeks 12 - 16. Ad Project due week 14 – 16.

Outcomes	Assessments – How it is met & When it is met
7. Apply media planning and selection strategies to include understanding media mix.	Exams/quizzes throughout the semester but primarily assessed on exam during weeks 8 - 16. Ad Project due week 14 – 16. Ad Reviews and Critiques due weeks 2, 5, 7, 9, and 11.

M. Topical Timeline (Subject to Change):

- Topic 1: Advertising Overview – history, contemporary issues, and career opportunities
- Topic 2: Ethical Considerations and Government/Industry/Society Regulation
- Topic 3: The Advertising Industry – culture and key players
- Topic 4: Consumer Behavior
- Topic 5: Market Segmentation
- Topic 6: Planning (Advertising and Marketing) – research and information gathering
- Topic 7: Marketing and Advertising Plans
- Topic 8: Media Strategy
- Topic 9: Creative Strategy and Creative Execution
- Topic 10: Evaluation of Print Media; related design principles
- Topic 11: Evaluation of Electronic Media; related design principles
- Topic 12: Evaluation of Digital Media and Direct Response Advertising; related design principles
- Topic 13: Evaluation of Outdoor and Supplementary Media; related design principles
- Topic 14: Public Relations – tools and strategies

N. Course Assignments:

At a minimum, the following activities will be part of every offering of this course:

1. Textbook reading – test/quiz questions are required to cover content from the assigned text (tests/quizzes are graded).
2. Ad Reviews and Critiques – apply design strategies to contemporary advertisements (assignment is graded).
3. Ad Project – creation of a comprehensive advertising campaign (assignment is graded).
4. Media Buying Memo – report of advertising cost/price information retrieved from real media providers and reproduced into an easily understood explanation of advertising costs for the assigned media (assignment is graded).
5. Peer Critiques – comprehensive critiques of other student’s ad projects based on the project rubric (assignment is graded).

O. Recommended Grading Scale:

NUMERIC	GRADE	POINTS	DEFINITION
93–100	A	4.00	Superior
90–92	A-	3.67	Superior
87–89	B+	3.33	Above Average
83–86	B	3.00	Above Average
80–82	B-	2.67	Above Average
77–79	C+	2.33	Average
73–76	C	2.00	Average

70-72	C-	1.67	Below Average
67-69	D+	1.33	Below Average
63-66	D	1.00	Below Average
60-62	D-	0.67	Poor
00-59	F	0.00	Failure

P. Grading and Testing Guidelines:

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Q. Examination Policy:

Click here to enter text.

R. Class Attendance and Homework Make-Up Policy:

Click here to enter text.

S. Classroom Expectations:

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T. College Procedures/Policies:

Important information regarding College Procedures and Policies can be found on the [syllabus supplement](#) located at <https://sharept.ncstatecollege.edu/committees/1/curriculum/SiteAssets/SitePages/Home/SYLLABUS%20SUPPLEMENT.pdf>

The information can also be found Choose an item.