Instructor: Prof. Patricia (Patty) Clarke  
Office: Fulton 533  
St. Mary’s Hall South – Ground Floor  
Office Hours: Monday 5:00 -6:00 & by request  
Class Time: Monday 6:15–9:15  
8/31/2015 – 12/15/2015  
Telephone: 781-266-6678  
Room: Stokes 211S

Boston College Mission Statement

Strengthened by more than a century and a half of dedication to academic excellence, Boston College commits itself to the highest standards of teaching and research in undergraduate, graduate and professional programs and to the pursuit of a just society through its own accomplishments, the work of its faculty and staff, and the achievements of its graduates. It seeks both to advance its place among the nation’s finest universities and to bring to the company of its distinguished peers and to contemporary society the richness of the Catholic intellectual ideal of a mutually illuminating relationship between religious faith and free intellectual inquiry.

Boston College draws inspiration for its academic societal mission from its distinctive religious tradition. As a Catholic and Jesuit university, it is rooted in a world view that encounters God in all creation and through all human activity, especially in the search for truth in every discipline, in the desire to learn, and in the call to live justly together. In this spirit, the University regards the contribution of different religious traditions and value systems as essential to the fullness of its intellectual life and to the continuous development of its distinctive intellectual heritage.

Course Description

This course explores advertising as an institution in society, both as a marketing tool and as a communication process. Designed as a comprehensive view of the subject, the course includes such topics as advertising history, regulation, communication theory and practice, the role of advertising in the marketing mix, the organization of the advertising agency, marketing/advertising research, and the creative uses of various advertising media. Students will monitor advertising in various media, assess strategy, and participate in the formulation of an advertising campaign plan.

Course Objectives

1. To develop a clear understanding of the differences between marketing, advertising and public relations and how they work together to build beneficial associations.
2. To provide students with an overview of the role of advertising in business and society and to examine the historical, economic, social, cultural and ethical dimensions of advertising.
3. To introduce students to the process of developing advertising strategies and implementing media strategies and integrating these strategies with other elements of marketing communications to develop fully integrated campaigns.
4. To provide students with information to enable them to evaluate the way marketers organize for communications and describe the role and function of advertising agencies, media companies and other marketing communication specialist organizations.
5. The student will demonstrate communication skills across cultural settings and will learn the impact of culture, gender, and age in advertising as demonstrated by in class application of concepts.
6. The student will demonstrate ethical knowledge pertaining to advertising as demonstrated by case studies and course readings.

Grading

Mid-Term Exam 25%
Term Project (2/team) or individual 30
Participation & Case Assignments 30
Final Exam 15
Exams

During the course of the term there will be a mid-term and a final. Most questions on the exams will be short answer and/or essay questions based upon the assigned reading materials, cases, classroom discussion, and activities as well as class projects and participation. Material covered during class will be the focus of the exams, not strictly the reading material. The exams are not cumulative and will cover specific materials studied in class. Final exam format will be determined.
Term Project
The class will be divided into small teams of two after the first few classes. Each team during the course of the term will develop a plan and presentation proposing a promotional campaign for a business. Because the promotional plan is a part of an overall marketing plan, some work will be required to ensure you understand the company and the business (target market, marketing strategy and positioning). The final deliverable will include a written report that includes boiler plate information on the marketing team as well as creative plans, actions and timelines. Additionally, there will be a visual section illustrating your appeal and execution with all visual support tools used to integrate your communication plan. Finally, an in class presentation of your proposal is required. This will include any creative ads, videos, role play, testimonial, print media ads, press releases, and blogs or magazine layouts in support of your proposal. The project should have a focus on current marketing techniques used today in an ever changing promotional environment.

Participation and Case Assignments
Participation is very important to the flow of the class. Attendance is important; however, attendance is expected and is not participation. If you have an excused absence please let me know via email. Attendance during presentation days and when assignments are due or prepared in class cannot be made up. You also must be present in class the day an assignment or assignment exercise is handed in to receive credit. During the course of the semester topic exercises will be assigned outside of class related to cases or reading materials and instructor led. These exercises are designed to stimulate discussion of key ideas and topics that we cover in class while motivating class discussion.

WCAS Grading System
The undergraduate grading system consists of twelve categories: A (4.00), A- (3.67), excellent; B+ (3.33), B (3.00), B- (2.67), good; C+ (2.33), C (2.00), C- (1.67), satisfactory; D+ (1.33), D (1.00), D- (.67), passing but unsatisfactory; F (.00), failure; I (.00), incomplete; F (.00), course dropped without notifying office; W (.00), official withdrawal from course. The graduate grading system is A (4.00), A- (3.67), Excellent; B+ (3.33), B (3.00), good; B- (2.67), C (2.00), passing but not for degree credit; F (.00), failure.

Grade Reports. All students are required to log into the web through Agora to access their semester grades. Students must utilize their BC username and password to log on. If your username or password is not known the HELP Desk located in the Campus Technology Resource Center (CTRC) in O’Neill Library will issue a new one. The CTRC requires a valid picture ID (a BC ID, driver’s license or passport) to obtain your password.

Text(s)/Readings (Required)
M: Advertising  William F. Arens
David H. Schaefer, Sacramento City College
Michael F. Weigold, University of Florida at Gainesville
ISBN: 0078028914

Case Course Pack:  https://cb.hbsp.harvard.edu/cbmp/import/ptos/39661951
Cases  (individual cases to be ordered from HBSP publishing  or  Reading Materials and cases.

Text(s)/Readings (Recommended)
Newspapers and Magazines: Wall Street Journal , Boston (Globe/Herald or Business Journal)  USA Today, Forbes, New York Times and trade publication such as Ad Week, Advertising Age Marketing News as well as adage.com.

Important Policies
http://www.bc.edu/content/bc/schools/advstudies/guide/academicinteg.html

Written Work
Graduate and undergraduate students are expected to prepare professional, polished written work. Written materials must be typed in the format required by your instructor. Strive for a thorough, yet concise style. Cite literature appropriately, using APA, MLA, CLA format per instructors decision. Develop your thoughts fully, clearly, logically and specifically. Proofread all materials to ensure the use of proper grammar, punctuation, and spelling. You are encouraged to make use of campus resources for refining writing skills as needed [http://www.bc.edu/libraries/help/tutoring.html].

Scholarship and Academic Integrity
It is expected that students will produce original work and cite references appropriately. Failure to reference properly is plagiarism. Scholastic dishonesty includes, but is not necessarily limited to, plagiarism, fabrication, facilitating
academic dishonesty, cheating on examinations or assignments, and submitting the same paper or substantially similar papers to meet the requirements of more than one course without seeking permission of all instructors concerned. Scholastic misconduct may also involve, but is not necessarily limited to, acts that violate the rights of other students, such as depriving another student of course materials or interfering with another student’s work.

Request for Accommodations
If you have a disability and will be requesting accommodations for this course, please register with either Dr. Kathy Duggan (dugganka@bc.edu), Associate Director, Connors Family Learning Center (learning disabilities or AHD) or Dean Paulette Durrett, (paulette.durrett@bc.edu), Assistant Dean for students with disabilities, (all other disabilities). Advance notice and appropriate documentation are required for accommodations. For further information, you can locate the disability resources on the web at http://www.bc.edu/content/bc/libraries/help/tutoring/specialservices.html

Attendance
Class attendance is an important component of learning. Students are expected to attend all classes and to arrive by the beginning of and remain for the entire class period. When an occasion occurs that prevents a student from attending class, it is the student’s obligation to inform the instructor of the conflict before the class meets. The student is still expected to meet all assignment deadlines. If a student knows that he or she will be absent on a particular day, the student is responsible for seeing the instructor beforehand to obtain the assignments for that day. If a student misses a class, he or she is responsible for making up the work by obtaining a classmate’s notes and handouts and turning in any assignments due. Furthermore, many instructors give points for participation in class. If you miss class, you cannot make up participation points associated with that class. Types of absences that are not typically excused include weddings, showers, vacations, birthday parties, graduations, etc. Additional assignments, penalties and correctives are at the discretion of the instructor. If circumstances necessitate excessive absence from class, the student should consider withdrawing from the class. In all cases, students are expected to accept the decision of the instructor regarding attendance policies specific to the class.

Consistent with our commitment of creating an academic community that is respectful of and welcoming to persons of differing backgrounds, we believe that every reasonable effort should be made to allow members of the university community to observe their religious holidays without jeopardizing the fulfillment of their academic obligations. It is the responsibility of students to review course syllabi as soon as they are distributed and to consult the faculty member promptly regarding any possible conflicts with observed religious holidays. If asked, the student should provide accurate information about the obligations entailed in the observance of that particular holiday. However, it is the responsibility of the student to complete any and all class requirements for days that are missed due to conflicts due to religious holidays.

There may be circumstances that necessitate a departure from this policy. Feel free to contact the WCAS at 617-552-3900 for consultation.

Deadlines
Assignments are due at the beginning of the class period on the specified dates. Late assignments will be graded accordingly.

Course Assignments (readings, exercises and/or experiences)

Class time is very important and will be supplemented by on-line discussions at least four times during the course term. This discussion will be through Canvas and will require some reading and commenting on other student comments.

It is expected that that on average at least 6 hours of reading and study time will be spent on out of class assignments, case analysis and term projects.

Old Spice: Repeating Success in the face of competitive Threat
Droga5
BMW Films case
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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading/Exercises/Experiences</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>8/31</td>
<td>Introduction Advertising</td>
<td>Chapter 1</td>
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<td>9/7</td>
<td>Labor Day</td>
<td>No Class</td>
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<td>9/14</td>
<td>Marketing Process</td>
<td>Chapter 2 &amp; 3</td>
<td>Read Chapters 1 - 3</td>
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<td>9/21</td>
<td>Who do we target? Project discussion</td>
<td>Chapter 4 &amp; 5</td>
<td>BMW films case</td>
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<td>9/28</td>
<td>Importance of planning</td>
<td>Chapter 6 &amp; 7</td>
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<td>10/5</td>
<td>Exam</td>
<td>Creative Strategy</td>
<td>Chapter 8</td>
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<td>10/13</td>
<td>Creative Execution</td>
<td>Chapter 9</td>
<td>Old Spice Case</td>
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<td>(Tuesday)</td>
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<td>10/19</td>
<td>Advertising Media</td>
<td>Chapter 10</td>
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<td>Print &amp; broadcast</td>
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<td>Guest Speaker</td>
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<td>10/26</td>
<td>Facebook Likes -</td>
<td>Google Case (handout)</td>
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<td>11/2</td>
<td>The Internet/Media/Social Media</td>
<td>Chapter 12</td>
<td>Google case</td>
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<td>11/9</td>
<td>Term project due</td>
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<td>11/16</td>
<td>Term project Presentations</td>
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<td>11/23</td>
<td>Discussion Question</td>
<td>Read Droga Case</td>
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<td>Future of advertising</td>
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<td>11/30</td>
<td>Media Planning:</td>
<td>Case: Droga</td>
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<td>12/7</td>
<td>Last Class</td>
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<td>12/14</td>
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<td>Course Wrap up and Review</td>
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<td>Final</td>
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Note: *This is a tentative schedule and subject to change depending upon the class needs.
**Case** means this is an instructor led discussion/teaching method where a question(s) will be asked regarding a reading of a case or article or topic of discussion to be answered to the instructor by the due date. Students will also work in teams to prepare presentations of the materials in class.