**Business Administration**

**Academic Syllabus**

**Effective: 2018-19**

**Course Number: 210011**

**Course Name: Advertising Management**

**Course components: Lecture: 3 weekly hours**

**Credits: 3**

**Course Objective:**

Advertising Management is about the strategic use of communication to attract and engage a range of consumers about a product or service. An integrated marketing campaign makes use of advertising, public relations, direct marketing, promotion, trades shows, etc. to get the message across and advance sales of a product or service.

This course will introduce students to the use of advertising and related media as part of an integrated marketing campaign, with the goal of selling a firm’s products or services to either a target audience or to a general audience. Students will come away with the necessary tools to manage an integrated advertising campaign in an effective manner, emphasizing results!

**Course Description:**

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| **Class** | **Topic**  | **Chapter** |
|  | Part 1 |  |
| 1 | Introduction to course and underlying principle to Advertising Management. Initial reading.  | Chapter 1Advertising |
|  | Advertising We will look at the role of each of these two topics.  | Chapter 2Strategic Brand Communication |
|  | Part 2 |  |
| 2 | Public Relations: is it “free”? Is it easy?  | Chapter 15Public Relations |
| 3 | We want to generate a behavioral change: a purchase. We also want to develop our brand over the long run. | Chapter 4 & 17Action and Interaction: PromotionsHow Brand Communication Works |
| 4 | Advertising requires direction and direction requires understanding. Research is the key to understanding our targeted audience.  | Chapters 6 Strategic Research |
| 5 | With that understanding, we can then segment our audience and deliver a coherent message. Strategy is the larger plan, with tactics the means of implementing the plan. Let’s talk strategy.  | Chapter 5 & 7Segmenting and Targeting the AudienceStrategic Planning |
|  | Part 3 |  |
| 6 | Now that we have a game plan, let’s talk about content. Creative content that will attract consumer’s attention.  | Chapter 8Creative Side |
| 7 | An important element in the creative content is the text. Let’s take a look at effective promotional writing. As we said earlier, our goal is to generate a behavior. For that we need an offer and offering that will generate a purchase. A direct response. | Chapter 9 & 16Promotional WritingDirect Response |
|  | Part 4 |  |
| 8 | The choice of media is often as important as the message itself. The media choice determines our viewership and whether we get the message delivered or not. Let’s look at the basics of media before we get into more detail. | Chapter 11 & 12Media BasicsPaid Media |
| 9 | Let’s look at types of media available to us. Now let’s look at media planning.  | Chapters 13 and 14Owned, Interactive, and Earned Media15. Media Planning and Negotiation |
| 10 | Before we wrap things up, we need to look at what we’ve done and determine whether or not we were effective. | Chapters 18 and 19IMC ManagementEvaluating IMC Effectiveness |

**Evaluation criteria:**

Each class and reading assignment will be followed by a home work, due the following week. You can download the home works from the Moodle files. Home works consist of 20 questions each; a mix of multiple choice, True/False, and open questions. Home works represent 50% of your final grade. Home works are to be turned in electronically (by email). Home works will be returned to students after grading.

The Final Exam will be made up of 33 questions, similar to those of the home works. The Exam will cover all topics covered over the course of the semester. The Final Exam is open book, open materials. No electronic devices are allowed during the exam.

Final Grade calculation:

15% for attendance and participation

45% for home work

40% for final exam

**Bibliography:**

Text: Advertising & IMC: Principles and Practice, 11th Edition

Author: Sandra Moriarty, et al

Pearson Higher Education
ISBN 13: 9780134483894

Homework Assignments:

Homework assignments are to be turned in digitally (not hardcopy). Mail them to me in doc form and not PDF (I can’t grade on PDF and then return them to you). Home works will be returned to students once EVERYONE has turned in their home works. Returned home works will be graded and correct answers indicated. You will be able to use them on the final exam.

Homework files are to be titled as follows:

First name Sur name HW number

example: Moshe Ben Nun HW 1