**Business Administration**

**Academic Syllabus**

**Effective: 2020 - 21**

**Course Number: 210011**

**Course Name: Advertising Promotion**

**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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|  | **Topic** |  |
| **Session** | **Part I: The IMC Foundation** | **Text Chapter** |
| 1 | Integrated Marketing Communications | 1 |
| 2 | Brand Management | 2 |
| 3 | Buyer Behaviors | 3 |
| 4 | The IMC Planning Process | 4 |
|  | **Homework 1** |  |
|  | **Part II: IMC Advertising Tools** |  |
| 5 | Advertising Campaign Management | 5 |
| 6 | Advertising Design | 6 |
| 7 | Traditional Media Channels | 7 |
|  | **Homework 2** |  |
|  | **Part III: Digital and Alternative Marketing** |  |
| 8 | Digital Marketing | 8 |
| 9 | Social Media | 9 |
| 10 | . Alternative Marketing | 10 |
|  | **Homework 3** |  |
|  | **Part IV: IMC Promotional Tools** |  |
| 11 | Database and Direct Response Marketing and Personal Selling | 11 |
| 12 | Sales Promotions | 12 |
| 13 | Public Relations and Sponsorship Programs | 13 |
|  | **Homework 4** |  |
|  | **Part V: IMC Ethics, Regulation, and Evaluation** |  |
| 14 | Relations and Ethical Concerns | 14 |
| 15 | Evaluating an Integrated Marketing Program | 15 |
|  | **Homework 5** |  |

**Evaluation criteria:**

**Home Work Assignments (45% of final grade):** three will be four home assignments, each 33 questions (each question worth 3 points). Each assignment will cover three or four lectures and their readings. You can download the home works from the Moodle files. Home works consist of a mix of multiple choice, True/False, and open questions. Home works represent 45% of your final grade. Home works are to be turned in electronically (by email). Home works will be returned to students after grading.

**Semester Paper (45% of final grade):** Integrated Marketing Communication involves coordinating a mix of tactics, combining to form a single strategy. The strategy must manage all of the messages delivered by all aspects of marketing communication so that they work together to present the brand in a coherent and consistent way. As your semester paper, you are to choose two firms with a national scope (Israeli, US, European, as you choose) and to analyze their Marketing Communication strategy, analyzing their integration of the elements noted below. A communication strategy doesn’t have to include all of the elements below, but will certainly contain most. In your analysis examine what elements in the list below are present in the firm’s Marketing Communication strategy, whether or not they present the brand in a “coherent and consistent” way and if not where they deviate from doing so.

This is not a book report: it’s a college paper. Your paper is to include a brief review of literature on the topic of Integrated Marketing Communication and how the literature relates to your firms’ communication strategy. When discussing the firm’s mix of the elements in the list below, simply listing the elements isn’t enough. Rather, your paper needs to examine each element chosen by the firm and how they interact with or support one another. The basic outline for the paper should be as follows:

Abstract

Review of the literature

Analysis of the firms’ strategy  
 analyzing the elements of the strategy and whether or not they interact with or support one another.

Conclusions

The abstract is written last, after the paper has been written.

The elements of an integrated marketing communication are:

* Advertising
* Public relations
* Sales promotion
* Direct response
* Events and sponsorships
* Point of sale
* Digital media
* Packaging
* Personal sales

Final Grade calculation:

10% for attendance and participation

45% for home work

45% for Semester Paper

**Bibliography:**

Text: Integrated Advertising, Promotion and Marketing Communications

Author: Kenneth E Clow and Donald Baack

Pearson Higher Education  
ISBN 13: 9780134485003

The text can be obtained via the Pearson Higher Education web site: <https://www.pearson.com/us/higher-education.html>