



MKTG320 - Advertising

Location: USA

Frequency: Any

Instruction: Franklin

Format: Online

Length: 6-Week

Edition: working

*Note: The PDF version of the course will not include class communications or discussion posts that are added throughout the duration of the course.  
This PDF was last updated on 2019/03/13 09:15:17.*

**Object: Course Introduction****Course Introduction****Student Content****Course Description**

A study of fundamental principles and practices of advertising that emphasizes the development of a creative strategy and the decision-making process for the recommendation, implementation, and evaluation of a promotional campaign in support of the organization's strategy.

**Prerequisites**

- MKTG 300: Marketing

**Course Introduction**

Every day, individuals are exposed to thousands of advertising messages – from radio ads when the alarm goes off to billboards as we drive to work, television ads as we watch our favorite television shows, and even logos on hats and shorts. Are these advertising methods effective? Does seeing a Nike ad or logo over and over make you want to purchase Nike products? If we did not have advertising, how would we know about new products? How can a product be best positioned for a selected target market? How should a company's advertising budget be spent in order to reach the greatest number of potential buyers? What kind of research should be done to determine if a chosen advertising campaign is working?

These questions will be answered during this course. Advertising is an exciting field and an important element in the marketing mix. This course will cover the foundational aspect of advertising and give you experience in all of the areas of advertising including print, radio, direct, point-of-purchase, outdoor, and television. Advertising is more than a clever vignette. Advertising is positioning the product in the consumer's mind, or the evoked set, in order to be the first product purchased in a given situation. Remember that before a product can be purchased, the consumer must be aware that it exists. All of promotion is used for three basic outcomes: to inform, to persuade, or to remind.

Note: Review the syllabus for Assessment (Assignments & Activities) Grading Guidelines. Note that an A indicates superior evidence of:

- Innovation and synthesis of thought
- Application of concepts and theories
- Insightful, logical reasoning
- Documentation, including requisite citations
- Usage of the conventions of standard written and spoken English

**Course Outcomes**

Upon successful completion of this course, students will be able to:

1. Develop a creative strategy.
2. Evaluate a promotional campaign from a strategic perspective.
3. Recommend a promotional campaign based on strategy and company objectives.

## Object: Course Materials



### Course Materials

#### Student Content

##### Required Text(s)

- Clow, K. E., & Baack, D. E. (2017). *Integrated advertising, promotion, and marketing communications* (8th ed.). Pearson. ISBN-13: 9780134484136.

**Obtaining Course Materials:** A digital copy of the textbook (e-textbook) for this course is accessible via VitalSource, an online platform for digital instructional materials. Clicking on any link to the book from within the course will direct you to an object from which a digital copy of the textbook can be opened in a new browser tab.

Your Franklin account was charged for these embedded materials at the time of registration. For a seamless learning experience, it is strongly recommended that you utilize the materials embedded within your course. To opt out of using these materials, access the Shortcuts menu at the top of the screen. Select the “E-Textbook Opt Out” link and follow the instructions. If you elect to opt out of using these materials, visit <http://www.franklin.edu/current-students/academic-resources/ebooks> (or refer to the ISBN listed above) to help you find and purchase the course materials on your own.

## Object: Accessing E-Textbooks



### Accessing E-Textbooks

#### Student Content

To access the text(s) for this course, click on any link to the e-textbook(s) within the course (or directly select the e-textbook object(s) located within the Syllabus container), and then click the **Open** button. It is highly recommended that you then download the e-textbook(s) to your device(s) for offline use.

**Note:** The e-textbook object(s) are titled using APA style, as follows: Author's last name (copyright year).

## Object: Clow and Baak (2017)



### Student Content

Click the **Open** button above to access a digital version of your textbook (e-textbook).

### Integrate

Activated

### LTI

Activated

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## Object: Policies and Services



### Policies and Services

#### Student Content

### Academic Policies

Please follow the links below to find the academic policies that apply to taking courses at Franklin University:

- [Academic Assessment](#)
- [Academic Integrity and Dishonesty](#)
- [Process for Student Concerns](#)
- [Academic Program Requirements](#)

### Student Responsibilities

Please follow the links below to understand what your responsibilities are with regard to taking courses at Franklin University:

- [Communications](#)
- [Time Commitment](#)
- [Attendance Policy](#)
- [Virus Policy](#)
- [General Technology Requirements](#)
- [Student Code of Conduct](#)
- Copyright - Materials used in Franklin University courses may be subject to copyright protection. For more information about copyright law, view the following resources:
  - [Franklin University Library's copyright research guide](#)
  - [Franklin University's Plan to Effectively Combat Copyright Infringement](#)

### Student Support Services

Please follow the links below to learn about the support services available to you at Franklin University:

- Learning Commons in the [Academic Bulletin](#) and on the [Franklin University website](#)
  - Library Services in the [Academic Bulletin](#) and on the [Franklin University website](#)
  - Testing Center in the [Academic Bulletin](#) and on the [Franklin University website](#)

- Disability Services in the [Academic Bulletin](#) and on the [Franklin University website](#)
- [Harassment, Discrimination, and Sexual Misconduct \(Anti-Discrimination Policy\)](#)
- [Family Education Rights and Privacy Act \(FERPA\) Information](#)
- [BlueQuill Zendesk](#), which you can also access using the Help icon at the top right of your screen
- Technology Help Desk Services in the [Academic Bulletin](#) and on the [Franklin University website](#)

## Grading Policy

Please follow the links below to learn about the grading policies for students at Franklin University:

- [Undergraduate Grading Policies](#)
- [Graduate Grading Policies](#)
- [Submission and Return Policy](#)