Instructor: Dr. Douglas Amyx

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Office Hours: M 1-4 PM; T 9-10:00 AM & 1-2:00 PM; W 1-4:00 PM; R 9-10:00 AM & 1-2:00 PM; F by appointment only.


Prerequisites: MKTG 300.

Academic Standards Policy: Effective with the fall 2003 Quarter, all students pursuing a degree in the College must earn a \textit{A/C@} or better in all courses in their major area. For example, all marketing majors will be required to earn a \textit{A/C@} or better in all marketing courses. This policy does not apply to courses taken prior to September, 2003. Additionally, please be advised that you are responsible for taking courses in the proper order and with the appropriate prerequisites. If you take a course without the designated prerequisite(s) and/or foundation courses, you will \textbf{not} be given credit for the course.

Policies & Procedures:
1. All applicable laws, regulations, policies, and procedures of the Department of Marketing & Analysis, CAB, University, and U.S. will be followed.
2. The Louisiana Tech Honor Code will be enforced and may be viewed at [www.latech.edu/tech/students/honor-code.pdf](http://www.latech.edu/tech/students/honor-code.pdf).
3. Any student requiring special accommodations or expects excused absences must meet with the Instructor immediately.
4. Class lectures, discussions, and other activities are not to be recorded.
5. Calculators and laptops may be used in class for relevant purposes only.
6. Cell phones and other communications devices must not be active during class.
7. Students are expected to be prepared for and participate in class.
8. Students are encouraged to study with others; however, each must do his/her own work.
9. Each student is expected to listen carefully to the Instructor and to other students participating in class discussions or asking questions.
10. Rude, disrespectful, or otherwise offensive behavior will not be tolerated.

Participation:
A major goal is to get everyone in the classroom to contribute in the class discussions. Past experience indicates that students do significantly better in the course if they do the following: 1) **read** the material **prior** to lecture; 2) **come to class** and **participate**; 3) **prepare** with the online chapter outlines.

**Attendance:**
It is a professional courtesy and obligation for you to attend class. Come to class on time and do not leave early. **Two points will be deducted** from the student's grade for coming to class late and **three points will be deducted** for leaving class early. These deductions will also be enforced when student presentations are being given. Past student performance has indicated that class attendance contributes significantly to student success in the course.

**Course Description:**
This course is a study of the analysis of principles of successful advertising enabling the student to appraise its effectiveness as a marketing tool. Special attention will be given to helping the student become more conscious of what constitutes effective and ineffective advertising and to create an understanding of the role that advertising plays in the total social, political and economic system as a method of communication.

**Course Objectives:**
1. To develop students' understanding of concepts and terminology involved in advertising and foster skills in applying these concepts.
2. To develop students' working knowledge of advertising strategy through the text reading, article readings, class discussion, video presentations, lectures, advertising projects, and tests.

**Course Grading:** Your grade in this course will be based on the following.

- Two multiple choice & T/F exams (100 points each) **200 points**
- One multiple choice exam worth 40 points **40 points**
- Advertising Projects (3 @ 20 points each) **60 points**
- Which Ad Pulled Best Assignments (20 @ 2 points each) **40 points**

**Total 340 points**

**Grade Scale:**
- A= 100% - 90.0% 340-306 pts
- B=89.9% - 80.0% 305-272 pts
- C=79.9% - 70.0% 271-238 pts
- D=69.6% - 60.0% 237-204 pts
- F=59.9% - 00.0% 203-0 pts

**Please note:** An 89.9% is a B, a 79.9% is a C, and so forth. I do not round up nor do I curve.

**Exams:**
There will be 2 tests worth 100 points each and a third test that covers two chapters worth 40 points. The first two tests contain 35 multiple choice questions worth 2 points each and 15 T/F questions worth 2 points each. The third test contains 20 multiple choice questions worth 2 points each, with no T/F questions. **Exams must be taken at their regularly scheduled time.**

**If an exam is missed, the student must take a comprehensive final in place of the missed test.** Bring one blue 8 ½” X 11” scantron sheet and number 2 pencil for each exam.
If there is a dispute over an exam question(s), the student must make an appointment to visit with the instructor during office hours. The instructor will respond to questions but will not debate or argue with students during class time over questions that were missed on exams.

**Which Ad Pulled Best Assignments:** Prior to class, you will pair up with another student and discuss the assigned ads. By showing up to class, you automatically get 1 point for each set of ads. If you can correctly determine which ad pulled best, that is worth another 1 point. During class, we will discuss two sets of ads worth a total of 4 points each class where assigned. A total of 20 sets of ads will be discussed, yielding a total possible 40 points for these assignments. You must turn in a student analysis sheet on time for each two person team to receive credit. **Do not put your partner’s name on the analysis sheet if he/she is not in class that day. Doing so will be considered an instance of academic dishonesty and treated as an honor code violation!** Also, late work will not be accepted without a university approved excuse. To save money, you and your partner may want to purchase one booklet and split the cost. Your team will turn in one ad with both of your names on it for credit. If your partner misses class, you may pair up with another group on that day.

**Advertising Projects:**
At the beginning of the term, you will be assigned to a group. You will be required to complete three projects during the session. You will develop and present your project as a team. All group members do not have to present for all 3 projects, but everyone should get a chance to present at least once during the quarter. After your presentation, your classmates will be expected to ask probing questions about your ad and they will discuss both strengths and weaknesses in a constructive manner. The instructor will also ask questions and make comments to improve your ad. Each group will make a 5-7 minute presentation on the project, explaining how you came up with the advertisement and have 5 minutes to respond to questions. I will ask the other students to give feedback to each presenting group. I will also make comments and ask questions to clarify the strategy/content of your project. The feedback will only be constructive in nature to aid in the learning process. Group members will evaluate each other within their respective groups after each project.

This quarter, you will develop a series of advertisements promoting the North Louisiana Military Museum.

**Project #1**
Your goal in project #1 is to create a central concept or major selling idea around which the entire campaign will be based. The major selling idea will become the foundation from which all “integrated marketing communications” (IMC) are delivered to the targeted audiences. In addition to creating a major selling idea, your team will develop a Logo that effectively communicates your major selling idea to the target market. The logo can then be incorporated into all subsequent pieces of communication. Be sure to discuss the execution style(s) that complement your advertisement (e.g., straight sell, scientific, demonstration, etc.). In developing a major selling idea, consider reading pages 255-256, as well as other related concepts such as: unique selling proposition (USP) (p. 256-257), brand image (p. 257), inherent drama (p. 258), and positioning (p. 258-260). **For each project, please bring a color overhead transparency for your presentation, a disk with the stored images, and 2 hard copies of your advertisement for the instructor & client to examine during your presentation.**
Project #2
Using your same major selling idea identified from Project #1, your team will incorporate that central concept into a direct mail piece. The objective of the direct mail piece is to entice people to visit the museum. You will use the same target market as in project #1. You may use an informational/rational basic appeal, emotional basic appeal, or a combination of both. Please specify which of these appeals you are using and discuss the execution style(s) that complement your basic appeal. Bring the overhead transparency from project #1 to show for comparison and as always, bring your new overhead transparency for project #2 to be used in your presentation, a disk with the stored images, and 2 hard copies of your advertisement for the instructor & the client.

Project #3
Here, your team will develop an outdoor advertisement. This outdoor advertisement promotes the museum as a permanent display located on the exterior wall of the museum, facing south. Your team will develop this ad using the same major selling idea as before. Also, your team has the option of using an informational/rational appeal, an emotional appeal, or a combination of both the informational/rational and emotional appeals. As always, discuss any execution style(s) that are used. Present overhead transparencies from projects #1 and #2, along with your new overhead transparency for project #3 to be used in your presentation. Do not forget to bring a disk with the stored images and 2 hard copies of your advertisement for the instructor & the client.

For each advertising Project, your group should have the following elements (note: highlighted items below are key elements that must be discussed in your presentation):

- A color overhead transparency of the ad along with a disk of stored images and 2 hard copies for the instructor & client.
- Describe your target market (demographics, psychographics, behavior, geographics, and benefit segmentation). Also, are you using an undifferentiated, differentiated, or concentrated approach to targeting your market?
- Explain what your advertisement will accomplish, see advertising objectives (p. 196-211) e.g. DAGMAR, AIDA
- Explain your Major Selling Idea (p. 255). You may also include: unique selling proposition, inherent drama, positioning, or some combination of these.
- Explain your Advertising Appeal (p. 266).
- Explain your Advertising Execution(s) (p. 275).
- Discuss the Creative Tactics, which include:
  - headline: direct or indirect
  - body copy (text)
  - Visual elements (illustration) & Colors
  - Layout (physical arrangement)
- Justify the source(s) used in the advertisement. Did you use a celebrity/non-celebrity endorser? What do the individuals in the ad (if used) look like? Why? Do you have any kind of endorsers or quotes from individuals who could endorse your product? Are you creating your own fictional brand personification (like the Jolly Green Giant)? What are its characteristics and why?
- As needed, offer a brief explanation of the other elements of the marketing mix (where can the product be purchased (place), price of the product, and the features/benefits of the product (product)).
Research Activities:
During the term, you may be asked to participate in various research activities being conducted by myself and/or other professors. You may be asked to complete survey materials, to participate in experiments, focus groups or other activities. While you are encouraged to participate in these research endeavors, your participation will be completely voluntary and you will not be penalized if you choose not to participate.

Special Needs:
Louisiana Tech University seeks to provide appropriate academic adjustments for all individuals with disabilities. This University will comply with all applicable federal, state and local laws, regulations and guidelines, specifically Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act (ADA), with respect to providing appropriate academic adjustments to afford equal educational opportunity. It is the responsibility of the student to register with and provide medical verification and academic schedules at the beginning of each term to Disability Services (257-4221; Wyly Tower 325). The student also must contact the faculty member in a timely manner to arrange for appropriate academic adjustments.

Graduate Student Requirements Taking This Course For Graduate Credit:

Research Paper: Graduate students taking this course for graduate credit will be required to turn in a term paper. When questioned as to the greatest educational need of business students, managers have consistently and uniformly indicated that written communication are the greatest needs and greatest deficiencies. In addition, students often do not develop a knowledge of library usage and journal sources as a basis for their post-university continuing study unless a research paper is required.

The research paper must relate in some manner to one of the chapter topics covered in the course (e.g., opportunity analysis, marketing research, etc). The paper will be based on articles that you find on your topic area. Your task is to summarize and integrate these articles into a meaningful discussion. The bibliographical style and reference notation in the paper body must follow that used for the Journal of Marketing. Include in the bibliography only those articles which were source materials for the term paper. You may also use a limited number of internet citations (no more than 5). Avoid using textbooks where possible. Most importantly, do not plagiarize. It is assumed that you are familiar with the definition of plagiarism, but to refresh your memory, plagiarism is the act of stealing another writer's words or ideas. To avoid plagiarism, make sure that anytime you use another writer's words, you place quotation marks around them with page number when cited verbatim and always give a proper citation. Anytime you paraphrase or use another writer's ideas, you must also provide a proper reference. Any instance of plagiarism will result in a grade of F for the course.

A majority of the material should come from recent journals found at the library. It is expected that older, seminal articles may be used to give a background to the more recent research cited in your paper. You must also include a bibliography. The bibliography contains a list of all articles cited in your paper in alphabetical order of the author's last name. In the body of the paper, identify the article which is a source or basis of the material by indicating the author and date for the article (see a recent issue of the Journal of Marketing). Below is a list of articles that you may consider to find for your topic. Be sure to use subject headings and subheadings in the
body of your paper.

**Journal List**

Journal of Marketing  
Journal of Management  
Journal of Marketing Research  
Journal of Consumer Research  
Journal of Consumer Marketing  
Journal of the Academy of Marketing Science  
Harvard Business Review  
Industrial Marketing Management  
Sloan Management Review  
Strategic Management Journal  
Journal of Business Strategy  
Journal of Business  
Journal of Management Studies  
Journal of International Business Studies  
Management Science  
European Journal of Marketing  
Journal of Retailing  
Business Horizons  
Journal of Business Research  
The Wall Street Journal  
Forbes  
Fortune  
Business Week  
Marketing News  
Advertising Age  
Adweek  
Promo  
Journal of Advertising  
Journal of Advertising Research  
Journal of Personal Selling and Sales Management

The journal list above is not exhaustive but should give you a place to start. In addition, your textbook may contain useful citations to help get you started. The library does not carry all of these journals but they may be obtained through inter-library requests. ABI Inform is an excellent data base to get started on your topic.

You may focus on a specific industry if you have a particular interest. As an example, some typical topics that have been covered in the past include the following:

Advertising Effectiveness on the Internet  
Measuring Customer Satisfaction in the Health Care Industry  
Ethical Concerns in International Marketing  
Improving Service Quality Among U.S. Businesses  
What Marketers Are Doing to Target ‘Generation Y’  
Current Approaches in Consumer Motivation Research  
Measuring Advertising Effectiveness in the Mass Media
Relationship Marketing For the 21st Century
How Marketers Are Using the Internet to Target Their Markets
Marketing to Hispanics (Here, you could also look at other special interest groups, including marketing to women, baby boomers, etc).

These are just a few examples of paper topics that would be excellent for this class. In fact, you are welcome to use any of these if you like. Do not wait until the last minute to do your library research. Try to get started early to give yourself time to change your subject if necessary and to allow time for any needed articles to be ordered through inter-library request. Research papers must be typed (10-15 double spaced pages is typical). Criteria for evaluation of the research paper include: (a) originality of approach, (b) coverage of material, (c) effort expended, (d) integration and organization of material, (e) writing style, grammar and spelling, and (f) bibliography and (g) analysis.

(a) Originality of Approach: How original and innovative are the ideas and/or the approach to presentation of the ideas in the paper.
(b) Coverage of Material: How well the paper covers the available articles on the topic.
(c) Integration and Organization of Material: How well the research material is integrated and ordered into a systematic flow.
(d) Effort Expended: How hard the student has worked as reflected in the paper.
(e) Writing: The quality of the writing style, grammar, and spelling.
(f) Bibliography: The quality and number of articles reviewed.
(g) Analysis: How well the literature is research analyzed and evaluated in the paper.

1. State the main idea(s) of the articles.
2. List and discuss the important points that the authors use to support their main ideas.
3. Identify information or ideas discussed in the articles that are also discussed in other reading you have done?
4. Identify information or ideas discussed in the articles that agree or disagree with what other sources have to say on the subject.
5. Identify any consistencies and inconsistencies among the articles.
6. Identify any new concepts discussed in the articles.

The research paper must be completed before the last day of the class and should contain the following:
(a) cover sheet, (b) table of contents, (c) introduction with mention of the topic being studied and why it is important, (d) the body (including divisional headings), (e) summary and conclusion, and (f) bibliography.

In sum, the paper is a review of the literature pertaining to a topic related to marketing management. Your goal is to sift through the literature, summarize it in an organized fashion, and compare/contrast the different viewpoints that have emerged in the discussion of that topic by researchers. Are all of the findings by researchers on this topic consistent? If not, why? Are there any gaps in the research that you can identify? These are some of the types of questions you should be asking yourself as you read through the literature.

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<thead>
<tr>
<th>Class Period</th>
<th>Date</th>
<th>Notes</th>
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<tbody>
<tr>
<td>1</td>
<td>9/13</td>
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<tr>
<td></td>
<td></td>
<td>Intro to Course Syllabus,</td>
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<td>Chapter 1 An Introduction to Integrated Marketing Communications</td>
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<td>Form Groups for Ad Projects</td>
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<td>9/15</td>
<td>Field Trip to the North Louisiana Military Museum located at 201 Memorial Drive in Ruston (just off Georgia, ph. 251-5099 or 251-5999, Ernie Stevens, Curator)</td>
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<tr>
<td>9/20</td>
<td>Chapter 2 The Role of IMC in the Marketing Process Which Ad Pulled Best? pages 1-38</td>
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<td>9/22</td>
<td>Chapter 7 Establishing Objectives &amp; Budgeting Ad Example 21 &amp; 22</td>
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<td>9/27</td>
<td>Chapter 5 The Communication Process Ad Example 23 &amp; 24</td>
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<td>Chapter 6 Source, Message &amp; Channel Factors Ad Example 25 &amp; 26</td>
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<td>10/4</td>
<td>Exam 1 (Chapters 1, 2, 5, 6 &amp; 7)</td>
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<td>10/6</td>
<td>Project #1 Due: Group Presentations</td>
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<td>10/11</td>
<td>Chapter 8 Creative Strategy: Planning and Development Ad Example 27 &amp; 28</td>
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<td>10/13</td>
<td>Chapter 9 Creative Strategy: Implementation &amp; Evaluation Ad Example 29 &amp; 30</td>
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<td>10/18</td>
<td>Chapter 3 Organizing for Advertising: The Role of Ad Agencies Ad Example 31 &amp; 32</td>
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<td>10/20</td>
<td>Chapter 4 Perspectives on Consumer Behavior Ad Example 33 &amp; 34</td>
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<td>Chapter 10 Media Planning and Strategy Ad Example 35 &amp; 36</td>
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<td>10/27</td>
<td>Project #2 Due: Group Presentations</td>
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<td>11/1</td>
<td>Exam 2 (Chapters 3, 4, 8, 9, &amp; 10)</td>
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<td>11/3</td>
<td>Chapter 20 International Advertising Ad Example 37 &amp; 38</td>
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<td>11/8</td>
<td>Chapter 22 Evaluating the social, ethical, &amp; economic aspects of advertising Ad Example 39 &amp; 40</td>
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<td>11/10</td>
<td>Exam 3 (Chapters 20 &amp; 22), Make-up Comprehensive Final Exam (Final Exam Includes All Chapters – 100 multiple choice questions)</td>
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<td>11/15</td>
<td>Project #3 Due: Group Presentations &amp; Course Evaluation</td>
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NOTICE: Adjustments in class meetings and assignments may need to be made.