

ADV 215 – Principles of Advertising, 3 credit hours

Course Learning Objectives

Upon successful completion of ADV 215, students will be able to:

- Define advertising and how it supports integrated marketing communications.
- Explain how advertising and marketing are similar, yet different.
- Identify and interpret the changes and trends in the advertising industry.
- Demonstrate the role of advertising in branding and marketing communications.
- Identify the cultural, social and psychological influences affecting consumer decisions.
- Explain strategic planning, targeting and positioning.
- Evaluate the changing media landscape in terms of consumer media usage and new media alternatives.
- Assess a variety of traditional and non-traditional media placements.
- Analyze media planning decisions involving reach and frequency.
- Identify and apply creative strategy approaches for advertising messaging.
- Explain how copy and visuals work together in an advertising campaign.
- Analyze the role of PR and how publicity can enhance an advertising campaign.
- Identify research methods for evaluating campaign messages during development and after execution.
- Recognize there are cultural differences and considerations in a global/international marketplace of ideas.
- Examine the importance of working with, representing and serving diverse publics.
- Recognize basic legal and ethical considerations of professional strategic communications.

Course Schedule/Outline

Week	Topics
1	Introductions & Orientation Unit 1: What is Advertising? Unit 2: The Advertising Industry: Ethics and Regulation Unit 3: Understanding the Target Audience / Diversity, Equity and Inclusion Unit 4: The Planning Process
2	Unit 5: The Creative Strategy and Process Unit 6: Copywriting and Visual Design Unit 7: Media Planning and Buying

	Unit 8: Media: Traditional, Audio and Video
3	Unit 9: Media: Digital, Interactive and Social Unit 10: Media: Digital, Interactive and Social Unit 11: Relationship Marketing, Packaging and Sales Promotion Unit 12: Public Relations, Sponsorships, Corporate Advertising and Campaign Evaluation

Number of assignments, tests, etc.:

There are a total of 300 points possible in this course. Points will be allocated as follows:

- 6 quizzes worth 30 points each (totaling 180 points)
- 3 discussions worth 40 points each (totaling 120 points)

Expectations of Student/Grading:

Quizzes

Students will complete six (6) quizzes during this course. All quizzes are timed (60 minutes). You must complete and save your answers within 60 minutes of starting the quiz. Please Note: The timer will not stop if you close the quiz or exit the course!

Once the quiz is started, questions will be presented to you one at a time. Once an answer is selected and saved, the navigation button will allow you to advance to the next question.

Technology problems are not an acceptable reason to miss a quiz deadline. Students are responsible for ensuring that their computer is properly-configured. Prior to attempting the first quiz, review the [Quiz Instructions](#) document within the Quizzes folder. This document covers two important quiz-related items:

- Supported browsers and browser setting configurations
- Quiz settings set by the system

Quiz Settings

After opening a quiz, you will see the following list of settings under the Instructions section of the page:

- Timed Test - Students have one hour (60 minutes) to complete the quiz once they click the Begin button.
- Time Settings - The test will save and submit automatically once time expires if the student did not properly save and submit prior to the deadline.

- Force Completion - Students can leave the quiz and re-enter/resume, however, the timer continues to run and the student is held to the one-hour time limit.
- Due Date - The date and time the quiz must be completed and submitted. The quiz cannot be started after this date and time.

Once the Begin button is selected in the bottom-right corner of the screen, the quiz begins and the 60 minute timer is initiated.

If you experience an unexpected issue (such as a power outage) that prohibits you from completing and submitting a quiz once the timer has started, contact your instructor immediately.

Quizzes are due before 11:55 p.m. Eastern Time on the dates listed on the course schedule.

Discussions

The discussion board is one of the most valuable and interactive aspects of our online course. It offers us an opportunity to share diverse insights, reflect and collaborate on the course concepts. The discussion board is an outlet for exploratory learning and expressing ideas and perspectives beyond the readings and course assignments.

We will begin the course with an introductory discussion and engage in graded discussions throughout the term. During each graded discussion, you will be required to:

- Remain active on the discussion board throughout the week and maintain a constructive dialogue — as you would in a face-to-face classroom discussion.
- Post one (1) substantive original response to the weekly question/prompt. Your original response is due by Tuesday at 11:55 p.m. ET.
- Post a minimum of four (4) substantive responses to your classmates' discussion posts throughout the week and before the discussion ends on Friday at 11:55 p.m. ET.

All posts should contribute something meaningful to the discussion. Each post should demonstrate your understanding of and reflection on the topic(s) covered in the weekly lesson and readings while building on the ideas of other students and/or digging deeper into the prompt offered by the instructor.

You should avoid posts that merely compliment (e.g. "Interesting post...") or support (e.g. "I agree with you...") another student's work. You should also avoid posting all of your responses in a single session and/or just before the Friday deadline. To make the most out of discussions and earn the highest grades, you should read all discussions posted by your classmates and post your responses on both Thursday and Friday of each graded discussion week.

Important: You may not be given credit for discussion posts that do not meaningfully contribute to the discussion or expand the conversation, as determined by the instructor's assessment. It's critical that you actively engage in discussion with both your instructor and the other students in the class. Your grade on each discussion will reflect your engagement throughout that discussion week, as well as on the content and quality of your posts.

Course discussions take place in real time. Therefore, posts submitted after the discussion ends on Friday at 11:55 p.m. ET will not be accepted or considered. You cannot make up discussions after they have ended.

You should not post to any graded discussion board more than a week before the discussion is scheduled to begin unless you have made arrangements with the instructor to post early due to extenuating circumstances.

For more information on how your discussion participation will be assessed, please review the [Discussion Board Grading Rubric](#).

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