

**MARKETING 2240**  
**Advertising**

**This is an information sheet only, not the course syllabus.**

**COURSE DESCRIPTION**

Theoretical and descriptive survey of the advertising function. Explains how advertising is used, identifies specific tasks employed, and describes how advertising is integrated into the entire marketing strategy. Included are analyses of regulatory issues, creative processes, and media outlets. Recommended: **Prerequisite(s):** Business 1100 or equivalent, and Marketing 2210 or equivalent. (3 credit hours)

**REQUIRED AND RECOMMENDED COURSE MATERIALS**

Please follow the instructions below to locate information on the textbook and other materials for this course.

1. From [COD home page](#), click on **myACCESS**.
2. Click on **Search for Credit Classes**.
3. From the **Term** drop-down box select the term.
4. Choose your course from the **Subjects** drop-down menu.
5. In the **Course #** field, enter your course number.
6. In the **Section** field, enter the course section number if known.
7. From the **Course Types** drop-down menu select **Internet/Online**.
8. Scroll to the bottom of the page and click on **SUBMIT**.
9. Click on the **Section Name and Title** link.
10. Click on **Click here for prices of required textbook(s) and supplies** and course material information will be displayed.

Alternatively, you can visit the [COD Bookstore](#) website to find this information.

**COURSE OUTLINE**

<p>Unit 1: The Basics            Chapter 1, 4, 7            Assignments:            #1a. What is Advertising assignment? #1b. How big is the Agency Business?            #2. Research assignment            Exam # 1 - Chapters 1, 4, 7</p>	<p>Unit 2: The Customer            Chapter 5, 6, 8            Assignments:            #3. Advertising strategy assignment            Exam # 2 - Chapters 5, 6, 8</p>	<p>Unit 3: The Message            Chapter 10, 11, 12            Assignments:            #4. Broadcast ad assignment            #5. Print ad assignment            #6. Brochure assignment            Exam # 3 – Chapters 10, 11, 12</p>
<p>Unit 4: The Media            Chapter 9, 13, 14, 15,            Assignments:            #7. Media plan            #8. Competitor Ads</p>	<p>Unit 5: Promotion            Chapter 3, 17, 18            Assignments:            #9. Types of Direct Marketing Activities            #10. Legalities of advertising            Exam # 5 - Chapter 3, 17, 18</p>	

## **EVALUATION/GRADING**

Tests	5 @ 100 points	= 500 points
Assignments	10 @ 50 points	= 500 points
	<b>TOTAL POINTS</b>	<b>1,000 points</b>

<b>Grade</b>	<b>Points</b>
A	1,000 - 900 pts
B	899 - 800 pts
C	799 - 700 pts
D	699 - 600 pts
F	599 - 0 pts

## **SATISFACTORY/FAIL OPTION**

The S/F grade option is available to students in this course. Contact the instructor or refer to the syllabus for details and conditions.

## **INCOMPLETE GRADE POLICY**

Incomplete grades will be **given only in extenuating circumstances** and at the sole discretion of the instructor. In order to be considered for an Incomplete grade, the following criteria must be met:

- Student must complete all work in Units 1, 2 and 3
- The above work must be completed and submitted to the instructor by mid semester.
- Student must contact the instructor by phone or email requesting permission to be considered for an Incomplete grade
- If request is approved by the instructor, the student must sign and return the Incomplete Contract issued by the instructor
- Work must be submitted by mid-semester of the next semester in order to receive the grade earned