MARKETING 2240 (IAI MC 912)
Advertising
3 credit hours

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. Completion of Business 1100 and Management 2210 is recommended prior to enrollment. (3 lecture 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

<table>
<thead>
<tr>
<th>Unit</th>
<th>Chapters</th>
<th>Assignments</th>
<th>Exams</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1: The Basics</td>
<td>1, 4, 7</td>
<td>#1a. What is Advertising? assignment&lt;br&gt;#1b. How big is the Agency Business?&lt;br&gt; #2. Research assignment</td>
<td># 1 - Chapters 1, 4, 7</td>
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<tr>
<td>#2: The Customer</td>
<td>5, 6, 8</td>
<td>#3. Advertising strategy assignment</td>
<td># 2 - Chapters 5, 6, 8</td>
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<tr>
<td>#3: The Message</td>
<td>10, 11, 12</td>
<td>#4. Broadcast ad assignment&lt;br&gt;#5. Print ad assignment&lt;br&gt; #6. Brochure assignment</td>
<td># 3 - Chapters 10, 11, 12</td>
</tr>
</tbody>
</table>
#4: The Media | #7. Media plan  
|---|---
| 9, 13, 14, 15, 17 | #8. Competitor Ads  
| #5: Promotion & Social Media | #9. Types of Direct Marketing Activities  
| 3, 17, 18 | #10. Legalities of advertising  
| # 4 - Chapter 9, 13, 14, 15 | # 5 - Chapter 3, 17, 18, 19  

**EVALUATION/GRADING**

| Tests | 5 @ 100 points | 500 points  
|---|---|---|  
| Assignments | 10 @ 50 points | 500 points  
| **Total** | **1,000 points**  

**Grade** | **Points**  
|---|---|  
| A | 1000 - 900  
| B | 899 - 800  
| C | 799 - 700  
| D | 699 - 600  
| F | 599 - 0  

**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:

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