CAMERON SCHOOL OF BUSINESS MISSION STATEMENT

The Cameron School of Business will serve students of diverse backgrounds, providing them the necessary professional skills for a changing global economy, and instilling in them a deep appreciation for ethical behavior as the hallmark of a successful and fulfilling business career. The Cameron School will provide its students a timely and comprehensive business curriculum, with opportunities for specialized study in major business fields. The faculty will provide quality teaching, as this is the core of our mission. As an extension of our teaching mission, the faculty will engage in scholarly activity and service to the University, the profession, and the community.

Instructor

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Office Hours (subject to change – any changes will be posted on BlackBoard)

Tuesday: 10:00 – 11:00, 12:15 – 1:15
Wednesday: 10:00 – 1:00
Thursday: 10:00 – 11:00, 12:15 – 1:15

Course Materials

Solomon, Michael R. – Advertising Campaigns Start to Finish

**Catalog Description**

The course will focus on strategic planning, development, and execution of advertising and integrated marketing communications programs. The course will communicate the specific function of each of the elements of the promotion mix (advertising, personal selling, public relations, sales promotions, sponsorship, direct response and interactive marketing) and how these can be strategically combined to achieve marketing objectives. The psychological theories applied to create effective integrated campaigns will also be discussed, along with the role of marketing research in reaching creative and media decisions. Prerequisite: 50+ hours.

**Program Goals and Objectives**

The Bachelor of Business Administration has five goals.

When students complete the BBA degree at the University of St. Thomas:

1. They will communicate clearly, effectively and logically in a business situation:
   - Objective 1: Graduates can demonstrate mastery of appropriate communication technology.
   - Objective 2: Graduates can produce written materials that flow logically and are grammatically correct.
   - Objective 3: Graduates can deliver a compelling oral presentation grounded in relevant information and facts.

2. They will be adept at critical thinking and be able to demonstrate creative decision making skills.
   - Objective 1: Graduates can identify the main problem and key surrounding assumptions.
   - Objective 2: Graduates can evaluate the logic, validity and relevance of data.
   - Objective 3: Graduates can solve challenging problems and discuss conclusions, implications.

3. They will be able to work effectively in teams towards achievement of goals.
   - Objective 1: When working in a group, graduates can demonstrate collaborative behaviors in the achievement of group goals.
   - Objective 2: When working in a group, graduates can evidence accountability for the achievement of group goals.
   - Objective 3: When working in a group, graduates can demonstrate a positive attitude towards the group and the other members of the group.

4. They will be able to state moral standards/principles, recognize possible moral issues and bring their moral knowledge to bear in resolving these moral issues.
   - Objective 1: Graduates can state professional codes for ethical conduct as they apply to business situations.
   - Objective 2: Graduates can discern moral issues in a business case.
   - Objective 3: Graduates can bring moral principles to bear in resolving business issues.

5. They will demonstrate an understanding of fundamental business issues and processes.
   - Objective 1: When students complete the BBA, they can demonstrate their management specific skills and competencies in Accounting, Economics, Management, Quantitative methods, Finance, marketing, Legal and Social Environments, Information System and Global Issues.
Course Objectives

The objective for this course is to gain an understanding of the techniques and strategic importance of the advertising function. We will focus on advertising’s place in the marketing mix, strategic uses of advertising, segmentation, targeting, positioning, advertising techniques, and the advantages and disadvantages of media types (among other topics). The purpose of this course is not to develop your copywriting and/or artistic skills. You should, however, become more adept at evaluating the strengths and weaknesses of others’ copywriting/artistic skills. In addition, you will gain a basic understanding of advertising’s role in a firm’s overall marketing strategy.

Class will consist of lectures and discussion. All PowerPoints presented in class will be available on BlackBoard.

This course addresses program goals 1, 2, 4, and 5

Instructional Method

Instruction will primarily take place via lecture and class discussion.

Lecture and classroom discussion will address program goals 2, 4, and 5.

Technology

For purposes of this course, you will need to be able to do the following:

• Retrieve data/articles from online databases
• Use email
• Use Microsoft Office
• Use Blackboard

Examinations

There will be two essay/short answer examinations during the course of the semester. Examinations may cover material from your text, lecture, assigned readings, cases, assignments, and so on. The examinations will be essay and short-answer in nature. See the class schedule (below) for timing of examinations.

Make-up exams are STRONGLY DISCOURAGED! If it becomes necessary to administer a make-up exam, the student may expect a grade penalty and an alternative exam format. If you simply fail to show up for an exam…or do not have a documented family emergency…you should assume that you will not be allowed to take a make-up exam.

The examinations address program goals 1, 2, 4, and 5.
Paper

One of the main goals of this class is to train you in the critical evaluation of advertising campaigns. You must, therefore, prepare a paper (and accompanying short presentation) focusing on five different ads. Each of your chosen ads should represent a different advertising philosophy. Since these are not mutually exclusive, each ad may be representative of several philosophies. You should, however, have one ad that primarily is representative of each of the following advertising philosophies…

1. Unique Selling Proposition
2. Entertainment
3. Emotional
4. Reminder
5. Image

These ads may be from any source, but you must provide me with a copy, flash drive, file, photograph, link, or detailed description of the ads you choose to critique. You should discuss each ad within the context of its primary philosophy and also comment on the efficacy of each ad. You must also detail the source of the ad. What this means, practically speaking, is that you can’t just search for ads on youtube or google. You need to first see/hear the ad in its natural context…then you can try to find a copy online…or a scan of the ad (if it’s a print advertisement). Fake ads are not acceptable and you will not get credit for them if they are included in your paper.

For the presentation, you should expect to discuss two or three of your chosen ads in front of the class. You will have approximately 10 minutes for your presentation.

Papers must be typed. No hand-written papers will be accepted. No late papers will be accepted. Papers must simply be stapled in the upper left-hand corner. Do not put your paper in a fancy binder, folder, or notebook. Failure to follow these directions will result in a deduction of ten points from your paper grade. Failure to turn in your paper by the due date will result in a zero for the assignment. No exceptions.

You may write in paragraph or outline form. Grammar and spelling will count. Pay special attention to paragraph breaks. Nothing drives me crazy like overly long paragraphs. I may deduct up to ten points for grammar and spelling. Your paper should also include adequate and appropriate headings and subheadings. Failure to use headings and subheadings appropriately will result in a deduction of ten points from your grade.

The paper/presentation addresses program goals 1, 2, and 4.
Attendance

Because class discussion is critical to the learning process, attendance will be recorded. This not only provides for an opportunity to participate in class discussion, but also provides a relatively easy way for you to earn points toward a higher grade. No distinction will be made between excused vs. unexcused absences. I don't need to hear reasons. I will begin taking attendance during the second day of class. Attendance will be assessed as follows:

<table>
<thead>
<tr>
<th>Absences</th>
<th>Grade</th>
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<tbody>
<tr>
<td>0</td>
<td>100%</td>
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<tr>
<td>1</td>
<td>100%</td>
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<tr>
<td>2</td>
<td>100%</td>
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<td>3</td>
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<td>4</td>
<td>80%</td>
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<tr>
<td>5</td>
<td>60%</td>
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<tr>
<td>6 or more</td>
<td>0%</td>
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Grading Criteria

- 30% Exam 1
- 30% Exam 2
- 30% Paper
- 10% Attendance

A  93 +
A-  90 - 92
B+  87 - 89
B   83 - 86
B-  80 - 82
C+  77 -79
C   73 - 76
C-  70 - 72
D+  67 - 69
D   60 - 66
F   Below 60

Statement of Academic Integrity

Ethical conduct is essential to a community of scholars and students searching for the truth. Anything less than total commitment to honesty and honorable conduct undermines the efforts of the entire community. Academic integrity lies at the very heart of any institution of higher learning. In the Cameron School of Business, students and faculty are expected to commit to a code that exemplifies each individual's honor and integrity. Any conduct that violates this standard and betrays the respect of others is a matter of grave concern and, accordingly, is deemed unacceptable.
Cheating and Plagiarism

Cheating and/or plagiarism are not acceptable and are not tolerated. If you are unsure what either of these mean, you probably should not be in graduate school. If I catch you cheating or plagiarizing you will receive an immediate grade of “F” for the class and I will report your behavior to the registrar’s office. If this happens to be your second offense, you will be dismissed from the University and your transcript will note that you were dismissed for academic dishonesty. Do not do it! If you have any further questions regarding these issues I suggest you familiarize yourself with the Cameron School of Business Graduate Handbook.

Examination Policies

• Bring several blue or black pens.
  o No color ink other than blue or black may be used.
  o No pencil allowed. (Implicit in this is that there is no erasing allowed.)
  o No white out or correction tape allowed.
• If the exam involves blue books, you must use the blue books I provide.
• You may not eat anything during the exam.
• You may, however, consume a tasty beverage during the exam.
• You may not leave the classroom for a restroom break during an exam.
• You may not leave the classroom for a phone call. If you are “on call” during an exam you should make other arrangements. Once you leave the room you are finished with the exam.
• Be punctual for the exam.
  o You may not arrive to take the exam after the first person has completed and left the classroom. In other words, once someone has completed the exam and left the room no one else will be allowed to begin the exam. You will receive a zero.
  o If you arrive late, you may not be allowed full time to take the exam. Once the last person (that arrived on time) leaves, the exam is over. All the exams of any students who arrived late will also be collected. Come on time.
  o Exams will not necessarily be scheduled for the entire class period.
• You may not touch/handle any of your belongings during the exam.
  o I reserve the right to ask you to place all belongings at the front of the classroom.
• No talking/whispering at all.
• No asking for hints.
• Don’t ask me if your answer looks correct.
• No electronic devices allowed during the exam.
  o This includes any type/brand of smart watch. If you have one, you will need to remove it. Failure to do so will result in a grade of zero (0) for the exam.
• No headphones (even if they are not attached to an electronic device).
• Phones must be off. No noise. No vibration.
• I reserve the right to decide where you sit during exams.
• No wandering eyes. If I see your eyes wandering I will assume you are cheating.
• If I see your hands any place other than on top of your desk I will assume you are cheating.
• No sunglasses, prescription or otherwise. I need to see your eyes.
• No caps or hats with bills.
• Don’t slam the door or leave it wide open when you leave. Be polite.
• Failure to abide by these policies will result in a zero for the exam…unless…you are cheating (see above).
Incompletes

A grade of “I” is given only in cases of documented emergency or special circumstances late in the semester (provided that you have been making satisfactory progress). An Incomplete Grade Contract must be completed. Do not assume that if you fail to turn in work that you will get an incomplete. If you do receive an incomplete, it will be your responsibility to complete the remaining coursework in a timely manner. Failure to do so will result in the “I” being changed to an “F.”

Extra Credit

I do not give extra credit. **Don’t ask.** I don’t need to hear about how much you need to make a good grade…everyone else feels the same way.

Late Assignments

I do not accept late cases/papers/assignments. **Don’t ask.** The only exception to these policies would be in the case of a documented family/medical emergency.

Accommodations

The University of St. Thomas abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973. If you have a documented disability that may impact your performance in this class and for which you may require accommodations, you must be registered with and provide documentation of your disability to Counseling and Disability Services which is located on the second floor of Croocker Center. Contact Debby Jones or Rose Signorello at 713-525-6953 or 713-525-3162.

Schedule: (subject to change – any changes will be posted on BlackBoard)

**Week 1**
01/18  No Class

**Week 2**
01/23  Chapter 2 – A User’s Manual
01/25  Chapter 2 – A User’s Manual

**Week 3**
01/30  Chapter 3 – Advertising and Society
02/01  Chapter 3 – Advertising and Society

**Week 4**
02/06  Discussion of Super Bowl Ads
02/08  Chapter 12 – Make the Message Sell

**Week 5**
02/13  Chapter 12 – Make the Message Sell
02/15  Chapter 4 – Consumers and the Communication Process
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<thead>
<tr>
<th>Week 6</th>
<th>02/20</th>
<th>Chapter 4 – Consumers and the Communication Process</th>
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<tbody>
<tr>
<td></td>
<td>02/22</td>
<td>Chapter 5 – Know Your Audience</td>
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<tr>
<td>Week 7</td>
<td>02/27</td>
<td>Chapter 5 – Know Your Audience</td>
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<td></td>
<td>03/01</td>
<td>Exam 1</td>
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<tr>
<td>Week 8</td>
<td>03/06</td>
<td>Chapter 6 – Segment, Target, and Position Your Audience</td>
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<tr>
<td></td>
<td>03/08</td>
<td>Chapter 6 – Segment, Target, and Position Your Audience</td>
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<tr>
<td>Week 9</td>
<td>03/13</td>
<td>Spring Break</td>
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<td>03/15</td>
<td>Spring Break</td>
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<td>Week 10</td>
<td>03/20</td>
<td>Chapter 7 – Decide What You Can Afford to Say</td>
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<td>03/22</td>
<td>Chapter 8 – Create a Strategy</td>
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<td>Week 11</td>
<td>03/27</td>
<td>Chapter 8 – Create a Strategy</td>
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<td>03/29</td>
<td>Easter Break</td>
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<td>Week 12</td>
<td>04/03</td>
<td>Chapter 9 – Choose Your Communication Weapons</td>
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<td></td>
<td>04/05</td>
<td>Chapter 9 – Choose Your Communication Weapons</td>
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<tr>
<td>Week 13</td>
<td>04/10</td>
<td>Chapter 10 – Plan and Buy Media</td>
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<td>04/12</td>
<td>Chapter 10 – Plan and Buy Media</td>
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<tr>
<td>Week 14</td>
<td>04/17</td>
<td>Chapter 11 – Execute on All Platforms</td>
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<td>04/19</td>
<td>Chapter 11 – Execute on All Platforms</td>
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<tr>
<td>Week 15</td>
<td>04/24</td>
<td>Paper Due, Presentations</td>
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<td>04/26</td>
<td>Presentations</td>
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<td>Presentations</td>
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<td></td>
<td>05/08</td>
<td>Tuesday - Final Exam Period (Exam 2): 12:00 – 2:30</td>
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