

PRINCIPLES OF ADVERTISING

APEC 351: Section 1

FALL 2007

Instructor: Dr. Bonnie Martin
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Class time: T/TH 2:00-3:15 p.m.
Office hours: T/TH- 12:45-1:45 p.m.
and other times by appointment

If an instructor is not in the classroom by 2:15 the student may leave.

Required Text: Wells, Moriarty, and Burnett, Advertising: Principles and Practice:
Prentice Hall, 2006. 7th edition

Goals and Objectives:

1. Understand the various functions of advertising.
2. Understand the foundations of research and audience analysis that is imperative to successful advertising.
3. Understand the various media formats that carry advertising and promotional messages to audiences.
4. Understand the planning, research, and production necessary to create an advertising campaign.
5. Understand some of the specialized areas of advertising, such as social effects, economic effects and ethical considerations.

Clemson University's statement on Academic Integrity:

“As members of the Clemson University community, we have inherited Thomas Green Clemson’s vision of this institution as a ‘high seminary of learning.’ Fundamental to this vision is a mutual commitment to truthfulness, honor, and responsibility, without which we cannot earn the trust and respect of others. Furthermore, we recognize that academic dishonesty detracts from the value of a Clemson degree. Therefore, we shall not tolerate lying, cheating, or stealing in any form.

When in the opinion of a faculty member, there is evidence that a student has committed an act of academic dishonesty the faculty member shall make a formal written charge of academic dishonesty, including a description of the misconduct, to the Associate Dean of Undergraduate Services. At the same time, the faculty member may, but is not required to, inform each involved student privately of the nature of the alleged charge.”

In addition:

Disruptive or unethical behavior will not be tolerated. Students who exhibit prohibited behavior will be subject to the university discipline process, which can result in various sanctions including suspension from the university.

Class Attendance:

College work proceeds at such a pace that regular attendance is necessary for each student to obtain maximum benefit from instruction. Regular and punctual attendance at all class sessions is a student obligation, and each student is responsible for all work, including test and written work, in all class sessions. No right or privilege exists that permits a student to be absent from any given number of class sessions. All absences are matters to be resolved between the instructor and the student. In the event that a student finds it necessary to be absent from class, it is the student's responsibility to make up resulting deficiencies.

There is no make-up for graded in class assignments.

Grading:

There will be 4 tests (includes final exam). One test score will be dropped from the final grade calculation. If you have an event, activity, illness, etc. that causes a missed test (whether University sanctioned and excused or not) then it will be considered the "dropped" exam.

Exams (four, drop one)	90%
Assignments	10%

The grading scale for course grades will be:

90-100	A
80-89	B
70-79	C
60-69	D
under 60	F

Special Instructions:

Students are required to check Blackboard each day for any announcements or assignments.

You will need to purchase Scantron sheets for each test. These are available in the Bookstore.

TENTATIVE Course Schedule

Introduction to Advertising
Advertising's Role in Marketing
Advertising and Society
Test
How Advertising Works
The Consumer Audience
Strategic Research
Test
Strategic Planning
Print and Out-of-Home Media
Broadcast Media
Test
Interactive and Alternative Media
Direct-Response
Sales Promotion, Events and Sponsorships
Public Relations
Final

Schedule is subject to change.

The instructor reserves the right to modify any portion of the syllabus as needed.