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Liberal Studies

LSC Use Only Proposal No:

UWUCC Use Only Proposal No: 10-48

LSC Action-Date:

UWUCC Action-Date: App-4/5/11

Senate Action Date:

App-4/19/11

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person(s) Parimal Bhagat, Ph.D. and Rajendra Garg, Ph.D.	Email Address bhagat@iup.edu and garg@iup.edu
Proposing Department/Unit Marketing	Phone 7-3315 and 7-4547

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

☐ New Course ☐ Course Prefix Change ☐ Course Deletion
☒ Course Revision ☐ Course Number and/or Title Change ☐ Catalog Description Change

Current course prefix, number and full title: MKTG433: AdvertisingProposed course prefix, number and full title, if changing: MKTG 433 / 533 Advertising Proposal for creating Dual Level Listing of an Existing Co

2. Liberal Studies Course Designations, as appropriate

☐ This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)
☐ Liberal Studies Learning Skills ☐ Liberal Studies Knowledge Area ☐ Liberal Studies Capstone ☐ Liberal Studies Elective
☐ Liberal Studies Competency-Across-the-Curriculum (please mark the CAC(s) for which the course is intended)
 ☐ Global Citizenship ☐ Information Literacy ☐ Oral Communication
 ☐ Quantitative Reasoning ☐ Scientific Literacy ☐ Written Communication

3. Other Designations, as appropriate

☐ Honors College Course ☐ Other: (e.g. Women's Studies, Pan African)

4. Program Proposals

☐ Catalog Description Change ☐ Program Revision ☐ Program Title Change ☐ New Track
☐ New Degree Program ☐ New Minor Program ☐ Other

Current program name: _____Proposed program name, if changing: _____

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)		09/24/10
Department Chairperson(s)		09/24/10
College Curriculum Committee Chair		10/5/10
College Dean		10/5/2010
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signatures (with title) as appropriate:		
UWUCC Co-Chairs		4-5-11

ing. to grad. school 5-18-11

Syllabus of Record

MKTG 433 Advertising

Prerequisite: MKTG320 or equivalent

I. Catalog Description

Prerequisites: MKTG 320

An introduction to the principles, practices, and creations of advertising. Use of various media and legal, economic, social, and ethical aspects of advertising are also considered.

II. Course Outcomes:

Students will be able to:

1. Demonstrate an understanding of the Advertising Principles and Practices.
2. Show application skills in formulating and implementing the Advertising Plan and tactical decisions using the Media Plan.
3. Explain the role of Advertising in better serving customer needs and building a competitive advantage.
4. Discuss and debate a wide range of ethical, global and social issues of Advertising.
5. Demonstrate the competence to develop and implement the Advertising Plan for a business or non-profit organization.

III. Course Outline

- A. Introduction to Advertising (3 hours)
 1. The Roles and Functions of Advertising
 2. The Key Players in the Industry
 3. Types of Advertising
 4. What makes an AD effective?
- B. Advertising's Role in Marketing (3 hours)
 1. The Marketing Process
 2. How Agencies Work
 3. International Marketing
 4. The Dynamics of Modern Marketing
 5. Global trends in Advertising
- C. Advertising and Society (3 hours)
 1. Review and Regulation of Advertising
 2. Advertising's Regulatory Environment
 3. Media Review of Advertising
 4. Advertising Ethics
- D. How Advertising Works (3 hours)
 1. Advertising as Marketing Communication
 2. The Effects Behind Advertising Effectiveness
 3. Perception, Cognition and Affect
 4. Association, Persuasion and Behavior
- E. The Consumer Audience (3 hours)
 1. Cultural and Social Influences on Consumer Decisions
 2. Psychological Influences that Motivate Consumers
 3. Behavioral Influences on Consumer Decisions
 4. Segmentation and Targeting

Test#1 (1.5 hours)

- F. Strategic Research (3 hours)**
 - 1. Quest for Intelligence and Insight
 - 2. The Use of Research
 - 3. Research Methods used in Advertising Planning
 - 4. Research Challenges
- G. Strategic Planning (3 hours)**
 - 1. The Strategic Planning Process
 - 2. Strategic Planning Decisions
 - 3. Account Planning
- H. Print and Out-of-home Media (2 hours)**
 - 1. Basic Media Concepts
 - 2. Print Media
 - 3. Newspapers and Magazines
 - 4. Packaging
 - 5. Out-of-home Advertising
- I. Broadcast Media (2 hours)**
 - 1. Radio
 - 2. Television
 - 3. Film and Video
 - 4. Product Placement
- J. Interactive and Alternative Media (2 hours)**
 - 1. Interactive Media
 - 2. Internet Advertising
 - 3. E-mail Advertising
 - 4. Alternative and New Media

Test#2 (1.5 hours)

- K. Media Planning and Buying (4 hours)**
 - 1. The Media Plan
 - 2. Media Objectives
 - 3. Media Strategies
 - 4. Media Buying
- L. The Creative Side: Copywriting, Design, Production (4 hours)**
 - 1. Facets of Creative Strategy
 - 2. Copywriting for Print, Radio and Television
 - 3. Visual Communication
 - 4. Print and Television Art Direction
 - 5. Effective Web Design
- M. Other Marketing Communications (4 hours)**
 - 1. Direct Response and Database Marketing
 - 2. Sales Promotion and Trade Shows
 - 3. Public Relations
 - 4. Special Advertising Situations

Final Exam will be administered during the final exam week

IV. Evaluation Methods

For Undergraduate Students:

Two tests during the semester	40%
Final Examination	30%
The Advertising Plan (in groups of four)	30%

Attendance Policy:

Although there is no formal attendance requirement policy for this class, regular attendance and participation in class discussions and exercises is critical for achieving course objectives.

V. Required Textbook

Advertising: 7th Edition by Wells, Burnett and Moriarty; Prentice-Hall; 2006.

VI. Special Resource Requirements

Classroom must be equipped with Internet access and display capabilities for the teacher.
Students must have access to Internet for 2 hours per week outside of class hours.

VII. Bibliography

Books:

Aitchinson, Jim (1999), Cutting Edge Advertising: How to Create the World's Best Print for Brands in the 21st Century. New York: Prentice Hall.

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Subject: RE: UWUCC screening committee MKTG 433

From: Parimal Bhagat

Date: 02/08/11 09:28 AM

To: 'Joann M Migyanka'

Joann:

Or, check to see if my reply opens up with all the previous conversation.
Thank you Pari

Parimal S. Bhagat, Ph.D.
Associate Professor of Marketing
Chair, Marketing Department

402A Eberly College of Business and IT
Indiana University of Pennsylvania
Indiana, PA 15705
(724) 357 3315 or (724) 357 3170 (Ms. Kathie McCurdy)

Office hours: MTWR 9 am -11 am; and by appointment.

"Criticism is something we can avoid easily by saying nothing, doing nothing, and being nothing." - Aristotle

>"Rationale for revision:

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>

>The topic of the course - Advertising - is extremely important to the
>Marketing Curriculum and is accordingly a very attractive Marketing
Elective

>as evidenced by the fact that a large majority of the Marketing Majors opt
>to take the course. Further, it has proved attractive to Graduate students
>who take it as part of their Marketing Concentration in the MBA program. By
>dual-listing the course and offering multiple sections of this course more
>regularly, we intend to serve the growing needs of both undergraduate
>students and graduate students."

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10-48

MKTG 433

MKTG 533 SYLLABUS OF RECORD APPENDIX

II. Course Outcomes:

For MKTG 533, in addition to the course outcomes for MKTG 433, the Graduate Students will be able to:

6. Demonstrate an understanding of the analytical approach to Integrated Media Planning and Budgeting to achieve strategic and communication objectives.

7. Demonstrate familiarity and knowledge of the theories and analytical models of integrated marketing communication.

IV. Evaluation Methods:

For Graduate Students:

Two tests during the semester	30%
Final Exam	20%
The Advertising Plan (in groups of 3)	30%
Research Paper on Contemporary topic in Advertising	20%

Additional Expectations for evaluation of graduate students:

The two tests and final exam for graduate students will have additional questions that assess the knowledge of theories and analytical models of integrated marketing communication.

The Advertising Plan will include an additional section titled "The Media Plan, Schedule and Budget supported by analytical models of budgeting". Further, the Advertising Plan will be supported by the latest theories of integrated marketing communication and fully integrate New Media (such as social media) in the proposed media mix.

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