

# COURSE SYLLABUS

Professor's Information	
Name	Dr. Raphael Nakhumbi Ogutu
Affiliated University	Africa Nazarene University

Course Information			
Course Name	Principles of Advertising	Number of Lectures	12
Course Date	24 <sup>th</sup> January 2022-13 <sup>th</sup> May 2022	Course Language	English
Keyword	Advertising, Marketing, Communication, Media, Persuasion, Branding		

Course Description (100 ~200 words)	This course aims to build student knowledge in the discipline of advertising and seeks to equip students with the ability to apply theoretical knowledge within a most practical setting – locally, regionally and globally. It introduces students to some basic techniques of advertising copywriting for both electronic and print media. The student will also learn about the role of advertisement in the economic, social, communication, and marketing structure; He or she will also be exposed to a basic understanding of the advertising industry. Student will gain knowledge on how media and internet plays a key role as channels of communication, branding, and publicity for newspapers, magazines, radio, internet and television.
Course Goals and Objectives (Approximately 100 words)	<ol style="list-style-type: none"> <li>1. Show an understanding of the theory, principles and function of advertising; and the basic principles that guides its practitioners in the market.</li> <li>2. Analyze the role of advertisement in the economic, social and marketing structure; Have a basic understanding of the advertising industry locally, regionally and globally.</li> <li>3. Understand advertisement design for newspapers, magazines, radio, internet and television; apply basic communication theories and concepts for commercial advertising purposes.</li> <li>4. Critic the basic structure of an advertising agency, how each functional department contributes to the final communication piece (research, strategy, media, creative, production and account management), and the strengths and limitations of an advertisement/advertising campaign.</li> </ol>
Textbook	<b>(The format : Title, Author/Editor, Publisher, Year of Publication)</b> Advertising & IMC: Principles and Practice., Moriarty, Sandra., Mitchell, Nancy D., Wood, Charles, and Wells, William D. 11th Ed. Pearson Prentice Hall Inc., 2019
References	<ul style="list-style-type: none"> <li>● Ogilvy on Advertising in the Digital Age, Young, Miles, Bloomsbury USA.2018</li> <li>● Advertising Creative: Strategy, Copy, and Design , Altstiel, Tom.,Jennings, Marcel and Grow, Jean. 5th Edition (Revised Edition) Sage Publication Inc. 2019</li> <li>● Contemporary Advertising. Arens, William. F., Weigold, Michael. F., Arens, Christian.. 15<sup>th</sup> Ed. McGraw Hill Higher Education (1702). 2016</li> <li>● Integrated Advertising, Promotion and Marketing Communications, Clow, Kenneth and Baack, Donald, 8th Edition. Pearson. 2017</li> <li>● EBOOK : Advertising &amp; IMC: Principles and Practice., Moriarty, Sandra., Mitchell, Nancy D., and Wells, William D. 9th Ed. Pearson Prentice Hall Inc., 2012</li> </ul>

	<p><a href="https://epdf.tips/advertising-amp-imc-principles-and-practice-9th-edition-advertising-principles-a.html">https://epdf.tips/advertising-amp-imc-principles-and-practice-9th-edition-advertising-principles-a.html</a></p>
<p>Course Requirements and Grades</p>	<p>Competence in reading and writing English language. A Final exam of two sections: I on objective or multiple choices and II Subjective questions from all the lectures, and one mid- term test will be submitted, which will cover the first 6 weeks topics, the total will equate to <b>100%</b>. <b>MID-TERM -EXAM- 40%</b> <b>MAIN EXAM - 60% (Objective or Multiple choice and subjective or Essay)</b></p>

## Course Calendar

Week	Main Content
Week 1	<p><b>Introduction, principles and function of advertising (Introduction and overview of Advertising)</b></p> <ul style="list-style-type: none"> <li>•The mandate for effectiveness</li> <li>•What makes an ad effective?</li> <li>•The world of advertising</li> </ul> <p>Read chapter one of:</p> <ol style="list-style-type: none"> <li>1. Moriarty, Sandra., Mitchell, Nancy D., Wood, Charles, and Wells, William D. (2019) <i>Advertising &amp; IMC: Principles and Practice</i>. 11<sup>th</sup> Ed. Pearson Prentice Hall Inc</li> <li>2. Arens, William. F., Weigold, Michael. F., Arens, Christian. (2013): <i>Contemporary Advertising</i>. 15<sup>th</sup> Ed. Richard D. Irwin Inc</li> </ol>
Week 2	<p><b>The players, structure, and evolution of advertising:</b></p> <p>The structure of the advertising industry (advertisers, advertising agencies); the evolution of advertising; advertising as a communication process (model of mass mediated communication)</p> <ul style="list-style-type: none"> <li>•The five players of advertising and the types of advertising</li> <li>•The evolution of advertising</li> </ul> <p>Read chapter one of:</p> <ol style="list-style-type: none"> <li>1. Moriarty, Sandra., Mitchell, Nancy D., Wood, Charles, and Wells, William D. (2019) <i>Advertising &amp; IMC: Principles and Practice</i>. 11<sup>th</sup> Ed. Pearson Prentice Hall Inc.</li> <li>2. Arens, William. F., Weigold, Michael. F., Arens, Christian. (2013): <i>Contemporary Advertising</i>. 15<sup>th</sup> Ed. Richard D. Irwin Inc</li> </ol>
Week 3	<p><b>Advertising's Role in Marketing</b></p> <p>Advertising and consumer behaviour (why advertise?); Market segmentation, positioning and the value proposition; Advertising Research; Advertising Plan; Advertising Management Process (Advertising strategy, strategy implementation, assessing advertising effectiveness)</p> <ul style="list-style-type: none"> <li>• functions of marketing</li> <li>• seven steps of the marketing process</li> </ul> <p>Read chapter two of:</p> <ol style="list-style-type: none"> <li>1. Moriarty, Sandra., Mitchell, Nancy D., Wood, Charles, and Wells, William D. (2019) <i>Advertising &amp; IMC: Principles and Practice</i>. 11<sup>th</sup> Ed. Pearson Prentice Hall Inc.</li> </ol>
Week 4	<p><b>Advertising's Role in Marketing (continues)</b> <b>Agency Management and Practices</b></p> <p>Relationship between client and Advertising Agency; Role of an Advertising Agency; Advertising Agency organization</p> <ul style="list-style-type: none"> <li>• marketing mix and how advertising fits in</li> <li>• Advertising agencies</li> <li>• The role of advertisement in the economic, social and marketing structure</li> </ul> <p>Read chapter two of:</p> <ol style="list-style-type: none"> <li>1. Moriarty, Sandra., Mitchell, Nancy D., Wood, Charles, and Wells, William D. (2019) <i>Advertising &amp; IMC: Principles and Practice</i>. 11<sup>th</sup> Ed. Pearson Prentice Hall Inc.</li> </ol>
Week 5	<p>Advertising and Society</p> <p>I. Advertising's Social Role</p>

	<p>II. Review and Regulation of Advertising  III. Advertising's Regulatory Environment  IV. Media Review of Advertising  V. Self-Regulation  VI. Advertising Ethics  VII. Determining What is Ethical</p> <p>Read chapter three of:  Moriarty, Sandra; Mitchell, Nancy D; Wood, Charles, and Wells, William D. (2019) Advertising &amp; IMC: Principles and Practice. 11th Ed. Pearson Prentice Hall Inc  Josefa D. Martín-Santana &amp; Asunción Beerli-Palacio Published online: 24 Apr 2013  Magazine Advertising: Factors Influencing the Effectiveness of Celebrity Advertising pages 139-166  <a +authorsfield:(beerli="" -palacio,+a"="" href="http://elibproxy.anu.ac.ke:2500/action/doSearch?action=runSearch&amp;type=advanced&amp;SearchType=journal&amp;result=true&amp;prevSearch=">http://elibproxy.anu.ac.ke:2500/action/doSearch?action=runSearch&amp;type=advanced&amp;SearchType=journal&amp;result=true&amp;prevSearch="+authorsfield:(Beerli/-Palacio,+A)</a></p>
Week 6	<b>Mid-term quiz</b>
Week 7	<p><b>How advertising works</b>  Advertising as a communication process (model of mass mediated communication)</p> <ul style="list-style-type: none"> <li>• Demonstrate why communication is a key factor in advertising effectiveness</li> </ul> <p>Read chapter four of:  Moriarty, Sandra Mitchell, Nancy D and Wells, William D. (2009) <i>Advertising &amp; IMC: Principles and Practice</i>. Pearson Prentice Hall Inc</p>
Week 8	<p><b>How advertising works PART II ( Continuation)</b></p> <ul style="list-style-type: none"> <li>• Explain the Facets Model of Advertising Effects to show how brand advertising works</li> <li>• the six key effects that govern consumer response to advertising messages</li> </ul> <p>Read chapter four of:</p> <ul style="list-style-type: none"> <li>• Moriarty, Sandra Mitchell, Nancy D and Wells, William D. (2009) <i>Advertising &amp; IMC: Principles and Practice</i>. Pearson Prentice Hall Inc</li> <li>• Diana L. Haytko, (2013) "<i>Persuasive Advertising: Evidence-based Principles</i>", <i>European Journal of Marketing</i>, Vol. 47 Iss: 1/2, pp.344 – 34  <a href="http://elibproxy.anu.ac.ke:2500/doi/pdf/10.1080/10496491.2013.769471">http://elibproxy.anu.ac.ke:2500/doi/pdf/10.1080/10496491.2013.769471</a>  Emerald Group Publishing Limited</li> </ul>
Week 9	<p><b>ADVERTISING RESEARCH</b>  Read chapter seven of:</p> <ul style="list-style-type: none"> <li>• Discusses advertising research methodology</li> <li>• Moriarty, Sandra Mitchell, Nancy D and Wells, William D. (2009) <i>Advertising &amp; IMC: Principles and Practice</i>. Pearson Prentice Hall Inc</li> </ul>
Week 10	<p><b>MEDIA BASICS: Effective Advertising Media</b></p> <ul style="list-style-type: none"> <li>• Overview of Media advertising</li> <li>• Why the media is landscape changing and how does that affect the key media planning concepts?</li> </ul> <p>Read chapter Eight of:</p> <ul style="list-style-type: none"> <li>• Moriarty, Sandra Mitchell, Nancy D and Wells, William D. (2009) <i>Advertising &amp; IMC: Principles and Practice</i>. Pearson Prentice Hall Inc</li> </ul>
Week 11	<p><b>PRINT MEDIA: Effective Advertising Media</b></p> <ul style="list-style-type: none"> <li>• What are the key points that advertisers should know to make effective decisions about advertising in newspapers and magazines?</li> <li>• What factors do advertisers consider in making out-of-home advertising and packaging decisions?</li> </ul>

	<p>Read chapter Eight of: Moriarty, Sandra Mitchell, Nancy D and Wells, William D. (2009) <i>Advertising &amp; IMC: Principles and Practice</i>. Pearson Prentice Hall Inc</p>
Week 12	<p><b>BROADCAST MEDIA: Effective Advertising Media</b></p> <ul style="list-style-type: none"> <li>• Describe the structure of radio, how it is organized, its use as an advertising medium, its audience, and its advantages and disadvantages</li> <li>• Explain the structure of television, how it is organized, its use as an advertising medium, the TV audience, and its advantages and disadvantages</li> <li>• Outline how advertisers use film and video</li> <li>• Identify advantages and disadvantages of using product placements</li> </ul> <p>Read chapter Nine of: Moriarty, Sandra Mitchell, Nancy D and Wells, William D. (2009) <i>Advertising &amp; IMC: Principles and Practice</i>. Pearson Prentice Hall Inc</p> <p><b>★Cat 2 ★Submission of Project II ( analysis of broadcast advertising)</b></p>
Week 13	<p><b>Internet and nontraditional media</b></p> <ul style="list-style-type: none"> <li>• How does the Internet work and what are the roles it plays in marketing communication?</li> <li>• How does Internet advertising work?</li> <li>• How does email advertising work?</li> </ul> <p>Read chapter ten of: Moriarty, Sandra Mitchell, Nancy D and Wells, William D. (2009) <i>Advertising &amp; IMC: Principles and Practice</i>. Pearson Prentice Hall Inc</p>
Week 14	<b>MAIN EXAM - 60%</b> (Objective or Multiple choice and subjective or Essay)
Week 15	
Week 16	