

COURSE OUTLINE (Principles of Advertising)

NOTE: We will adhere as closely as possible to the following outline. However, there are situations which sometimes prompt us to move ahead, lag behind or be diverted. As a result, from time to time we might change the status of the outline and schedule.

Dates	Subjects/Activities	Chapters	Online Resources/Readings
9/6/06	Introduction		http://www.uwosh.edu/d2l (as in Desire2Learn) http://oquinn.swlearning.com/
11	The World of Advertising & Integrated Brand Promotion	1	
13	The Structure of the Advertising Industry	2	www.AAF.Org aaf.org; aaf8.org; GBAdFed.com BVK.com, AAAA.org
13&18	The Evolution of Promoting and Advertising Brands	3	www.AAAA.org
18	Quiz 1	1	www.scriptorium.lib.duke.edu/adaccess www.eisnermuseum.org/visitor www.admuseum.org/museum/
20	Guest speaker: Kristin Butler, Burnham Richards Advertising		
25	Social, Ethical, and Regulatory Aspects of Advertising	4	Loc.gov/copyright.gov; Loc.gov/copyright/title17 copyrightwebsite.com
27&10/2	Advertising, IBP, and Consumer Behavior	5	www.Adage.com www.Brandweek.com www.inside.com/default.asp?entity=AmericanDemo lcweb2.loc.gov/frd/cs/cshome.html
4	Exam 1	2 to 5	
9	Market Segmentation, Positioning, and the Value Proposition	6	www.Simmons.com, Census.Gov; people-press.org www.AEF.Com www.yankelovich.com/ www.cluster2.claritas.com/
11	Advertising and Promotion Research Introduction: Out-of-class exercise	7 Course Web site	www.lib.umich.edu/govdocs/stats.html www.sric-bi.com/VALS/ www.uwosh.edu/d2l
16&18	Planning Ad and IBP	8	
18	Quiz 2	6	
23	Advertising Planning: An International Perspective	9	
25&30	Creativity, Advertising and the Brand	10	adforum.com; televisioncommercials.com www.4commercials.4anything.com www.ads.com; usatoday.com/money www.CreativeHotlist.com www.ciadvertising.org www.advertising.utexas.edu/world www.adage.com/century/campaigns.html
25	Guest speaker : Jennifer Cianciolo, Associte Bank		
11/1	Exam 2	Ch.7-10	
6	Message Strategy & Copywriting	11 & 12	
TBD	Guest speaker: Morgan Kuchnia, BVK Advertising		
8	Copywriting Quiz 3	12 11	adslogans.co.uk; adsgallery.com; winspiration.co.uk
13	Creative & Competitive Ad Exercise 1 (in-class)	10, 11, & 12	<i>got Milk?</i>
15	Art Direction and Production	13	
	Creative & Competitive Ad Exercise 2 (in-class)	10, 11, & 12	<i>got Milk?</i>
20	Media Planning and Strategy for Advertising and IBP	14	adfacts.com; newspaper-industry.org naa.org/products
22	Media Planning: Print, Television and Radio	15	http://www.zap2it.com/television/news/ratings http://www.srds.com/portalservlet/LoginServlet/
27	Exam 3	Ch. 12 to 15	
29	Media Planning: Advertising & IBP on the Internet	16	www.Mediapost.com www.internet.com
4&6	Support Media, P-O-P Advertising, and Event Sponsorship	17	IAB.Com; banneradmuseum.com; jup.com
	Sales promotion	18	cyberatlas.internet.com; OAAA.ORG
6	Quiz 4	16	
11	Direct Marketing & Public Relations	19 & 20	the-dma.org rama-nrf.org, prssa.org http://retailindustry.about.com/library/blprofiles.htm
13	Exam 4	Ch. 17-20	

