

ST. SCHOLASTICA'S COLLEGE
School of Arts & Sciences
Department of Mass Communications
2nd Semester, School Year 2008-2009



Go, SSC!
Go... serve others
Save the Earth, Seek peace and pursue it.

Professor	Vincent R. Pozon
Course Title	Principles of Advertising and Public Relations
Prerequisite	Principles of Mass Communication
Course Credit	3
Course Description	This course introduces the theories, concepts, techniques and practices in advertising and public relations, including issues in both industries. It also looks into the similarities, differences, and working links of and between advertising and public relations.
Course Competencies	
<u>Competencies</u>	<u>Indicators</u>
Mastery of Subject Matter	Basic familiarity with Integrated Marketing Communications and the various channels of communications, e.g., advertising, public relations, sales promotions. Cognizance of the strengths and weaknesses of the various media, and of the intricacies of Integrated Marketing Communications. A general awareness of the anatomy of an advertising agency and the present state of the industry and how communications programs are developed. Discernment so she can evaluate what is good and effective advertising, and, if placed in a position to contract work from an ad agency, can requisition work intelligently.
Critical Thought	Awareness of and a healthy respect for the vast influence of the instrument. Knowledge of where and how the industry has failed in its tasks and responsibilities to their clients and to society.
Benedictine Values	We intend that she will bring to the advertising industry a consciousness of moral and ethical boundaries, one that is based on a stricter set of values as provided by course and college. We intend that she will display a work ethic that is exemplary and rare in the industry.

Topic Outline	
Understanding Integrated Marketing Communications	The consumer-centric point of view that gave birth to the new way to market in the New Economy.
Beyond Advertising	An exposition of the various channels and venues that must be considered in a comprehensive Integrated Program.
Ethics in Advertising	Recognizing the strengths of the implements of marketing, knowing moral and ethical demarkations.
Personal versus Non-personal Channels	Learning how to distinguish common communications platforms and recognize applications in the real world.
The New Consumer	Understanding the parallel processing mind of the consumer or multi-tasking and simultaneous media consumption, and how media metrics fail in capturing the real world of the consumer.
Advertising as an Industry	Understanding the current economic models and why it is slow to adapt to changes and the needs of the market. A very general perspective on the global industry.
Channels of Communications	A more detailed discussion on the strengths and weaknesses of the various media options, including the new media, i.e., interactive, internet, sms.
The Problem of Metrics	A very general perspective on the difficulties of defending media expenditures and the use of additional media channels.
Synergy of Media	Learning how to combine background and foreground media based on consumer contact points, and how advertising budgets are formulated.
Content	Learning about Branded Content, the latest development in marketing communications.

Course Requirement and Grading System	
Class Participation	20%
Group Case Reports	15%
Homework	20%
Mid-term Essays	20%
Final Essay	25%

References		
Readings	Additional materials will be posted by the professor on the class website.	
For a better and global perspective of the industry, the professor recommends visiting the various industry websites:	Advertising Age AdForum Ad Critic Adweek Mediaweek Council of Public Relations Firms	www.adage.com www.adforum.com www.adcritic.com www.adweek.com www.mediaweek.com www.prfirms.org
Canons	Marketing Management Eleventh 2003 or Twelfth Edition	Philip Kotler

Calendar of Activities:

No. of Meetings	Specific Topics	Learning Objectives (Benchmarks)	Activities	Assessment Tools	Resources
DAY 1 11/8/08	Expectations check; presentation of syllabus & requirements.	Establish attitudes required from the student. Check for interest.	Introductions; question and answer	Home work: introduction of self and reason for taking course.	Syllabus.
DAY 2 11/15/08	Mission Statement: Aids in identifying fit of course and career to student.	Establish early in course realities of chosen career.	Lecture and discussion.	Homework: Initial draft of personal mission statement.	Professor's proprietary "Template for Life" seminar presentation.
DAY 3 11/22/08	Understanding Integrated Marketing Communications	The consumer-centric point of view that gave birth to the new way to market in the New Economy.	Lecture and discussion. Homework: identifying an advertising material's classification and objective.	Formative assessment based on participation, discussion, and homework.	Professor's proprietary training seminar on IMC. Marketing Management by Philip Kotler.

No. of Meetings	Specific Topics	Learning Objectives (Benchmarks)	Activities	Assessment Tools	Resources
DAY 4 11/29/08	Beyond Advertising	An exposition of the various channels and venues afforded by Integrated Marketing.	Lecture and discussion.	Formative assessment based on participation, discussion.	Professor's proprietary seminar on IMC. Wyeth's Promil as example.
DAY 5 12/6/08	Ethics in Advertising	Recognizing the strengths of the implements of marketing, knowing moral and ethical demarkations.	Lecture and discussion. Homework: Essay identifying and discussing an unethical advertising piece.	Formative assessment based on participation, discussion, and homework.	TV commercials and print ads.
DAY 6 12/13/08	Personal versus Non-personal Channels	Learning how to distinguish common communications platforms and recognize applications in the real world.	Lecture and discussion.	Formative assessment based on participation, discussion, and seat exercises.	Examples of all forms of marketing communications.
DAY 7 1/10/09	The New Consumer	Understanding the parallel processing mind of the consumer or multi-tasking and simultaneous media consumption, and how media metrics fail in capturing the real world of the consumer.	Lecture and discussion. Homework: Essay on SMS applications in the real world.	Formative assessment based on participation, discussion, and homework.	Don Shultz's seminar on "A New Integrated Marketing Communications Approach for the New Marketplace."
DAY 8 1/17/09	Mid-terms Examination	Mid-semester evaluation of performance of students.		Assessment based Test results.	

No. of Meetings	Specific Topics	Learning Objectives (Benchmarks)	Activities	Assessment Tools	Resources
DAY 9 1/24/09	Advertising as an Industry	Why the global agency brands lead the pack: Constitutional provision, various structures, clients, business models, methodologies. Understanding the current economic models and why the ad agency is slow to adapt to changes and to the needs of the market.	Lecture and discussion. Homework: Essay recommending solutions for the industry.	Formative assessment based on participation, discussion, and homework.	Professor's proprietary training seminar on the Advertising Industry. Marketing Management by Philip Kotler. Advertising Age "Agency Map".
DAY 10 1/31/09	The Advertising Company.	Familiarization with the various setups of and roles within the ad agency.	Lecture and discussion. Homework: Identifying a preferred ad agency position and discussion of personal fit.	Formative assessment based on participation, discussion, and homework.	Professor's proprietary training seminar for Newcomers in an ad agency. Marketing Management by Philip Kotler.
DAY 11 2/7/09	Non-Personal Channels of Communications	A more detailed discussion on the strengths and weaknesses of the various traditional media options.	Lecture and discussion. Homework: Identifying effective and ineffective media for a specific product.	Formative assessment based on participation, discussion, and homework.	Professor's proprietary training seminar on IMC. Marketing Management by Philip Kotler.
DAY 12 2/14/09	Personal Channels of Communications	A more detailed discussion on the strengths and weaknesses of the direct marketing and the new media, i.e., interactive, internet, sms.	Lecture and discussion. Homework: Identifying effective and ineffective media for a specific product.	Formative assessment based on participation, discussion, and homework.	Professor's proprietary training seminar on IMC. Marketing Management by Philip Kotler.

No. of Meetings	Specific Topics	Learning Objectives (Benchmarks)	Activities	Assessment Tools	Resources
DAY 13 2/21/09	The Problem of Metrics	A very general perspective on the difficulties of defending media expenditures and of the use of additional media channels.	Lecture and discussion. Homework: recommend a solution to aid marketers in rationalizing advertising budgets.	Formative assessment based on participation, discussion and homework.	Don Schultz's Seminar on "Developing the Foundation for a New Approach to Understanding How Media Advertising Works." Professor's proprietary solution to "Solving the Problem of Measuring IMC."
DAY 14 2/28/09	Synergy of Media	Learning how to combine background and foreground media based on consumer contact points, and how advertising budgets are formulated.	Lecture and group exercise.	Formative assessment based on participation, discussion, and exercise.	List of media channels.
DAY 15 3/7/09	Synergy of Media Continued...	Learning how to combine background and foreground media based on consumer contact points, and how advertising budgets are formulated.	Group exercise.	Formative assessment based on participation, discussion, and exercise.	List of media channels.

No. of Meetings	Specific Topics	Learning Objectives (Benchmarks)	Activities	Assessment Tools	Resources
DAY 16 3/14/09	Content	Learning about Branded Content, the latest development in marketing communications.	Lecture and viewing of branded content videos.	Formative assessment based on participation and discussion.	Professor's proprietary seminar on Branded Content. Presentation on Mom's Radio, professor's highly acclaimed and multi-awarded branded content product. BMW's "The Hire" webisodes.
DAY 17 3/21/09	Summary of Topics	A brief layout of topics and issues discussed during the semester.	Lecture and discussion.	In preparation for final examination.	
DAY 18 3/28/09	Finals	Evaluation of student's understanding.	Essays.		

Policies and general remarks

Policies	The syllabus is subject to change, depending on the pace of the class.
	Please check the class's Yahoo website for reading materials, which you will be expected to have read.
	Participation in class can enhance your grade substantially.
	Cellular phone use in the classroom will not be tolerated.
	Classes will start promptly at 10:30am. The 30-minute break will be had at mid-point. This is the only time you will be allowed to leave the classroom.
	You will be seated in alphabetical order. Kindly stay in your assigned seats throughout the semester.
	Attendance, dress code, plagiarism and other rules of the school will apply; stellar academic performance will not be given preferential treatment.
Consultation hours:	The professor will make himself available before class for any student needing help.
	No other time will be made available; out-of-premise meetings are not possible due to the professor's busy schedules.

