

UNITED STATES INTERNATIONAL UNIVERSITY
SCHOOL OF ARTS & SCIENCES
JRN 2010 – History and Theory of Advertising
FALL SEMESTER 2010 COURSE SYLLABUS
(Mondays/Wednesdays 1:20 – 3.00 p.m)

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PURPOSE

It is a fact that everyone living and working in the modern world today is influenced by advertising. This is one among many other reasons which makes the study of advertising more important today than ever before not only for business or journalism students but also for students of sociology, psychology, political science, economics, history, languages, science or the arts.

This course will focus on advertising as a practice right from the evolution of the concept, its historical context up to contemporary trends and practice of advertising. The aim of this study is to present advertising as it is actually practiced – That advertising is a business, it is a marketing tool, a creative process and a dynamic hybrid discipline that employs various elements of the arts and sciences.

Advertising is about ideas, it is about creativity - It is with this in mind that this course also endeavors to look in-depth at the creative output of the advertising industry that is most admired the world over, measuring effectiveness of advertising, ethics etc.

PROGRAM LEARNING OUTCOMES (PLOS).

Upon completion of this course, students should be able to understand the depth and richness of advertising as an industry. They will be able to differentiate between what works in advertising, what does not work and why. For those who are already practitioners in the advertising industry, this course endeavors to improve many aspects of their day – to – day career in advertising.

Overall, the study of advertising gives students (regardless of their major) many valuable tools to use in any subsequent profession. It also helps students to plan and think

strategically, gather and analyze primary and secondary research data among many other attributes.

This course speaks to the following Journalism Program Learning Outcomes:

No. 1. Critically discuss communication theory and its application to local and global mass media and communication systems, structures and operations.

No. 5. Use appropriate information and communications technology to write, edit, design, produce, package and present media programs and products.

ACADEMIC EXPECTATIONS & ATTENDANCE POLICY

The grade for this course is based upon assignments every three weeks and a final exam. University rules stipulate that class attendance is mandatory. An accumulated **FIVE** absences, irrespective of prior apology or legitimately evidenced reason, constitute **Grade F**. Only the Dean may intervene to reverse this position.

From the first day of class through to the end of the course, you will be given assignments which you will be expected to complete and submit in hard copy form or online, via the e-learning site. You must be in class to receive and understand these assignments. It is not the instructor's duty to repeat instructions he has already given in class. In case of absence, you are advised to make prior arrangements with a fellow student to update you on missed instructions.

NOTE: Should you miss any session, you will most likely not have adequate preparation to satisfactorily complete assignments. Your work and grade will suffer.

This class begins at **1:20 p.m. every Monday and Wednesday**. Any lateness or absence must be cleared in advance with the instructor. If you are late for over 15 minutes without prior notice, you may not sign the register. The lateness allowance may change without notice though.

DEADLINES

All assignments must be handed over to the lecturer on time. The only exceptions are due to

- i) Technology failure
- ii) Illness which is confirmed by a letter from a doctor or
- iii) Any other acceptable excuse cleared in advance with instructor.

ABOUT E-LEARNING AND ITS DEADLINES

This course will make use of the school's e-learning facilities. All assignments shall be submitted in hard copy form or on this site. All deadlines shall fall on Wednesday, a week later at 6:00 p.m.

Late submissions **PREVIOUSLY APPROVED** by the instructor shall be given an additional 24 hours. All late submissions not previously approved by the instructor will cost you **5 POINTS**.

Note that, beginning Friday 6:00 p.m., the deadline for late submissions, **ONLY REWRITES** may be posted. If you also miss the late submission deadline, the instructor will **NOT** accept further fresh submissions.

All rewrites of the first half of the semester are due by mid semester, 22nd October 2010. Those of the second half are due by the final exam day 10th December 2010.

HOW TO ACCESS E-LEARNING

There are two ways to access the e-learning site:

1. Through the University homepage, click on e-learning; OR
2. Type your internet browser's box: elearn.usiu.ac.ke

xxx your login name is your school I.D; your initial password is also your school I.D. You may change your password after you have accessed your platform.

SELECTED BIBLIOGRAPHY

1. Arens F. William. *Contemporary Advertising* (*Irwin McGraw – Hill – 7th Ed.*)
2. Selected Readings for JRN 3901- Principles of Advertising.

TENTATIVE SCHEDULE

- Week 1 - 6th September – **Introduction:** What is Advertising?
The evolution of Advertising.
- Week 2 13th September. – **Introduction:** How does advertising work? How
advertising researchers think advertising works.
- Week 3 - 20th September -Advertising’s proper role in our society and our
Economic system. What is right and what is not right in
advertising?Advertising objectives, advertising functions.

Assignment 1 - To be assigned on 22nd Sept - Due on 29th Sept

- Week 4. - 27th September - **Advertising and the marketing mix:** sales promotion,
Public relations and personal selling, direct marketing etc
- Week 5 - 4th October - **Marketing and the consumer behavior;** the
foundations of advertising. Understanding the consumer
viewpoint. The consumer/media relationship.
- Week 6 - 11th October - **Marketing and advertising planning:** Top- down, Bottom –
Up advertising and Intergrated Marketing Communications
(IMC)
- Week 7 - 18th – 22nd October 2010. MID TERM EXAM WEEK**
- Week 8 - 25th October - **The scope of advertising :** from local to global, basic
advertising research, basic media strategy.
- Week 9 - 1st November . **The advertising agency:** Origins of the advertising agency,
Changing character of the advertising agency, how an
advertising agency works, finding a good advertising agency,
future trends.

Assignment 2 – To be assigned on 3th November – Due on 10th November.

Week 10 - 8th November. **Information gathering:** inputs to advertising planning.

Week 11 - 15th November. **Creative strategy and the creative process execution:** art and copy, audience resonance and strategic relevance, budgeting.

Assignment 3 – To be assigned on 17th Nov – Due on 24th Nov

Week 12 - 22nd November. Producing advertisements for print, electronic and digital media, out of home, exhibitivite and supplementary media;

Week 13 - 29th November . **Producing advertisements:** How to buy effective radio, the lure of television, preparing advertising copy lay-out.

Week 14 - 6th – 10th December 2010 - Final Exams.

N.B:

During the semester, either;

(a) a practicing advertising agent - guest speaker will address the class or

(b) the class will tour an advertising agency within Nairobi, or both.