



**Gifted LearningLinks Program
Course Syllabus**

**Instructor name: Thomas Moskalik
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Course Title: The Business of Advertising

Session Date: 2011-2012 Honor Elective, Monthly Enrollment

Course Description:

Why are infomercials effective? How can the Super Bowl command \$3 million for a 30-second advertising spot? Study the business of advertising and discover the influence technology has had on marketing. Discover the secrets that Nike, Verizon and other companies have already mastered. Explore the strategies used in the most successful advertising campaigns and develop a few of your own.

Outcomes: Upon successful completion of this course, students will:

- a. distinguish between advertising and marketing.
- b. understand what in advertising motivates consumers.
- c. create a plan for their own campaign.

Resources and Materials:

Advertising Age: The Principles of Advertising and Marketing Communication at Work,
1st Edition
includes Ad Age on Campus Printed Access Card
Esther Thorson | Margaret Duffy
ISBN-13: 9781111528751
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CTD Statement on Third-Party Web Sites

Instructors are required to thoroughly review any third-party web sites they intend to use in their courses for inappropriate content. However, because web content continuously changes, CTD disclaims any responsibility for any of the content contained on third-party web sites used in course materials. If you become aware of anything that may be inappropriate, please notify CTD staff immediately.

Schedule:

The schedule information presented here provides a general outline for progress through the course. Specific instructions, readings, discussions, assignments, etc, are identified in the Blackboard section for this course. Assignments and schedules can and do change as student progress is monitored by the instructor.

	Topic/Focus	Activities & Reading Assignments	What do I need to turn in?
Week 1	Orientation to Online Learning, initial readings	Chapter 1 &2	Introduce yourself; Analyze, compare and contrast: advertising vs marketing; Journal
Week 2	Ethical & regulatory contexts of advertising	Chapter 3 & 4	Analysis & reflection on adage article(s); journal
Week 3	How advertising works	Chapter 5 & 6	Analysis & reflection on adage article(s); journal
Week 4	Research & Promotion	Chapter 7 & 8	Analysis & reflection on adage article(s); journal
Week 5	Planning	Chapter 9 & 10	Analysis & reflection on adage article(s); journal
Week 6	Copywriting	Chapter 11 &12	Analysis & reflection on adage article(s); journal
Week 7	Visuals & Media	Chapter 13 & 14	Analysis & reflection on adage article(s); journal
Week 8	Traditional & digital media	Chapter 15 & 16	Analysis comparing & contrasting Super Bowl 2011 commercials; journal
Week 9	Promotions	Chapter 17 & 18	Proposal for project; Analysis & reflection on adage article(s); journal
Week 10	ICM & the future	Chapter 19 & 20	Analysis & reflection on adage article(s); journal
Week 11	Project	Project	Analysis & reflection on adage article(s); journal

	Topic/Focus	Activities & Reading Assignments	What do I need to turn in?
Week 12	Project	Project	Analysis & reflection on adage article(s); journal
Week 13	Project	Project	Analysis & reflection on adage article(s); journal
Week 14	Project	Project	Analysis & reflection on adage article(s); journal
Week 15	Project	Project	Analysis & reflection on adage article(s); journal
Week 16	Project	Project	Analysis & reflection on adage article(s); journal
Week 17	Project	Project	Analysis & reflection on adage article(s); journal
Week 18	Project	Project	Final project

Student Evaluation and Grading Policies for Credit Courses Only:

a. CTD Grading scale

A+ 97-100	B+ 87-89	C+ 77-79	D+ 67-69	F Below 60
A 93-96	B 83-86	C 73-76	D 63-66	
A- 90-92	B- 80-82	C- 70-72	D- 60-62	

b. Breakdown of final grade:

20% journal

35% papers (reflections, analysis, etc)

45% final project

Instructor Biography: Mr Moskalik is a licensed Business Education teacher in a Minnesota Public School currently teaching 7th grade, but has taught Kindergarten through 12th grades and college/university courses. He earned a Bachelor's in Business Administration and an MBA from the University of St Thomas in St Paul, Minnesota. Mr Moskalik worked in the computer industry for 38 years as a software engineer, team leader, product planner and certified project manager before earning his teaching license.

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