
EASTERN ILLINOIS UNIVERSITY

Advertising Theory and Practice

CMN 3940 sec. 001

Spring, 2014

Coleman Hall 2290

MWF 3-3:50 p.m.

Instructor: Muriel Everton, Ph.D.

Office: 1258 McAfee (southeast corner of the building, downstairs, to the right of the SE entry to the building)

Office phone: none

Office hours: MTW 8-11 a.m.; or by appointment (I live one-half mile from the office, so it's OK to make appointments.)

E-mail: meverton@eiu.edu

Textbook: *Advertising Principles and Practice*, by Moriarty, Mitchell, and Wells, 9th ed.

Description of the course:

This course provides a broad review of the research and practice associated with advertising, organization of the advertising industry, the role of advertising in promotion, and the types of advertising. The evaluation of media in relationship to marketing objectives will also be explored as will critical analysis of the advertising process.

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Objectives of the course:

To understand theoretical elements and research in advertising

To understand the daily practice of advertising in various settings

To critically evaluate advertising and the message presented

To understand advertising with respect to persuasion

To understand structure and design and effects of the message.

Prerequisite; CMN 3100 Persuasion

Attendance in class is necessary to learn the procedures required in both presentations and group projects. You will lose 5 points per absence after 3 absences.

Quality work is a requirement! Your presentations must be businesslike as though they were to be given at a business meeting, an academic workshop, or at a community advocacy meeting. Any work submitted must be typed and double-spaced.

Permission for work submitted after the deadlines will be given only when documentation which includes a medical excuse from a doctor or a university-approved absence is presented.

If you have a documented disability and have a paper from the Office of Disability Services, please let the instructor know immediately.

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Units of study will include:

Enduring principles in times of turmoil including the new world of advertising

Research and planning in communication

Creativity in advertising and where it is heading

Media basics from traditional to digital

Evaluation of effectiveness in types of media

Regulation of advertising

Methods:

Case analysis

Projects and group work

Campaign analysis

Quizzes

Class participation

Written instruction of each assignment will be given

Final exam: Thurs. May 8, 12:30-2:30 p.m.