Eastern Illinois University
New Course Proposal
CMN 3940, Advertising: Theory and Practice

1. CATALOG DESCRIPTION
   a. CMN 3940
   b. Advertising: Theory and Practice
   c. (3-0-3)
   d. On Demand
   e. Advertising
   f. A broad review of the research and practice associated with advertising, organization of the advertising industry, role of advertising in promotion, types of advertising, and various media vehicles. Evaluation of media in relationship to marketing objectives and critical analysis of advertising processes.
   g. Prerequisite: CMN 3100

2. OBJECTIVES AND EVALUATION
   a. Objectives of the course:
      o Students will understand theoretical elements and research associated with advertising.
      o Students will understand the daily practice of advertising in varied settings.
      o Students will learn to critically evaluate advertising messages.
   b. This is not a general education course.
   c. Methods of Assessment: Students will be evaluated on tests, group problem solving, and critical analysis of a media campaign, discussion questions, and case analysis.

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<tr>
<th>Method</th>
<th>Percentage</th>
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<tr>
<td>Tests</td>
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<td>Case Analysis</td>
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<td>Group Problem Solving</td>
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<td>Discussion Questions</td>
<td>10%</td>
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<tr>
<td>Critical Analysis of Campaign</td>
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   d. This course is not numbered 4750 to 4999.
   e. This course is Writing Intensive. Over 35% of the grade is based on writing assignments and the student will revise one assignment after being read and commented on by the instructor.

3. COURSE OUTLINE
   The course will meet in 45 fifty-minute class periods. It will primarily be in a lecture format with application exercises, role playing, and discussion activities.

   Week 1       Foundational concepts and ethical considerations
   Week 2       History
   Weeks 3 & 4  Organization of the industry
   Weeks 5 & 6  Primary areas of research (i.e, Consumer Behavior)
   Week 7       Promotional considerations, sales promotion
   Week 8       Integrated marketing communication
   Weeks 9 & 10 Types of advertising (i.e, business to business, etc.)
   Weeks 11 & 12 Media vehicles
   Weeks 13 & 14 Critical analysis of media campaign-final paper
   Week 15      Course Summary
4. RATIONALE
   a. Purpose and Need: The purpose of the course is to provide an introduction to the field of advertising for those wishing to minor in advertising at EIU. The course could also qualify as an elective for other Communication Studies, Business, and Family and Consumer Sciences students. Students have identified interest in an interdisciplinary minor in the field and this course will serve as an overview.
   b. Justification of Level: The course needs to be placed at the proposed level so that students will be grounded in basic principles of persuasion (CMN 3100).
   c. Similarity to existing courses: This course is not similar to JOU 3501, “Principles of Advertising.” This course will be less concerned with design and sales strategies and more concerned with introductory theoretical and practical issues. This course is also not similar to MAR 3780, “Promotion Management”. The Marketing course is much broader and focuses on a broad range of promotional strategies while this course is specific to advertising.
   d. This course is a requirement for Advertising minors and an elective for Communication Studies majors.

5. IMPLEMENTATION
   a. Faculty members to whom course will be assigned: Brian Sowa, Mehdi Semati, Olaf Hoerschelmann
   b. Textbook:
   c. There are no additional costs to students.
   d. Term first offered: Fall 2003

6. COMMUNITY COLLEGE TRANSFER
   A community college course will not be judged equivalent to a 3000 or 4000 level course but may be accepted as a substitute. Upper-division credit will not be awarded.

7. DATE APPROVED BY THE DEPARTMENT: April 8, 2002

8. DATE APPROVED BY CAHCC: May 8, 2002

9. DATE APPROVED BY CAA: September 12, 2002