



蘇州大學
Soochow University

MKT 350 Techniques of Advertising

Summer 2023

Course Credits: 4

Contact Hours: 55 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

This course introduces students to the fundamental concepts and practices of advertising, including advertising strategy, creative development, media planning and buying, and campaign evaluation. Through a combination of lectures, case studies, and hands-on exercises, students will learn how to develop and implement effective advertising campaigns that meet the objectives of clients and target audiences. .

Upon Completion of this Course, students will be able to:

1. Develop students' understanding of the principles and practices of advertising
2. Analyze and evaluate effective advertising techniques and strategies
3. Develop students' critical thinking and analysis skills

PREREQUISITES

N/A

GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
Quizzes	20 Points
Advertising Campaigns 1	20 Points
Advertising Campaigns 2	20 Points
Final Project	40 Points
Total	100 Points



Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Advertising and Promotion: An Integrated Marketing Communications Perspective

by George E. Belch and Michael A. Belch.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	Topics: Topic 1: Introduction to Advertising Topic 2: advertising techniques and contexts Topic 3: Analysis of advertising campaigns Topic 4: Assessments: Quiz#1
Module 2	Topics: Topic 5: Advertising Strategy Topic 6: Identifying advertising objectives Topic 7: Defining target audiences Topic 8: Developing advertising messages Assessments: Quiz#2
Module 3	Topics: Topic 9: Creative Development Topic 10: Concept development and ideation Topic 11: Copywriting techniques Topic 12: Graphic design and visual elements Assessments: Advertising Campaigns#1



Module 4	Topics: Topic 13: Media Planning and Buying Topic 14: Media planning and budgeting Topic 15: Media buying and negotiation Topic 16: Digital Advertising Assessments: Advertising Campaigns#2
Module 5	Topics: Topic 17: Understanding digital advertising channels and formats Topic 18: Developing digital advertising campaigns Topic 19: Analyzing effective digital advertising techniques Topic 20: Campaign Evaluation Assessments: Final Project

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the



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5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be deemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheat and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.