



2020-21 Ewha Online International Winter College

Course Syllabus

Principles of Advertising

Professor: Soontae An
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Dept.: Communication and Media

Description: This is an introductory class to the world of advertising. In this class, students will learn key concepts and principles of advertising and Integrated Marketing Communication (IMC); understand practice of advertising business and key players; analyze IMC campaigns including media strategy, target market segmentation, and message contents; and understand social, ethical, regulatory issues involving advertising in a global context.

Objective: The learning objectives of this course are to understand:

- Strategic foundations of advertising and Integrated Marketing Communication planning
- Social, ethical, and regulatory issues involving advertising
- Roles and practices of advertising in a global society.

Prerequisite: No prerequisite.

Recommended textbook:

Moriarty, S., Mitchell, N., Wood, C., and Wells, W. (2019). *Advertising & IMC: Principles and Practice (11th Ed.)*. Global Edition. Pearson Education (ISBN 978-0-13-448043-5)

Credits	3	Contact Hours	45
Week 1	1/20(Wed)	Class introduction (ZOOM Class 12:30 – 3:15)	
	1/21(Thu)	Evolution of Advertising (Chapter 1)	
	1/22(Fri)	Advertising and Culture	
Week 2	1/25(Mon)	Marketing Foundations (Chapter 1)	
	1/26(Tue)	Integrated Marketing Communication (Chapters 1-2, 16)	
	1/27(Wed)	Advertising and IMC (Chapters 3-4)	
	1/28(Thu)	Midterm Exam (ZOOM Class 12:30 – 3:15)	
	1/29(Fri)	Brand Communication and Persuasion (Chapter 5)	Weekly AD Review#1 Due
Week 3	2/1(Mon)	Persuasion and Research (Chapter 6)	
	2/2(Tue)	Strategic Planning Process (Chapters 7-8)	
	2/3(Wed)	Creative Side (Chapter 9)	
	2/4(Thu)	Media Planning and Buying (Chapter 12-15)	
	2/5(Fri)	Mobile Advertising	Weekly AD Review#2 Due
Week 4	2/8(Mon)	Key Issues about Brand Communication (Chapter 18)	
	2/9(Tue)	Final Exam (ZOOM Class 12:30 – 3:15)	

Evaluation (%)	Midterm	Final	AD Case Presentation	Weekly AD Review #1	Weekly AD Review #2	Attendance/Participation
	35%	35%	15%	5%	5%	5%

- For the AD case presentation, review an advertisement of your choice according to Strategy, Creativity, and Execution, and submit the 10 minute presentation PPT with voiceover recording. Details of the criteria on the ad review will be given in class.
- For the Weekly AD Reviews, write a short reaction paper (50-70 words) about one of the AD Case presentations done by other students.
- Any student who misses 1/3 or more of the class hours will automatically fail the course.
- The course will be graded on a P/F basis
- Academic misconduct will not be tolerated in this course. Students are expected to be familiar with University policies regarding academic integrity.