



STARK STATE COLLEGE

GENERAL SYLLABUS

Course Information

Course Name: Advertising
Course Number: MKT222

Required Materials

Textbook(s): Introduction to Advertising Practices, Adapted by Agnieszka Chwialkowska, Ph.D., OpenALG [CC BY NC SA], 2023, (No ISBN: Linked Through Brightspace)

Required Readings: Textbook, and all information in Brightspace

Additional Materials: All supplemental information provided in Brightspace

Course Outline/Calendar

The date of coverage and order of coverage may be modified based on the faculty member and events beyond the control of faculty members that interfere with class times and teaching.

16-week Calendar		
Week	Chapter/Topic	Assignments
1	Module 1 Introduction to Advertising	Assignments due this week: Syllabus Quiz, Introduction Discussion
2	Module 1 Introduction to Advertising	Assignments due this week: Discussion #1, Weekly Review Quiz
3	Module 1 Introduction to Advertising	Assignments due this week: Discussion #2, Weekly Review Quiz
4	Module 2 Understand the Customer	Assignments due this week: Discussion #3, Weekly Review Quiz
5	Module 2 Understand the Customer	Assignments due this week: Advertising Project Week 5 Tasks, Weekly Review Quiz
6	Module 3 What You Can Afford	Assignments due this week: Advertising Project Week 6 Tasks, Weekly Review Quiz
7	Module 3 What You Can Afford	Assignments due this week: Advertising Project Week 7 Tasks, Weekly Review Quiz
8	Module 4 Media Mix Part 1	Assignments due this week: Advertising Project Week 8 Tasks, Weekly Review Quiz
9	Module 4 Media Mix Part 1	Assignments due this week: Discussion #4, Advertising Project Week 9 Tasks, Weekly Review Quiz
10	Module 5 Media Mix Part 2	Assignments due this week: Advertising Project Week 10 Tasks, Weekly Review Quiz

16-week Calendar		
Week	Chapter/Topic	Assignments
11	Module 5 Media Mix Part 2	Assignments due this week: Discussion #5, Advertising Project Week 11 Tasks, Weekly Review Quiz
12	Module 6 Creative Strategy	Assignments due this week: Discussion #6, Advertising Project Week 12 Tasks, Weekly Review Quiz
13	Module 6 Creative Strategy	Assignments due this week: Advertising Project Week 13 Tasks, Weekly Review Quiz
14	Module 7 ROI and Measures	Assignments due this week: Discussion #7, Advertising Project Week 14 Tasks, Weekly Review Quiz
15	Last Project Work Week	Assignments due this week: Optional Extra Credit
16	Exam Week	Assignments due this week: Advertising Project

8-week Calendar		
Week	Chapter/Topic	Assignments
1	Module 1 Introduction to Advertising	Assignments due this week: Syllabus Quiz, Introduction Discussion, Discussion #1, Weekly Review Quiz
2	Module 1 Introduction to Advertising Module 2 Understand the Customer	Assignments due this week: Discussion #2, Discussion #3, Weekly Review Quizzes
3	Module 2 Understand the Customer Module 3 What You Can Afford	Assignments due this week: Advertising Project Week 3 Tasks, Weekly Review Quizzes
4	Module 3 What You Can Afford Module 4 Media Mix Part 1	Assignments due this week: Advertising Project Week 4 Tasks, Weekly Review Quizzes
5	Module 4 Media Mix Part 1 Module 5 Media Mix Part 2	Assignments due this week: Discussion #4, Advertising Project Week 5 Tasks, Weekly Review Quiz
6	Module 5 Media Mix Part 2 Module 6 Creative Strategy	Assignments due this week: Discussion #5, Discussion #6, Advertising Project Week 6 Tasks, Weekly Review Quizzes
7	Module 6 Creative Strategy Module 7 ROI and Measures	Assignments due this week: Discussion #7, Advertising Project Week 7 Tasks, Weekly Review Quizzes
8	Last Project Work Week	Assignments due this week: Optional Extra Credit, Advertising Project