

**FA 234 PROBLEMS IN MARKETING AND ADVERTISING
DE PAUL UNIVERSITY
SPRING, 2009
SOUTH CAMPUS**

FACULTY: **JO ANN GESIAKOWSKA**
jgesiako@depaul.edu
312-203-9720 cell

COURSE HOURS: **WEDNESDAYS 6:30- 9:30 P.M.**
APRIL 29 – MAY 27
NOTE: THIS IS A 5 WEEK COURSE

COMPETENCIES: **A1A, H1I, H2G, AND FX**

COURSE DESCRIPTION:

What facet of our lives is not governed by advertising? Whether it is a product or a service or a person, marketing strategies and their resultant advertising, affects our purchasing decisions in all aspects of our lives. Economic decisions, what to purchase, social decisions, how to spend our leisure time and with whom, and political decisions, who to vote for in elections are all the province of marketing and advertising.

Marketing involves the analysis and planning of the product or service cycle, pricing, target audience selection, and test research on the marketing strategy. Advertising is the means by which the message developed in the marketing strategy is conveyed to the consumer.

In this class, we will study both marketing and advertising strategies. It will include print, TV and internet marketing. Analyses of all 3 media will be conducted.

This is a hands on class. We will utilize the computer lab to view commercials from around the world. We will also see how US commercials reflect and present our country's image to the world. Non profit marketing and advertising will also be covered.

COMPETENCY CRITERIA DEMONSTRATION:

A1A- CAN APPRECIATE AND EXPLAIN ONE PIECE OF ART

**Evidence will be an original piece of art by the student and
A written essay defending the product as art.**

**H1I – Can understand change methodology, plan change within a community
And assess it’s likely impact on the community.**

**Evidence will be a marketing plan that documents, the target area and
Strategies used in the plan. Advertising components must be included.
A detailed project sheet will be given on the 1st night of class.**

H2G – Can evaluate the role of the mass media or technology on society.

**Evidence will be research on one political, economic or social advertising
Pieces and its effect on the target audience.**

**FX - Students selected this competency must meet with the instructor on the
1st night of class to structure an assignment and competency statement.**

Evidence will be mutually agreed and discussed.

EXPECTED OUTCOMES:

At the conclusion of this class, students will be able to:

- 1. Identify marketing techniques used in various advertising media.**
- 2. Evaluate the success of a particular marketing technique**
- 3. Produce a commercial in some format.**
- 4. Conduct primary research**
- 5. Author a consumer questionnaire.**
- 6. Understand the components of a marketing plan.**
- 7. Write a marketing plan.**

LEARNING STRATEGIES:

- 1. Handouts in class**
- 2. Internet research and articles**
- 3. Suggested text PRINCIPLES OF MARKETING
Philip Kotler**

**NOTE: There are many editions(10) of this book. Request 1 from a public
library. The book is very expensive and you should secure one
from a library. We will only be using selected chapters.**

EVALUATION:

- | | |
|--|------------|
| 1. Two analyses of print/TV or internet commercials | 20% |
| 2. Evidence required for the chosen competency | 40% |
| 3. Case studies on Marketing/advertising down in class | 25% |
| 4. Primary research done for a marketing/advertising Analysis | 15% |

ACADEMIC INTEGRITY:

This course will adhere to the DePaul University policies regarding academic integrity. This includes policies on cheating, plagiarism, fabrication, alteration or falsification of academic records or any other academic misconduct. These policies are contained in your handbook.

INSTRUCTOR:

Jo Ann Gesiakowska is currently a high school teacher for a suburban school District. She has a Masters in Business Administration from Northwestern University with a concentration in Marketing and Finance. Joann previously worked for First Chicago, Banc One and currently Chase Morgan.

INCOMPLETES:

The school policy only allows two quarters, excluding the summer quarter, to finish an incomplete. The grade will revert to an F. Incompletes are strongly discouraged.

ATTENDANCE:

This is a 5 week class. Attendance at all classes will be critical. If it is necessary to Miss a class please let the instructor know, if at all possible, to secure the make-up work. Absences of more than 1 class could seriously jeopardize receiving a passing grade for the class. Class participation in the case studies is an important part of the course.

CLASS SCHEDULE

- Class 1**
April 29
- **Overview of Marketing/Advertising**
 - **Internet research to view commercials**
 - **Competency selection/writing of statement**
- Class 2**
May 6
- **Presentation of analysis of 2 commercials**
 - **Case study 1 in class**
 - **Political marketing/advertising**
- Class 3**
May 13
- **Case study 2 in class**
 - **Work on marketing questionnaire in class**
 - **Internet research articles**
 - **Economic marketing/advertising**
- NOTE:**
- Guest Lecturer on economic problems related
To consumer debt/US debt**
- Class 4**
May 20
- **Case study 3 in class**
 - **Presentations on marketing questionnaire**
 - **Internet research**
 - **Social Advertising/marketing –networking**
- Class 5**
May 27
- **In class essay-Case study 4**
 - **Presentation of evidence for competency**