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### MEDST 260: Advertising and Marketing

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# Advertising & Marketing (Media Studies 260)

## Instructor Information

### Instructor

Mara Einstein, PhD

### Email

Mara.einstein@qc.cuny.edu

### Office Location & Hours

TBD

## Description

This course is an introduction to advertising and marketing that will focus primarily on the 'nuts and bolts' of advertising - how an ad campaign is created, why particular media are purchased, and what part marketing research plays in this process.

## Expectations and Goals

Students will be able to:

1. Analyze and evaluate advertising and media.
2. Understand the process of creating an advertising/marketing campaign
3. Demonstrate an understanding of key terms and concepts of advertising, business and marketing

## Required Texts

- All articles, videos and lessons are available on Blackboard.

## Optional Materials

- The New York Times Monday Business section.
- Various advertising trade publications such as Advertising Age, Adweek, Mediaweek, etc. that are available through the Queens College library databases.

## Requirements

**Group Work:** You will be working in a group of 4-5 students to create an advertising campaign. *This will require considerable time working together outside of class.*

### Class Presentation:

Everyone will work in a group of four (4) or five (5) people—depending on the size of the class—to put on a 20-minute advertising presentation. You will be assigned to a group and will decide on a product category based on the first assignment, which is done individually. The brand you pick is up to you. Each group will need to let me know their brand choice by the sixth week of class. In addition to the final presentation, each person will write a 2-3 page paper (NO LONGER). You will also rate the other group members. This helps to alleviate some of the issues of the work falling on the shoulders of one or two people in the group. You are graded as individuals, not as a group. That said, the better the group is the better individual grades tend to be. FINAL NOTE: If you are having group dynamic problems, do what you can to work them out yourselves. Learning to work together in a group is part of the process and an important aspect of working in advertising. If you cannot, do not wait till the last week of class to come see me.

**Laptop Policy:** There will be days when using a laptop will be helpful, though not required. I will tell you prior to the class date when laptops may be used. Otherwise, laptops are not allowed in class.

**Late Policy:** No late papers will be accepted. No incompletes will be granted at the end of the semester.

**Plagiarism:** It is assumed that all work submitted is the original work of the student whose name appears on it. Plagiarism and other acts of dishonesty will result in an automatic failing grade for the assignment and may incur further academic penalties, including a failing grade for the course and disciplinary action.

**Cell Phone Policy:** Cell phones *must be turned off and put away* before the start of class. Texting or talking on these devices will lead to you being removed from class during that week's session and you will be marked absent.

## Grading:

Category Research Assignment	10%	(individual assignment)
Competitive Advertising Blog	5%	(group assignment)
Media Assignment	5%	(group assignment)
Discussion boards		
Segmentation and targeting	5%	(individual assignment)
Create a Psychographic	5%	(individual assignment)
Class participation	5%	(Individual assignment)
Exams (2)	40%	(Individual assignment)
Project/paper	25%	(Group/individual assignment)

**Advertising Examples:** Class sessions will start with looking at a new piece of advertising that someone has posted in the discussion board.

## Course Schedule

Week	Topic	Reading	Discussion/Exercises
8/31	Overview	<p>Coursera: Advertising &amp; Society</p> <p>Video: <a href="#">What is advertising? 1.1</a></p> <p>Text “What is Advertising” <a href="http://www.adtextonline.org/">http://www.adtextonline.org/</a></p>	<p>--Discuss syllabus &amp; course</p> <p>-- Read “<a href="#">Hey, Marketers, Read the Room</a>”</p> <p>-- <a href="https://marketerhire.com/blog/best-pandemic-ads">https://marketerhire.com/blog/best-pandemic-ads</a></p>
9/7	History of Ads/ The Ad Industry	<p><a href="#">Launch! Advertising and Promotion in Real Time (Chapter 2)</a></p> <p>Watch: Sell &amp; Spin (up through the section on TV) <a href="https://www.youtube.com/watch?v=YPBf7km7NAk">https://www.youtube.com/watch?v=YPBf7km7NAk</a></p>	<p>How to do industry research</p> <p><b>Review:</b> Category Research Assignment</p>
9/14	Advertising and the Marketing Process	<p>Launch (<a href="#">Chapter 6 - Segment, Target &amp; Position Your Audience</a>)</p> <p><b>Recommended:</b> Marketing Segmentation (<a href="#">LinkedIn Learning</a>)</p>	<p>Segmenting the market</p> <p><b>Assignment Due Monday, 9/12</b> (Discussion Board on Segmentation &amp; Targeting)</p>
9/21	Consumer Markets	<p>Reports/articles about trends and Key Demos:</p> <p><a href="#">Defining Generations</a></p> <p><a href="#">Gen Z Complexities</a></p> <p><a href="#">SXSW Trends Roundup</a></p> <p><a href="#">Connecting with Mom Consumers</a></p> <p><a href="#">Nielsen - Understanding Consumer Sentiment</a></p>	<p><b>Assignment Due:</b> Category Research</p>

Week	Topic	Reading	Discussion/Exercises
9/28	Consumer Behavior	Launch ( <a href="#">Chapter 4 - Consumers &amp; the Communication Process</a> )	Perceptual Map (in class)
10/5	NO CLASS	Holiday	
10/12	Advertising Research & Strategy	Launch - ( <a href="#">Chapter 5 - Know Your Audience</a> )	<b>Assignment Due Monday, 10/10:</b> Discussion Board— Create a Psychographic  Strategy Statements/SWOT Analysis (In class)
10/19	Student Competitive Advertising Presentations		<b>Blogs due at 9:10</b> Review for Midterm
10/26	Midterm Creating Ads	4.2 Creative Case Study (Coursera, <a href="#">Advertising &amp; Society, Week 4, Video 2</a> )	<b>Watch in class:</b> <i>The Pitch</i> (Season 1, Episode 5 - Frangelico) - Amazon Prime
		<b>Recommended:</b> “Creativity in advertising” ( <a href="#">AdText</a> )	
11/2	Media Planning & Buying	Launch ( <a href="#">Chapter 10 - Plan and Buy Media</a> )	Work on Media Plan for Final Presentation
		<a href="#">Complete Guide to Media Planning</a>	Work on Media Objectives and strategies
		<a href="#">Media Case Studies</a>	
		<a href="#">SKYY Vodka -- Discrimination</a>	
		<b>Recommended:</b> LinkedIn Learning (Social Media Marketing Foundations - Parts 1 &2)	
11/9	Media (Print, Broadcast & Out of Home)		Review Media Assignment (Group assignment) <a href="http://www.adbuzz.com/Media Buzz/smdworkbook2e.pdf">http://www.adbuzz.com/Media Buzz/smdworkbook2e.pdf</a>

Week	Topic	Reading	Discussion/Exercises
11/16	Media (Social Media)	<p>Social Media Marketing Foundations (<a href="#">on LinkedIn Learning</a>)</p> <p><b>Recommended:</b> Check out Social Media Marketing Trends (<a href="#">on LinkedIn Learning</a>)</p> <p><b>Facebook Modules</b> <a href="https://docs.google.com/presentation/d/1jH9Lv5V00Jk4f0peVS9ciGcWkfaWlBrEwP2_L2bezz0/edit#slide=id.g830514f97a_2_65">https://docs.google.com/presentation/d/1jH9Lv5V00Jk4f0peVS9ciGcWkfaWlBrEwP2_L2bezz0/edit#slide=id.g830514f97a_2_65</a></p> <p><b>TikTok for Business:</b> <a href="https://www.youtube.com/watch?v=oVKdqXKdgrA">https://www.youtube.com/watch?v=oVKdqXKdgrA</a></p>	<p>Review any questions on group assignment</p> <p>Work on developing social media strategy for final project</p>
11/23	Influencer Marketing	<p>Influencer Playbook <a href="https://drive.google.com/file/d/1CcIKhE4DtSHI0LrB6eedzv1LCd8j7XUV/view">https://drive.google.com/file/d/1CcIKhE4DtSHI0LrB6eedzv1LCd8j7XUV/view</a></p> <p>Tribe Influencer Marketing <a href="file:///C:/Users/mara_/Downloads/TRIBE-2022-Guide-to-Influencer-Marketing.pdf">file:///C:/Users/mara_/Downloads/TRIBE-2022-Guide-to-Influencer-Marketing.pdf</a></p>	
11/30	Sales Promotion Public Relations Branded content	<p><a href="#">What is PR?</a> <a href="#">Edelman</a> <a href="#">Weber Shandwick</a> <a href="#">Coyne PR HotSheet</a></p>	Media Assignment Due
12/7	Presentation of Final Projects		
12/14	Presentation of Final Projects (also review for final)		

## Assignment Schedule

<b>Date</b>		<b>Subject</b>
Monday	9/21	Segmentations & Targeting Discussion
Monday	9/12	Category Research
Monday	10/10	Psychographic Discussion Board
Wednesday	10/19	Competitive Advertising Blog (to be presented in class)
Wednesday	10/26	Midterm
Wednesday	11/30	Media Plan Assignment
Wednesday	12/7 or 12/14	Final Advertising Project
<b>TBD</b>		Final Exam

Log in to LinkedIn Learning at <https://linkedinlearning.qc.cuny.edu/> (use your short QC username (e.g., jdoe) and password).