

Bulletin Preview

[ADVT 438/838. Global Advertising (3 cr) Lec 3.
Prereq: ADVT 283; 2.75 GPA.

Global advertising and communication. Cultural, economic, political and social differences that affect advertising strategy and execution in foreign markets. Advertising a USA product or service in the global market.

ACE Certification

In its review of requests for ACE certification, the Interim ACE committee (eventually the UCC ACE subcommittee) will use such criteria as:

- Does the course clearly address the Learning Outcome(s) identified?
- Does the course provide students with opportunities to develop the knowledge/skills necessary for successful achievement of the Learning Outcome(s)?
- Does the course provide students with opportunities to demonstrate achievement of the Learning Outcome(s)?
- Does the course reinforce at least one of the following as appropriate for the discipline and as identified by the department offering the course: Writing, Oral Communication, Visual Literacy, Historical Perspectives, Mathematics and Statistics, Critical Thinking, Teamwork, Problem Solving, Ethics, Civics, Social Responsibility, Global Awareness, or Human Diversity?
- Have the hosting department/unit and the instructor(s) agreed to follow through with their responsibilities as outlined in the ACE Course Certification Request Form?

Students select which one outcome they will receive ACE credit for. Faculty should indicate which one or two ACE Learning Outcome(s) are satisfied by the course.

SLO9. Exhibit global awareness or knowledge of human diversity through analysis of an issue.

Describe opportunities students should have to learn the outcome. How is the learning objective embedded in the course?

As the world becomes smaller with technological advances and global market expansion, marketers, advertisers and communicators must become familiar with factors influencing their field. About half of the world's advertising expenditures occur in the United States, but because the saturated U.S. market offers only limited opportunity for growth, more companies are looking to compete in non-U.S. markets. This course helps tomorrow's professionals understand how to target customers in different cultures and how to make educated decisions regarding research, strategy, media, execution and evaluation in a globalized world. The course is set up as a lecture/discussion course. After reviewing basic marketing and advertising principles, the course will introduce the concept of culture and how it is reflected in advertising messages around the globe. Students will be exposed to current advertising campaigns and learn tools that they can apply to analyze and understand these messages even if they may not understand the language used in the ad.

In the first half of the course students will study different approaches companies are using to communicate with diverse audiences in countries outside the United States. Students will analyze current advertising messages and issues arising from the creation and distribution of such messages in a variety of different media. They will apply several different communication models, including

Hofstede's "Five Dimensions of Culture" model to analyze and interpret the messages and issues. In the second half of the course, students will apply the communication models to create a culturally sensitive integrated marketing communications campaign to introduce a U.S. product into a non-U.S. market.

Describe student work that will be used to assess student achievement of the outcome and explain how the students demonstrate the knowledge and skills specified by the outcome.

Individual Assignments

Students will start the course by researching and analyzing a global advertising agency or company of their choice to learn about the philosophies of the company, its global clients & billings, as well as current advertising campaigns. This assignment will help students to demonstrate an awareness of global advertising practices. In addition, students will learn how to apply a variety of different communication models to analyze a specific advertising message of their choice that ran in a non-U.S. country. Students will be able to demonstrate an awareness of cultural differences as expressed in advertising as well as analyze the message by applying different models and theories.

Semester Group Project

Students will gain hands-on experience in researching and analyzing environmental and cultural factors in a non U.S. country in order to prepare an integrated marketing communications campaign for an international product that will be introduced into that particular market. Students will demonstrate their knowledge and understanding of current issues in that country and then develop an integrated marketing communications campaign using models and theories learned in class.

As part of the ACE certification process, the department/unit agrees to collect and assess a reasonable sample of students' work and provide reflections on students' achievement of the Learning Outcomes for its respective ACE-certified courses.

Please comment on your plans to develop a process to collect and evaluate student work over time for the purpose of assessing student success for this ACE outcome.

This course is usually offered during the first five-week summer session. The advertising sequence will assess SLO #9 by analyzing examples of high, medium, and low samples of work, including the individual assignments and semester group project. Assignments are usually graded electronically to accommodate the distance students that are enrolled in the course. Each assignment is graded using a rubric.

What Outcome(s) or skill(s) will be reinforced in this course?

According to the ACE document approved by faculty (Structural Criteria, item 9), "Every ACE course will reinforce at least one of the following skills listed below as appropriate for the discipline and as identified by the department offering the course..." Indicate skills that will be reinforced by the course by clicking on as many as apply and describe briefly how those skills will be reinforced.

These areas are those *OTHER THAN* the one or two outcomes for which you seek ACE certification. Students will not receive ACE credit for the reinforced skills, and the reinforced skills do not need to be assessed for ACE purposes.

Writing

Describe briefly how this skill will be reinforced.

Each assignment requires a writing component as students analyze and articulate global issues and advertising messages. Writing is a core competency of the College of Journalism and Mass Communications and students are expected to write extensively in most courses offered in the college. Each grading rubric usually assesses the students' ability to write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

Critical Thinking

Describe briefly how this skill will be reinforced.

The course requires students to analyze global issues and advertising messages by applying theories, concepts, and communication models learned in class. Students will also have to create messages by applying these models and theories, giving them the opportunity to demonstrate critical thinking skills.

Supportive Material

Syllabus (Required)

[adv438_syllabus_ace.pdf](#)

Attach a copy of the sample syllabus that clearly identifies:

- The Learning Outcome(s) that are satisfied by the course.
- A brief description of the opportunities this course provides students to acquire the knowledge or skills necessary to achieve the Learning Outcome(s)
- A brief description of the graded assignments that the instructor(s) uses to assess the students' achievement of the Outcome(s).

Cross-list Memo (Required if applicable)

If the course proposed for ACE certification is cross-listed, include a letter of support from the chair/head of each cross-listed unit.

Additional Documentation (Optional)