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Winter 1-1-2006

### MKTG 369.01: Advertising Competition

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# ADVERTISING COMPETITION

## Wintersession 2006

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A more “enlightening” title for this course might be “Creating an Integrated Marketing Campaign.” After a quick review of the fundamentals, this class will require you to develop a creative brief, and make supportable recommendations for its execution. These efforts will contribute to the University of Montana’s Advertising proposal to Postal Vault Systems at the National Student Advertising Competition in April of 2006.

To facilitate the “leap” from fundamentals to creating a campaign, the course will rely heavily on your participation during in-class exercises, assignments, and frequent quizzes. This format should provide for a lively discussion of the current issues, trends, and an analysis of which ads work, and which do not. Your ability to practically apply marketing principles and provide analysis will be critical to your success in the class.

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available for review online at <http://www.umt.edu/SA/VPSA/index.cfm/page/1321>

Grading will be based on:

Quizzes	40%
Assignments	40%
Participation	10%
Final Project	10%