

**Advertising - Brooklyn College – Professor Myles Bassell**

Department of Economics and Management

BUS 50.7 – **Advertising****Assignment Schedule**[professorbassell2@yahoo.com](mailto:professorbassell2@yahoo.com)

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<b>Date</b>	<b>Topics</b>	<b>Assignments</b>	<b>Due Dates</b>
June 4	Chapter <b>16</b> Creating the Copy	Read Chapter 16	June 4
June 5	Chapter 17 The Total Concept: Words & Visuals	Read Chapter 17	June 5
June 6	Creating the Copy	<b>A 16</b>	June 6
June 7	Case Study ( <b>CS</b> )	<b>CS 1 - Lays</b>	June 7
June 8	Words & Visuals	<b>B 17</b>	June 8
June 11	Chapter 18 Print Production	<b>C 18</b>	June 11
June 12	Case Study ( <b>CS</b> )	<b>CS 2</b>	June 12
June 13	Chapter <b>11</b> Using Magazines	<b>D 11</b>	June 13
June 14	Case Study ( <b>CS</b> )	<b>CS 3</b>	June 14
June 15	Chapter <b>10</b> Using Newspapers	<b>E 10</b>	June 15
June 18	Chapter <b>19</b> The TV Commercial Case Study ( <b>CS</b> )	<b>F 19</b> <b>CS 4</b>	June 18
June 19	Chapter <b>8</b> Using Television Case Study ( <b>CS</b> )	<b>G 8</b> <b>CS 5</b>	June 19
June 20	Chapter <b>20</b> The Radio Commercial Case Study ( <b>CS</b> )	<b>H 20</b> <b>CS 6</b>	June 20
June 21	Chapter <b>9</b> Using Radio	<b>I 9</b>	June 21
June 22	<b>Midterm Exam</b>	Exam	June 22

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June 25	Chapter <b>12</b> Out of Home Advertising	<b>J 12</b>	June 25
June 26	Case Study ( <b>CS</b> )	<b>CS 7</b>	June 26
June 27	Chapter <b>13</b> Direct Response & Internet	<b>K 13</b>	June 27
June 28	Case Study ( <b>CS</b> )	<b>CS 8</b>	June 28
June 29	Chapter <b>21</b> Trademarks and Packaging	<b>L 21</b>	June 29
<b>July 2</b>	Case Study ( <b>CS</b> )	<b>CS 9</b>	July 2
July 3	Chapter <b>7</b> Basic Media Strategy	<b>M 7</b>	July 3
July 4	**** *  **** *  **** *  **** *  **** *  **** *  **** *  **** * **** *  **** *  **** *  **** *  **** *  **** *  **** *  **** *	** ** *  😊  ** ** *	** ** *  ** ** *
July 5	**** *  **** *  **** *  **** *  **** *  **** *  **** *  **** *	** ** *  😊  ** ** *	** ** *  ** ** *
July 6	Chapter <b>3</b> Advertising and Branding Case Study ( <b>CS</b> )	<b>N 3</b> <b>CS 10</b>	July 6
July 9	Chapter <b>22</b> The Complete Campaign	<b>O 22</b>	July 9
July 10			July 10
July 11	Final Exam		July 11