

Department of Economics and Management

Professor Myles Bassell <http://userhome.brooklyn.cuny.edu/bassell/>

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- ❖ Office Hours: **By Appointment**
 - In Whitehead 217A: Tuesdays & Thursdays 5:00–6:15 **By Appointment
 - Virtual Office Hours: 24/7 Email / Instant Message

❖ [Required Text Book](#)

Kleppner's Advertising Procedure

By Lane, King, and Russell

Prentice Hall

ISBN: 0131404121

16th Edition

❖ [My Dozen Objectives](#)

1. Post course requirements by the first day of class
2. Demonstrate my ability to organize materials for the class
3. Stimulate interest in the topic being studied
4. Generate effective class discussion in online forums
5. Communicate effectively
6. Encourage independent thinking and **ethical behavior**
7. Demonstrate openness to students' comments, questions, and viewpoints
8. Display an exceptional understanding of the course subject matter
9. Utilize case studies to help students grasp key concepts
10. Provide students access to me
11. Clearly communicate course requirements and assignments
12. Promptly grade exams

❖ [Expected Course Outcomes](#)

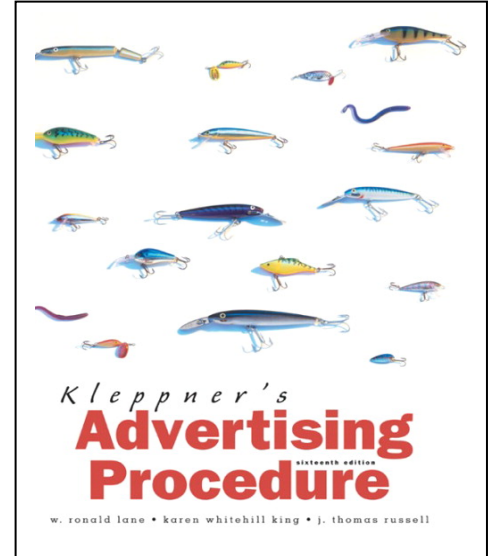
Students completing this course will:

1. Understand key **Advertising** concepts, terms, and definitions
2. Develop an understanding of how fundamental concepts and theories are applied
3. Comprehend the importance of different advertising mediums – pros and cons
4. Attain an understanding of the challenges associated with print production
5. Learn the importance of media strategy, packaging, and branding
6. Appreciate **cultural diversity** and respect others who are of a different culture

❖ [My Goal](#)

My goal is for students to L E A R N ! It is all about you!

Advertising: [Bus 50.7 Website http://userhome.brooklyn.cuny.edu/bassell/](http://userhome.brooklyn.cuny.edu/bassell/)

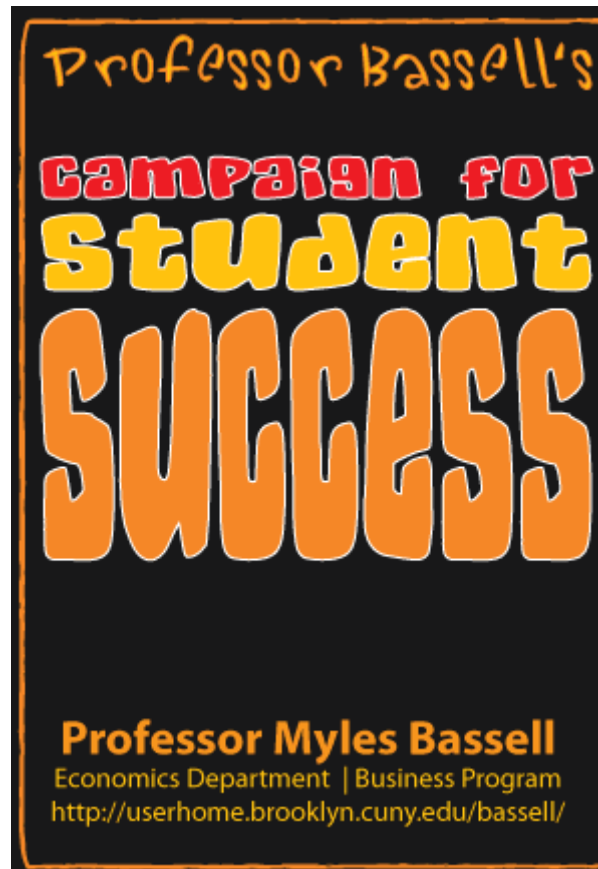


❖ My Goals For You

1. Increase Your general knowledge about the subject
2. Enhance Your ability to analyze and solve problems
3. Improve Your ability to **use computers and the Internet**
4. Expand Your ability to find and use information on your own
5. Develop Your ability to express your ideas
6. Fortify Your appreciation and sensitivity to **ethical issues**
7. Enrich Your understanding of different cultures and have you become a champion of **cultural diversity**
8. Strengthen Your **critical thinking** and reasoning skills
9. Develop Your internet research, analytic, and quantitative skills
10. Enhance Your ability to interpret data and solve problems

❖ My Mission

To help students achieve their educational and professional goals.



❖ **Course Overview**

- ❖ The focus of Bus 50.7 is on providing a sophisticated overview of the issues and dilemmas facing Advertising managers. The different advertising mediums: magazines, newspapers, television, radio, and the internet are explored in detail. **Methodology:** The text book is required and an important tool used to expose students to important advertising concepts and topics.
- ❖ The **application** of key Advertising concepts will be explored and students will be required to analyze **case studies**. The case studies are a great learning tool. They will help improve your understanding of the concepts and strengthen your critical reasoning skills. Many questions are designed to give you the opportunity to demonstrate an **understanding of the concepts** and to apply the concepts to specific scenarios. You must give a comprehensive explanation using the criteria and components of the relevant concepts. Your answer must be persuasive and use the course concepts as a basis. This will help **you** to develop your critical thinking skills.
- ❖ Discussion threads will post to the course online Forum via Black Board. Students are required to enter the Forum and post thoughtful comments. Comments should demonstrate an understanding of key course concepts, strong critical thinking skills, and a persuasive logic.
- ❖ **Exams (2)** There will be 2 Online Exams ******** There are **NO** makeup Exams********

Exam #		Date of Exam	Chapters
1	Midterm	June 22	16, 17, 18, 11, 10, 19, 8, 20, 9
2	Final	July 11 Cumulative	12, 13, 21, 7, 3, 22 plus above

❖ You are required to take both exams. There are **NO** makeup exams allowed by the department. The exam for **Advertising 50.7** is scheduled for Friday June 22nd. The exam will post to Black Board and will be completed online. I will email you the instructions to log into Black Board. **Log into Black Board immediately!** This way if you have any problems you can get it fixed before the exam. **Not being able to get into Black Board is not an excuse for not taking the exam.**

❖ EXTRA CREDIT: There are no EXTRA Credit assignments. Any student wanting to earn **HONORS** credit will need to have their project approved by me.

Your exams and projects will be graded diligently. There is **NO curve** in grading exams. If your average is a 59 you earned an F. There are **NO extra credit** assignments. A **rigorous process** will be used to determine your final grade. If you get an A you should get satisfaction from knowing that you worked hard and earned that grade.

❖ Grading

Percentage

- Assignments (25) 75% 3pts each
- Midterm 15%
- Final 10%

each late assignment receives a **penalty**.
 1-3 days late 1 pt penalty
 4-6 days late 1.5 pt penalty
 7 days or more late 2 pt penalty

If all your assignments are late...you can not pass the course!! The penalty is intended to **help you be successful** by keeping you on track with the assignments. This is a 15 week course in 4 weeks, not a 4 week class in 4 weeks. You can't afford to fall behind.

❖ Grading Criteria

A	92.5% +		C	72.5% to 77.49%
A-	90.0% to 92.49%		C-	70.0% to 72.49%
B+	87.5% to 89.99%		D+	67.5% to 69.99%
B	82.5% to 87.49%		D	62.5% to 67.49%
B-	80.0% to 82.49%		D-	60.0% to 62.49%
C+	77.5% to 79.99%		F	Below 60%

❖ (15) Study Guides and (10) Case Studies 75 points 3pts each

You must complete and submit ALL study guides and case studies. You must submit them the day they are due. Please make sure that you download the **Reading Schedule**...it contains a list of all the assignments **and** the due dates. Include the **questions** and the answers when submitting your assignment. Under each question should follow your answer. You don't need to retype the questions. You only need to highlight the question and copy/paste it into your document.

The assignment **questions** for the study guides **and** the cases are posted on the course website. When submitting assignments submit one per email. It is ok to type your assignment in WORD, but then **copy and paste** into email. I am receiving 80 assignments a day via email...it is too much to download.

Use **line spacing** 1.5 or double space the typed text. Also use bullets and list as much as possible. That will make it easier for me to accurately grade your assignment.

Please also use the format below in the email **subject line**. This will greatly help ensure that you get credit for the assignment.

50.7 B17 Jane Doe

50.7 Lays Jane Doe



below is a list of the important dates for the 2007 Summer semester

the last day to drop a class without a grade is Monday June 11

the last day to drop a class with a W is Monday June 25th

you should add me to you **Instant Messenger**

AOL mylesbassell

Yahoo professorbassell

this is an online course....check your email daily

Advertising - Brooklyn College – Professor Myles Bassell

Department of Economics and Management

BUS 50.7 – **Advertising****Assignment Schedule**professorbassell2@yahoo.com

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

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Department of Economics and Management

BUS 50.7 – **Advertising**

Assignment Schedule

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