Module 1

Learning objectives

Module 1 Study Guide.docx

Module reading

Module 1 Introduction to Advertising.docx

PowerPoint slides

Module 1 Definitions.pptx

Project – advertising campaign assignments

Assignment 1a: Situation Analysis

Assignment 1b: Campaign Goals

Module 2

Learning objectives

Module 2 Study Guide.docx

Module reading

Module 2 Understand the consumer.docx

PowerPoint slides

Module 2 Definitions.pptx

Project – advertising campaign assignments

Assignment 2a: Your Target Audience Profile

Assignment 2b: Your Target Audience Profile and Factors Influencing Drinking Behavior:

Module 3

Learning objectives

Module 3 Study Guide .docx

Module reading

Module 3 What you can afford.docx

PowerPoint slides

Module 3 Definitions.pptx

Project – advertising campaign assignments

Assignment 3a: Media Scheduling

Assignment 3b: Preliminary budget allocation for your campaigns

Module 4

Learning objectives

Module 4 Study Guide .docx

Module reading

Module 4 Promotion Mix.docx

PowerPoint slides

Module 4 Definitions.pptx

Project – advertising campaign assignments

Assignment 4: Media Mix

Module 5

Learning objectives

Module 5 Study Guide.docx

Module reading

Module 5 Promotion Mix cnd.docx

PowerPoint slides

Module 5 Definitions.pptx

Project – advertising campaign assignments

Assignment 5: Detailed budget allocation for your campaigns

Module 6

Learning objectives

Module 6 Study Guide.docx

Module reading

Module 6 Creative strategy.docx

PowerPoint slides

Module 6 Definitions.pptx

Project – advertising campaign assignments

Assignment 6: Creative Strategy

Module 7

Learning objectives

Module 7 Study Guide.docx

Module reading

Module 7 ROI and measures.docx

PowerPoint slides

Module 7 Definitions.pptx

Final assignment

Advertising diary

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These materials have been adapted from the following OER resources:

Launch! Advertising and Promotion in Real Time by Solomon et al. 2009: https://open.umn.edu/opentextbooks/textbooks/launch-advertising-and-promotion-in-real-time

Principles of Marketing by Lumen Learning https://courses.lumenlearning.com/waymakerintromarketingxmasterfall2016/
Introduction to Marketing by USG Ecore https://go.view.usg.edu/d2l/home/2366486