

Week of:	Class Objectives and Assignments:
(1)Aug 15	<p>Classroom Procedures Student email set-up; add dhswestlab@gmail.com to address book.</p>
(2)Aug 22	<p>Classroom Procedures Textbooks; course outline; introduction.</p>
(3)Aug 29	<p>The Consumer is in Charge (FW 3.1 - 3.4) <u>Assigned Readings:</u> Ch. 1, pp. 4-20. <u>Key Terms:</u> advertisement, consumer, consumer behavior, mass media, need, search time, social meaning, society, standard of living, want. <u>Project:</u> PowerPoint - 5 Types of Advertising (present to class).</p>
(4)Sept 6 (4 days)	<p>History of Advertising (FW 1.1 - 1.5, 7.1) <u>Assigned Reading:</u> Ch. 2, pp. 28-32. <u>Notes & Discussion:</u> Watch video, "Spin & Sell: A History of Advertising," and take notes (handout). Discuss Ch. 2. <u>Assignments:</u> Quiz over Video (50 pts); Open Response Writing, topic TBA (25 pts), Ch. 2.1 handout.</p>
(5)Sept 12 ^a (4 ½ Weeks Grades)	<p>"Retailing" Software by Knowledge Matters (FW 7.1) <u>Assigned Reading:</u> Lessons 1 and 2 handouts. <u>Key Terms:</u> price, cost, profit, margin, supply, demand, market share, markdown, buyer, open-to-buy, vendor, inventory, stock, invoice, inventory control, just-in-time inventory control system, physical inventory system, perpetual inventory system, stock turnover. <u>Assignment:</u> Lessons 1 and 2 computer exercises (handouts).</p>
(6)Sept 19	<p>"Retailing" Software by Knowledge Matters (FW 7.1) <u>Assigned Reading:</u> Lesson 4 handout. <u>Key Terms:</u> promotion, product promotion, institutional promotion, personal selling, sales promotion, advertising, public relations, publicity, promotional mix, Federal Trade Commission, cease and desist order, bait and switch. <u>Assignment:</u> Lesson 4 computer exercise (handout).</p>
(7)Sept 26 ^b	<p><u>Assigned Reading:</u> Review Lessons 1, 2, and 4 of "Retailing" program. <u>Assignment:</u> Lessons 1, 2, and 4 Test (50 pts.)</p>
(8)Oct 3	<p>Entrepreneurship (FW 8.1) <u>Assigned Reading:</u> None. <u>Notes and Discussion:</u> Watch video, "From Poop to Profits," and take notes (handout), discuss.</p>
(9)Oct 10 (9 Weeks Tests)	<p>Entrepreneurship (FW 8.1) <u>Assignment:</u> Internet research - www.mindyourownbiz.org. <u>Assignment:</u> Entrepreneurship Quiz (50 pts).</p>
(1)Oct 17 (18-P/T Conference)	<p>Creating Advertisements (FW 4.1 - 4.7) <u>Assigned Reading:</u> Ch. 5, pp. 104-128. <u>Key Terms:</u> art, banner ad, benefit, creative plan, design, evoked set, feature, layout, message strategy, slogan, storyboard. <u>Notes & Discussion:</u> Discuss advantages/disadvantages of all forms of media, the creative plan, and elements of good advertising copy. <u>Assignment:</u> Lessons 5.1 and 5.2 "Think Critically" exercises (15 pts each).</p>

(2)Oct 24	<p>Creating Advertisements (FW 4.1 - 4.7) <u>Notes & Discussion:</u> Discuss planning decisions and effective techniques for advertising in print, radio, TV, and Internet. <u>Assignment:</u> Lessons 5.3 and 5.4 "Think Critically" exercises (15 pts. each). <u>Project:</u> Prepare an Internet advertisement (50 pts.) <u>Project:</u> Prepare a print advertisement (50 pts.)</p>
(3)Oct 31	<p><u>Project:</u> Prepare a radio advertisement (50 pts.) and present to the class. <u>Project:</u> Prepare a TV advertisement (50 pts.) and present to the class.</p>
(4)Nov 7 (4 ½ Weeks Grades)	<p>Understanding the Consumer (FW 3.1 - 3.4) <u>Assigned Reading:</u> Ch. 3, pp. 56-72. <u>Key Terms:</u> advertising research, community, culture, demographics, focus group, market segment, positioning, ritual, social class, target segment. <u>Assignments:</u> Lessons 3.1, 3.2, 3.3 "Think Critically" exercises (15 pts. each); Ch. 3 Test (100 pts); Open Response Writing, topic TBA (25 pts).</p>
(5)Nov 14	<p>Understanding the Consumer (FW 3.1 - 3.4) <u>Activity:</u> Name Brand vs. Generic - Consumer Perceptions <u>Project:</u> Research the demographics for DeWitt, Arkansas County, and Arkansas. Present your findings in a PowerPoint to the class. (100 pts.)</p>
(6)Nov 21	Thanksgiving Holiday
(7)Nov 28	<p>Media Plan (FW 5.1 - 5.3) <u>Assigned Reading:</u> Ch. 6, pp. 136-152. <u>Key Terms:</u> direct marketing, event sponsorship, frequency, media class, media plan, media vehicle, message weight, press release, reach, sales promotion. <u>Assignment:</u> Ch. 6 "Think Critically" exercise (15 pts.). <u>Assignment:</u> Open Response Writing , topic TBA (25 pts). <u>Assignment:</u> Ch. 6 Test (100 pts).</p>
(8)Dec 5	<p>Media Plan (FW 5.1 - 5.3) <u>Project:</u> Prepare a product display (100 pts).</p>
(9)Dec 12 (Semester Tests)	<p>Review & Semester Test Study guide provided.</p>

^aFair Week

^bHomecoming Week