

MCOM 2686 - Advertising Principles and Production

Fall 2026 Syllabus, Section 01, CRN 43892,

Credit hours: 3

Instructor

Thomas Flynn

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Public Instructor Information

Instructor Title: Lecturer

Instructor Professional Qualifications: Ph.D. University of Nebraska, 1991; MA. Ohio University, 1985, B.A.S. University of Toledo, 1979. Past President of the Eastern Communication Association. Kendall Hunt Author

Instructor Office Location: Bliss 2019

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Course Description

2686. Advertising Principles and Production. Examination of advertising fundamentals through economic, social, and ethical lenses. Topics include agency function, creative production, strategic differences across print, broadcast, and digital media, direct advertising links, and career opportunities in the evolving field. Prereq.: None. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	Integrated Marketing Communication: A Consumer-Centric Approach for the Digital Age.	Flynn, Smith & Walsh	9798765798188

Integrated Marketing Communication: A Consumer-Centric Approach for the Digital Age, 2nd Edition. Flynn, Smith & Walsh. Kendall Hunt Publishing.

Available online at Integrated Marketing Communication: A Consumer-Centric Approach for the Digital Era | Higher Education (kendallhunt.com)

Purchase the Ebook version to save. Will be supplemented with additional notes and readings posted on D2L.

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Day	Date	Reading(s)	Proposed Topic	Due/To Prepare for Class
Tue	8/25	Chapter 1	Introduction to Course	
Thu	8/27	Chapter 1 & Notes	The Age of Brand Disruption	
Tue	9/1	CH 1 pp. 2-6, 13-16 CH 7 pp. 199-200 CH 11 pp, 331-337	Overview of Advertising, IMC & Public Relations	
Thu	9/3	CH 1 pp. 2-6, 13-16 CH 7 pp. 199-200 CH 11 pp, 331-337	Overview of Advertising, IMC & Public Relations	
Tue	9/8	Chapter 2, Readings & Notes	Consumer Behavior	
Thu	9/10	Chapter 2, Readings & Notes	Consumer Behavior	Media Consumption Project Due by 11:59 pm on September 11th . Be prepared to discuss your findings on Tuesday 9/15
Tue	9/15	Chapter 3 & Notes	Brands, Branding & CX	
Thu	9/17	Chapter 3 & Notes	Brands, Branding & CX	
Tue	9/22	Chapter 4 & Notes	Strategic Planning	
Thu	9/24	Chapter 4 & Notes	Media Planning	



Tue	9/29	Chapter 5 & Notes	Message Strategies	
Thu	10/1	Chapter 5 & Notes	Message Strategies	
Tue	10/6	Chapter 6 & Notes	Message Tactics	
Thu	10/8	Chapter 6 & Notes	Message Tactics	Persuasive Message Analysis due Friday, October 9th by 11:59 pm. Be prepared to discuss your findings on Tuesday 10/13/15
Tue	10/13		Catch up Day if needed	
Thu	10/15		Exam #1 over Chapters 1-6	
Tue	10/20	Chapter 7 & Notes	Traditional Advertising & Media Resources	
Thu	10/22	Chapter 7 & Notes	Traditional Advertising & Media Resources	
Tue	10/27	Chapter 8 & Notes	Digital Basics, Direct Marketing, Email, Ecommerce and Website Resources	
Thu	10/29	Chapter 8 & Notes	Digital Basics, Direct Marketing, Email, Ecommerce and Website Resources	
Tue	11/3	Chapter 9 & Notes	Digital Display, Search, Content Marketing and Mobile Resources	
Thu	11/5	Chapter 9 & Notes	Digital Display, Search, Content Marketing and Mobile Resources	
Tue	11/10	Chapter 10 & Notes	Social Media: Influencers and Listeners	
Thu	11/12	Chapter 10 & Notes	Social Media: Influencers and Listeners	
Tue	11/17	Chapter 13 & Notes	Ethics & Regulation of Marketing Comm	
Thu	11/19	Chapter 13 & Notes	Ethics and Regulation of Marketing Comm	
Tue	11/24		TBA	
Thu	11/26		Thanksgiving Day	
Tue	12/1		Case Study Presentations	Submit your Slide Deck to BB on the day you've been assigned to present. We will open them from the BB site.
Thu	12/3		Case Study Presentations	The Case Study Analysis will be due the last day of the semester. Submit it to the BB site.
Tue	12/8		Exam #2 over Chapters 7-10 & 13. It will be held at the date and time assigned for the course final exam. TBA	

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.