

Welcome to Intro to Strategic Advertising

COM220L online

This course is centered on Advertising - a concept that may seem straightforward but is complex when we attempt to define it. According to Merriam-Webster, advertising is defined as the act of drawing public attention to something, particularly through paid announcements. However, this definition has become too restrictive for today's landscape. Historically, advertising was predominantly seen as the paid promotion of products or brands through mass media channels such as magazines, newspapers, television, or radio. The emergence of the Internet and other interactive media has dramatically broadened the scope of what is considered advertising. It's no longer just about broadcasting product messages to a wide, undifferentiated audience. Today, advertising involves a more intricate and strategic process. It's about how brands build and maintain individual relationships with consumers who are most likely to be loyal and profitable. This modern approach to advertising demands a more comprehensive strategy on how to effectively reach, attract, persuade, motivate, and retain the most valuable customers for a brand.



This course requires the **Stukent Advertising bundle**, which includes a digital textbook and simulation listed below

👉 **Advertising Selling In Today's World** | Brian Sheehan and Ed Russell | **Stukent Advertising Simternship**

ISBN: 978-1-7374823-1-4 | 9781737482314

Starting June 8th, students will have access to purchase the required course materials directly through the course site in Brightspace. It is mandatory to purchase the necessary material bundle by Sunday, June 14th at 11:59 PM, as this will count as a homework assignment. Upon purchasing the bundle, you will immediately gain access to the text and simulation via the course site.

Since this course is entirely online, you will need a computer and reliable access to WiFi. If you anticipate being away during the course duration, ensure you have WiFi access. Lack of internet access due to vacations or other reasons will not be accepted as an excuse for missing deadlines.

The course is delivered asynchronously through Marist University's learning management system, Brightspace. This platform grants you 24/7 access to all course materials and your individual grades. Should you encounter any issues with Brightspace, please contact the HELP Desk at 845-575-HELP.

In the first week, I will provide a course overview video to get you started. If you have any questions throughout the course, feel free to reach out to me at joanna.davanzo@marist.edu

I'm looking forward to working with you in this course! - **Prof. Joanna D'Avanzo**

Joanna D'Avanzo is a Senior Professional Lecturer of Advertising at Marist University, where she previously served as Chair of the Communication Department. She is also the Coordinator of the Global Marketing Communication degree at Marist Italy. Joanna joined Marist to lead the creative advertising program and has collaborated with colleagues to guide students in producing innovative, award-winning work. Her students have earned accolades at the Young Ones Awards from The One Club for Creativity, achieved district placements in the National Student Advertising Competition sponsored by the American Advertising Federation, and have won Crowbar Awards through Breaking and Entering Media.

In her first year at Marist, Joanna initiated the Marist Portfolio Review in New York City, an annual event that has since helped graduates secure positions at top agencies including Havas, Klick, McCann, Apple, and Disney's in-house agency, Yellow Shoes.

Before transitioning to academia, Joanna built a successful career at prominent New York City advertising agencies, advancing to the role of Creative Director and crafting campaigns for a diverse range of clients. With over 20 years of industry experience, she brings a deep understanding of advertising into the classroom, preparing students for their careers with practical insight and the philosophy to "Know a Little About a Lot"—a mindset she continues to embody through ongoing learning and adaptation.

