



IAA Accreditation

Preface

Background

The International Advertising Association's (IAA) professional development mission is to develop state of the art education programs for preparing individuals for the marketing communications industry of the 21st century. This is an ongoing task, and is in large part carried out by IAA's Accredited Institutes--leading universities, colleges, and professional schools located throughout the world.

The IAA Accreditation program has a twenty-year record of accomplishment. Presently, more than forty IAA Accredited Institutes hold membership in IAA's global advertising education network. Institutes offer one or more IAA approved courses in advertising/marketing communications. Each actively participates in numerous IAA functions and events, often including a close relationship with the IAA Professional Chapter located in their geographic area.

Students graduating from these schools who have satisfactorily completed an approved course of studies receive *IAA's Diploma in Marketing Communications*. To date more than 18,000 students have been awarded this diploma; and most are employed with advertising agencies, advertisers, and media in international markets.

Preview

The packet provides information on IAA accreditation for prospective schools.

- It enumerates the benefits and costs of accreditation.

- It illustrates curricular requirements and describes application procedures.

- Appendix A includes subject descriptions and expected learning outcomes.

- Appendix B provides a format for subject syllabi.

- Appendix C gives a suggested format for faculty resumes.

- The packet also contains a list of Recommended Marketing Communications Literature. Lastly, it includes an Application for IAA Accreditation.

IAA welcomes applications for IAA Accreditation from qualified universities, colleges, and professional schools. IAA Chapters are also encouraged to nominate qualified schools located within their respective markets.

Table of Contents

Preface	i
Table of Contents	ii & iii
1. IAA Accreditation - An Overview	1
1.1 Accredited Institutes	1
1.2 IAA Diploma in Marketing Communications	1
1.3 Candidate Schools	1
1.4 Accreditation of Educational Institutions	1
1.5 Benefits of Accreditation	2
1.5.1 International Recognition	2
1.5.2 Complimentary IAA International Academic Memberships	2
1.5.3 Professional Interaction	2
1.5.4 Participation in <i>InterAd</i>	2
1.5.5 Conferences	2
1.5.6 Listing on IAA's Web Site	2
1.5.7 Educational Materials	3
1.6 Costs	3
2. IAA Curricular Requirements	4
2.1 Approved Courses (Programs) of Study	4
(1) IAA Standard Model	5
(1A) IAA Standard Model - Alternative	6
(2) IAA Creative/Production Model	7
(2A) IAA Creative/Production Model - Alternative	8
(3) IAA Media/Merchandising/Public Relations Model	9
(3A) IAA Media/Merchandising/Public Relations Model – Alternative	10
(4) IAA Liberal Arts Model	11
(4A) IAA Liberal Arts Model - Alternative	12
(5) IAA E-Commerce Model	13
2.2 Required Subject Matter	14
2.3 Subject Matter Descriptions and Learning Outcomes	14
2.4 Model Subject Syllabi	14

3. Application Procedure	15
3.1 Collaborative Endeavor: Candidate School and IAA Chapter	15
3.2 IAA Accreditation Review Process	15
3.3 Procedural Steps	15
3.3.1 Solicitation	15
3.3.2 Nomination	15
3.3.3 Self-study	15
3.3.4 Written Application	16
3.3.5 Preliminary Review	16
3.3.6 On-site Visit	16
3.3.7 Accreditation Report	17
4. Accreditation Guidelines	17
4.1 Accreditation Criteria	17
4.1.1 Governance/Administration	17
4.1.2 Resources	17
4.1.3 Curriculum	17
4.1.4 Faculty	18
4.1.5 Students	18
4.2 Outcomes	18
4.2.1 IAA Accreditation	18
4.2.2 Conditional Accreditation	18
4.2.3 Denial	19
5. Quality Assurance	19
Appendix A: Subject Descriptions and Expected Outcomes	(15 pages)
Appendix B: Model Subject Syllabi Form	(1 page)
Appendix C: Sample Format for Faculty Resumes	(1 page)
6. Recommended Marketing Communications Literature	(18 pages)
7. Application for IAA Accreditation	(15 pages)

1. IAA Accreditation - An Overview

1.1 Accredited Institutes

The International Advertising Association as part of its professional development mission accredits qualified schools, colleges, and universities for the purpose of advancing the level of marketing communications in international markets. Presently, there are more than forty IAA Accredited Institutes located in major markets throughout the world. Each is empowered to confer *IAA's Diploma in Marketing Communications* upon its qualified graduates, and fully participate in the benefits resulting from membership in IAA's global advertising education network.

1.2 IAA Diploma in Marketing Communications

The *IAA Diploma in Marketing Communications* is awarded to Accredited Institute graduates who successfully complete an approved course of studies. This diploma is intended to complement the school's present diploma and/or degree, and is generally conferred by the school during its regular commencement exercise. As such, the IAA Diploma attests that the individual has achieved proficiency in marketing communications at a level considered acceptable by the profession across international markets.

1.3 Candidate Schools

IAA invites applications from qualified universities, colleges, and professional schools. The school may be either public or private. IAA encourages inquiries from both undergraduate and graduate schools, as well as from institutes offering two-year programs in advertising or marketing communications.

IAA also welcomes the nomination of schools from members of its Professional Chapters.

1.4 Accreditation of Educational Institutions

IAA Accreditation indicates that a given educational institution's program or course of studies in marketing communications fully meets the Association's professional standards. To become accredited, the school's administration, faculty, and students must meet or exceed all IAA's accreditation criteria concerning quality of faculty, rigor of curriculum, and acceptance of graduates within the profession. More specifically, accreditation ensures that the school's faculty holds appropriate academic and/or professional qualifications, they deliver state of the art instruction, and that the advertising/marketing communications curriculum is in accord with IAA standards.

The school must additionally receive the endorsement of the local IAA Chapter, IAA's World Secretariat, and/or the Direction of the Association's Professional Development.

1.5 Benefits of IAA Accreditation

1.5.1 International Recognition

Each Accredited Institute receives an *IAA Accreditation Certificate*. This Certificate is tangible evidence certifying that the school's advertising/marketing communications program(s) provides quality learning that is recognized by leading marketing professionals throughout the world.

1.5.2 Complimentary IAA International Academic Memberships

Each Accredited Institute receives up to five free IAA International Academic memberships. These are awarded to the program director and full time faculty who teach marketing communications subjects.

1.5.3 Professional Interaction

All IAA Chapters are encouraged to extend special privileges to marketing communications faculty at Accredited Institutes, to their students, and to recipients of the *IAA Diploma in Marketing Communications*. This interaction may take many forms, including attendance at chapter functions, participation in chapter activities, internships, and placement for students as well as research and/or consulting opportunity for faculty.

1.5.4 Participation in *InterAd*

Accredited Institutes may annually enter free of charge one student team in *InterAd*, the Association's international student advertising competition.

1.5.5 Conferences

Every other year, IAA organizes a World Education Conference that provides for interchange of ideas among marketing communications faculty, and between educators and professionals. The Conference provides opportunity for broad participation; faculty and professionals are invited to submit papers; accepted refereed manuscripts will be included in the Conference's electronically published *Proceedings*. Regional conferences focusing on selected aspects of marketing communications are also conducted.

1.5.6 Listing on IAA's Web Site

Accredited Institutes are listed on IAA's website; thus, facilitating interaction among faculty and students from other schools, which comprise IAA's far reaching education network.

1.5.7 Educational Materials

Current texts and other marketing communications material are distributed either free of charge or at discounted rates to faculty at Accredited Institutes. IAA updates its recommended resource list -- texts, periodicals, and web sites annually. Institutes also participate in IAA's *Case Exchange Program*.

1.6 Costs

The accreditation fee is US\$3,000. This sum along with the associated cost for conducting an on-site accreditation visit must be remitted to IAA's World Secretariat before the *IAA Accreditation Certificate* will be issued.

A further annual fee, which relates to the annual number of IAA Diplomas conferred is required to cover the cost of processing and maintaining an on-going liaison with the school. The fee is as follows:

- US\$ 1,500 for institutes conferring 25 or fewer diplomas annually
- US\$ 1,750 for institutes conferring 26-100 diplomas annually
- US\$ 2,000 for institutes conferring 101-200 diplomas annually
- US\$ 2,500 for institutes conferring more than 200 diplomas annually

Accreditation renewal is required every six years, at a fee of \$1,000 plus the cost of an on-site visit. (Procedures for renewal are described in IAA's Accreditation Renewal packet available upon request from the World Secretariat.)

Note: The ongoing success of IAA's Education and Professional Development programs depends upon the timely receipt of fees. Therefore, late payments will lead to a suspension of accreditation benefits and privileges. Non-payment will lead to cancellation of an institute's accreditation and immediate revocation of all benefits and privileges.

2. IAA Curricular Requirements

2.1 Approved Courses (Programs) of Study

The Association's high curricular standards ensure:

That IAA certified programs are in keeping with the dynamic needs of the marketing communications' profession.

That each institute provides quality instruction.

IAA's approved curricula allow for pedagogical differences, and recognize that instructional methods vary from school to school both within and across markets.

The Association has developed, tested, and approved five curricular tracks. These are reflected in five curricular models:

(1-1A) Standard.

(2-2A) Creative/production.

(3-3A) Media/merchandising/public relations.

(4-4A) Liberal arts.

(5) E-commerce..

Each requires a minimum of 300 contact hours.

Curricular models 1-4 incorporate e-commerce throughout the curriculum; 1A-4A treat e-commerce as a separate subject within the respective models.

(1) IAA STANDARD MODEL
(300 Hours Minimum)

The Standard Model provides comprehensive exposure to the multidimensional area of marketing communications. Its graduates will be attractive to agencies, media, and client organizations.

SUBJECTS	HOURS REQUIRED ^(a)
1. Basic Marketing	30-50
2. Consumer Behavior	15-25
3. Communication Theory	15-25
4. Marketing/Advertising Research	25-35
5. Principles of Advertising/Promotion	30-50
6. Advertising/Promotion: Strategy and Management (Cases)	25-35
7. Creative Fundamentals - Copy, Layout and Production	25-35
8. Media Fundamentals – Planning and Buying	25-35
9. Advertising and Society – Social, Economic and Regulatory	10-15
10. International Marketing/ Advertising	10-15
11. Integrated Marketing Communications -- Campaign	30-50
12. Advanced International Marketing Communication Topic	30-50
Internship - Related to Advertising/Promotion Management	Semester Equivalent ^(b)
TOTAL	300

^(a) The minimum requirement is 300 hours. It is expected that each student will have completed course work in a minimum of 11 of the 12 areas listed. Students may transfer in up to 100 hours of credit.

^(b) The semester equivalent internship requirement can be undertaken on either a full time or part-time basis. (It can be waived for students who have attained equivalent professional experience prior to the completion of the program.)

(1A) ALTERNATIVE - IAA STANDARD MODEL

(300 Hours Minimum)

The Standard Model provides comprehensive exposure to the multidimensional area of marketing communications. Its graduates will be attractive to agencies, media, and client organization.

SUBJECTS	HOURS REQUIRED ^(a)
1. Basic Marketing	30-50
2. Consumer Behavior	15-25
3. Communication Theory	15-25
4. Marketing/Advertising Research	25-35
5. Principles of Advertising/Promotion	30-50
6. Advertising/Promotion: Strategy and Management (Cases)	25-35
7. Creative Fundamentals - Copy, Layout and Production	20-35
8. Media Fundamentals - Planning and Buying	20-35
9. Advertising and Society - Social, Economic and Regulatory	10-15
10. E-Commerce	30-50
11. International Marketing/ Advertising	10-15
12. Integrated Marketing Communications -- Campaign	30-50
13. Advanced International Marketing Communication Topic	30-50
Internship - Related to Advertising/Promotion Management	Semester Equivalent ^(b)
TOTAL	300

^(a) The minimum requirement is 300 contact hours. It is expected that each student will complete E-Commerce and course work in a minimum of 11 of the 12 other areas listed. Students may transfer in up to 100 hours of credit.

^(b) The semester equivalent internship requirement can be undertaken on either a full time or part-time basis. Students who have attained equivalent professional experience prior to the completion of the program can waive it.

(2) IAA CREATIVE/PRODUCTION MODEL

(300 Hours Minimum)

This Creative/Production Model is designed for those students who seek “creative” positions with agencies and/or advertisers. This curriculum is especially relevant for copy and/or production positions.

SUBJECTS	HOURS REQUIRED ^(a)
1. Basic Marketing	30-50
2. Principles of Advertising/Promotion	30-50
3. Advertising/Marketing Research	15-25
4. Consumer Behavior	15-25
5. Creative Fundamentals	30-50
6. Art and/or Design	30-50
7. Graphics/Print Production	25-35
8. Graphics/Electronic Media	25-35
9. International Marketing/Advertising	10-15
10. Integrated Marketing Communications -- Campaign	30-50
11. Advanced International Advertising Creative Topic	30-50
Internship -- Related to Advertising Creativity	Semester Equivalent ^(b)
TOTAL	300

(a) The minimum requirement is 300 hours. It is expected that each student will have completed course work in a minimum of 10 of the 11 areas listed. Students may transfer in up to 100 hours of credit.

(b) The semester equivalent internship requirement can be undertaken on either a full time or part-time basis. (It can be waived for students who have attained equivalent professional experience prior to the completion of the program.)

(2A) ALTERNATIVE - IAA CREATIVE MODEL
(300 Hours Minimum)

This Creative/Production Model is designed for those students who seek “creative” positions with agencies and/or advertisers. This curriculum is especially relevant for copy and/or production positions.

SUBJECTS	HOURS REQUIRED ^(a)
1. Basic Marketing	30-50
2. Principles of Advertising/Promotion	30-50
3. Advertising/Marketing Research	15-25
4. Consumer Behavior	15-25
5. Creative Fundamentals	30-50
6. Art and/or Design	30-50
7. Graphics/Print Production	20-35
8. Graphics/Electronic Media	20-35
9. E-Commerce	30-50
10. International Marketing Advertising	10-15
11. Integrated Marketing Communications -- Campaign	30-50
12. Advanced International Advertising Creative Topic	30-50
Internship - Related to Advertising Creativity	Semester Equivalent ^(b)
TOTAL	300

^(a) The minimum requirement is 300 contact hours. It is expected that each student will complete E-Commerce and course work in a minimum of 10 of the 11 other areas listed. Students may transfer in up to 100 hours of credit.

^(b) The semester equivalent internship requirement can be undertaken on either a full time or part-time basis. Students who have attained equivalent professional experience prior to the completion of the program can waive it.

(3) IAA MEDIA/MERCHANDISING/PUBLIC RELATIONS MODEL
(300 Hours Minimum)

The Media/Merchandising/Public Relations Model is designed for individuals seeking positions with media or public relations firms as well as related positions with either agencies or client organizations.

SUBJECTS	HOURS REQUIRED ^(a)
1. Basic Marketing	30-50
2. Principles of Advertising/Promotion	30-50
3. Consumer Behavior	15-25
4. Marketing/Advertising Research	25-35
5. Media Fundamentals	30-50
6. Direct Response	30-50
7. Public Relations	30-50
8. Interactive Media	10-15
9. International Marketing/Advertising	10-15
10. Integrated Marketing Communications -- Campaign	30-50
11. Advanced International Marketing Communication Topic	30-50
Internship – Related to Media/ Merchandising/Public Relations	Semester Equivalent ^(b)
TOTAL	300

(a) The minimum requirement is 300 hours. It is expected that each student will have completed course work in a minimum of 10 of the 11 areas listed. Students may transfer in up to 100 hours of credit.

(b) The semester equivalent internship requirement can be undertaken on either a full time or part-time basis. (It can be waived for students who have attained equivalent professional experience prior to the completion of the program.)

(3A) ALTERNATIVE -- IAA MEDIA/MERCHANDISING/PUBLIC RELATIONS MODEL
(300 Hours Minimum)

The Media/Merchandising/Public Relations Model is designed for individuals seeking positions with media or public relations firms as well as related positions with either agencies or client organizations

SUBJECTS	HOURS REQUIRED ^(a)
1. Basic Marketing	30-50
2. Principles of Advertising/Promotion	30-50
3. Consumer Behavior	15-25
4. Marketing/Advertising Research	25-35
5. Media Fundamentals	25-50
6. Direct Response	25-50
7. Public Relations	30-50
8. E-Commerce	30-50
9. International Marketing/Advertising	10-15
10. Integrated Marketing Communications -- Campaign	30-50
11. Advanced International Marketing Communication Topic	30-50
Internship -- Related to Media/ Merchandising/Public Relations	Semester Equivalent ^(b)
TOTAL	300

^(a) The minimum requirement is 300 contact hours. It is expected that each student will complete E-Commerce and course work in a minimum of 9 of the 10 other areas listed. Students may transfer in up to 100 hours of credit.

^(b) The semester equivalent internship requirement can be undertaken on either a full time or part-time basis. (It can be waived by students who have attained equivalent professional experience prior to the completion of the program.)

(4) IAA LIBERAL ARTS MODEL
(300 Hours Minimum)

The Liberal Arts Model is designed for the marketing communications' generalist. The curriculum provides a broad overview of the industry within a complex global environment. Students graduating with this program will be sought for managerial positions within agencies, client organizations, and media.

SUBJECTS	HOURS REQUIRED ^(a)
1. Basic Marketing	30-50
2. Research -- Scientific Method	15-25
3. Communication -- Writing, Speaking	15-25
4. Foreign Language	30-50
5. Behavioral Sciences: Psychology, Sociology	30-50
6. Cross-cultural Appreciation	15-25
7. Principles of Advertising/Promotion	30-50
8. Communication and Society	15-25
9. International Marketing/Advertising	15-25
10. Integrated Marketing Communications -- Campaign	30-50
11. Advanced International Marketing Communication Topic	30-50
Internship -- Related to International Marketing Communications	Semester Equivalent ^(b)
TOTAL	300

(a) The minimum requirement is 300 hours. It is expected that each student will have completed course work in a minimum of 10 of the 11 areas listed. Students may transfer in up to 100 hours of credit.

(b) The semester equivalent internship requirement can be undertaken on either a full time or part-time basis. (It can be waived for students who have attained equivalent professional experience prior to the completion of the program.)

(4A) ALTERNATIVE -- IAA LIBERAL ARTS MODEL

(300 Hours Minimum)

The Liberal Arts Model is designed for the marketing communications' generalist. The curriculum provides a broad overview of the industry within a complex global environment. Students graduating with this program will be sought for managerial positions within agencies, client organizations, and media.

SUBJECTS	HOURS REQUIRED ^(a)
1. Basic Marketing	30-50
2. Research -- Scientific Method	15-25
3. Communication -- Writing, Speaking	15-25
4. Foreign Language	25-50
5. Behavioral Sciences: Psychology, Sociology	25-50
6. Cross-cultural Appreciation	15-25
7. Principles of Advertising/Promotion	30-50
8. Communication and Society	15-25
9. E-Commerce	30-50
10. International Marketing/Advertising	15-25
11. Integrated Marketing Communications -- Campaign	30-50
12. Advanced International Marketing Communication Topic	30-50
Internship -- Related to International Marketing Communications	Semester Equivalent ^(b)
TOTAL	300

^(a) The minimum requirement is 300 contact hours. It is expected that each student will complete E-Commerce and course work in a minimum of **10** of the 11 other areas listed. Students may transfer in up to 100 hours of credit.

^(b) The semester equivalent internship requirement can be undertaken on either a full time or part-time basis. (It can be waived by students who have attained equivalent professional experience prior to the completion of the program.)

(5) IAA E-COMMERCE MODEL
(300 Hours Minimum)

The E-Commerce Model provides exposure to e-commerce technology and emphasizes e-marketing strategies and application. Graduates will be attractive to agencies, media, and client organizations, especially those that accentuate electronic communications.

SUBJECTS	HOURS REQUIRED ^(a)
1. Basic Marketing	30-50
2. Principles of Advertising/Promotion	30-50
3. Creative Fundamentals	25-35
4. Media Fundamentals	25-35
5. Advertising & Society	10-15
6. E-Commerce Fundamentals	30-50
7. E-Marketing Strategies	30-50
8. E-Marketing Practices	30-50
9. International Marketing/Advertising	15-25
10. IMC--Campaign	30-50
11. Advanced Topic (related to specialization)	30-50
Internship - Related to E-Marketing Communications	Semester Equivalent ^(b)
TOTAL	300

^(a) The minimum requirement is 300 contact hours. It is expected that each student will complete three e-commerce requirements and course work in a minimum of 7 of the 8 other areas listed. Students may transfer in up to 100 hours of credit.

^(b) The semester equivalent internship requirement can be undertaken on either a full time or part-time basis. (It can be waived by students who have attained equivalent professional experience prior to the completion of the program.)

2.2 Required Subject Matter

Each of IAA's approved curricular models as shown on the preceding pages can be completed with the equivalent of two years of full time study. The subjects may be offered at either the undergraduate or graduate level. As such, IAA subject requirements can readily be incorporated within the prospective school's existing curriculum or added to it as may be appropriate.

As illustrated all five models require a minimum of 300 contact hours of subject matter. All include:

- (1) a common core of marketing communication subjects.
- (2) an integrated marketing communications campaign project.

Each of the first four models presumes that relevant information technology [e-commerce] has either been incorporated throughout the several subjects, as noted in the alternative models treated as a separate subject.

All models further require practical experience, and most often this is provided through a semester equivalent supervised internship. (This requirement can be waived if the student has had prior professional experience in the field.)

The individual models also specify requisite subject matter in related functional areas. Schools may require and/or recommend additional subjects or study beyond IAA's expressed requirements.

2.3 Subject Matter Descriptions and Learning Outcomes

Appendix A provides descriptions and desired outcomes for the several marketing communications subjects contained within the models.

2.4 Model Subject Syllabi

Appendix B contains a sample syllabus format for outlining each of the subjects included within the school's marketing communications course[s]/program[s]. The completed form should incorporate specific topics covered within the subject area.

3. Application Procedure

3.1 Collaborative Endeavor: Candidate School and IAA Chapter

IAA Accreditation is awarded to schools, colleges, or universities, whose marketing communications course[s] or program[s] meets or surpasses IAA's standards. As such, a candidate school may offer more than one program that qualifies, for example an undergraduate course in marketing communications and a graduate program in advertising.

IAA Accreditation often results from a collaborative endeavor between IAA Chapters and prospective schools. Accreditation encourages ongoing connections between school faculty and chapter members, this relationship may commence with a chapter recommending a particular school for accreditation, providing assistance throughout the review process, and maintaining a mutually advantageous relationship once the school has acquired accreditation. If there is no Chapter in the immediate area, assistance will be directly provided to the candidate school by IAA's World Secretariat and/or Direction of the Association's Professional Development.

3.2 IAA Accreditation Review Process

The Direction of the Association's Professional Development oversees the accreditation process in conjunction with IAA's World Secretariat and when feasible a local Chapter facilitates the accreditation review including the dissemination and receipt of all accreditation materials, the conduct of an on-site visit, and the preparation of an accreditation report either recommending for or against accreditation.

3.3 Procedural Steps

Accreditation frequently follows a six-step sequential process; however, this pattern may vary somewhat depending upon circumstances specific to a given school and/or market condition.

3.3.1 Solicitation

IAA Chapters and staff are encouraged to identify prospective schools whose faculty and programs are in keeping with IAA's quality education standards and whose graduates contribute toward satisfying the industry's demand for appropriately trained marketing communications professionals.

3.3.2 Nomination

Nominations of prospective schools are forwarded to IAA's Direction of the Association's Professional Development, by an IAA Chapter, an IAA member, or directly received from the school in those areas where there is no established Chapter.

3.3.3 Self-study

Qualified prospective schools are requested to undertake a self-study. This process is to ascertain the school's willingness and ability to act in accord with IAA's standards and to fulfill the academic and financial obligations imposed by accreditation. The self-study should be guided by the provisions described in this packet and the specific questions enumerated within the enclosed Application for IAA Accreditation form.

As appropriate, IAA Chapter representatives, the IAA World Secretariat, and/or the Direction of the Association's Professional Development provide assistance to schools.

3.3.4 Written Application

The IAA Application for Accreditation must be prepared in English. All questions on the enclosed application must be addressed, and all appendices as requested must be prepared. The completed application must include:

Brief resumes of faculty who teach IAA required subjects.

Syllabi (subject outlines denoting the topics covered) for each marketing communication subject within the curriculum.

The school may request the certification of one or more of its programs, so long as each is in accord with one or more of IAA's approved curricular models.

Schools may additionally provide: catalogs, course related brochures, as well as other information which further describe or attest to course, program, department, college, or university excellence.

Prior to submission to Direction of the Association's Professional Development at the World Secretariat, the school's completed application must be endorsed by the local IAA Chapter. (In situations where there is no active IAA Chapter, the candidate school should forward the completed application directly to the IAA.)

3.3.5 Preliminary Review

The completed application for IAA Accreditation including appendices, faculty resumes, and subject outlines, will be screened to assess whether the prospective school satisfies IAA Accreditation criteria, as more fully enumerated in the next section of this brochure. Assuming that all is in good order, the Direction of the Association's Professional Development in conjunction with the local IAA Chapter arrange for an on-site visit. (If there is no active IAA Chapter in the area, the on-site visit will be directly arranged by Direction of the Association's Professional Development.)

3.3.6 On-site Visit

The on-site visit is an integral part of the accreditation process. It provides the Direction of the Association's Professional Development as well as a local IAA Chapter representative an opportunity to verify that the prospective school satisfies all accreditation criteria and conducts its educational programs as presented in the Application. The visit ordinarily requires one full day. It includes meetings with the school's administrators, faculty, and students. It further includes a tour of the campus--including library, studios, and computer facilities. It may also include classroom visits and a review of student projects, etc.

At the completion of the on-site visit, IAA representatives complete a "checklist" relating to the school's conformity with the established criteria.

3.3.7 Accreditation Report

Based upon a review of the information obtained from the on-site visit, the data contained in the school's Application, plus the recommendation received from IAA's representatives, the Director-Professional Development prepares a summary report for IAA's World Secretariat. The report additionally recommends either for or against accreditation. The recommendation is communicated in writing to the school, and as appropriate to the local IAA Chapter representative.

4. Accreditation Guidelines

IAA recognizes that each candidate school has its own particular educational mission. The Association endorses academic freedom; therefore, it intends for schools to build their marketing communications programs upon their respective strengths. Notwithstanding, each prospective school must meet six fundamental criteria. The school's application will be reviewed against these criteria, and based upon the review one of three possible outcomes will be proffered.

4.1 Accreditation Criteria

4.1 1.. Governance/Administration

The candidate school's chief administrative officer and administrative associates must provide intellectual, academic, and professional leadership for advancing the school. The school's mission statement and vision should be realistic and in conformance with the needs of the profession and the broader community. The school and the advertising/marketing communications programs for which IAA certification is sought should be recognized by government, accrediting agencies, and/or professional bodies.

4.1.2. Resources

An accredited school must have sufficient financial resources to succeed in its educational mission and to achieve its vision. The school must also have adequate physical facilities. The school's library should maintain adequate holdings of texts, journals, related education materials and access to other libraries. Additionally, the school must have adequate computer facilities, and studios, as well as a variety of instructional space for achieving its stated educational objectives.

4.1.3. Curriculum

The marketing communications program must incorporate a reasonable balance between theory and practice, strategy and skills. The school's curriculum must parallel one or more of IAA's approved curricular models; and provide for a total of 300 face-to-face contact hours. Subjects (topics) included within the model must be covered; the method of instruction, however, is at the discretion of the school and its respective faculty. Notwithstanding, the candidate school must provide syllabi for each marketing communications subject included in its program's curriculum. (See Appendix B.)

4.1.4. Faculty

The school's faculty must be proficient in their discipline. Accordingly, both full time and adjunct instructors must possess academic and/or professional qualifications corresponding with their respective instructional responsibilities. Faculty are encouraged to interact with the professional community--advertising agencies, advertisers, and media; and to work with students both in and out of the classroom. (The completed Application must include current faculty resumes, either previously prepared or in accord with the sample resume format shown in Appendix C.)

High standards of instruction must be maintained across the program to ensure that graduates are adequately prepared for the rigors expected by the profession. Performance evaluation can include tests, individual assignments, and group projects, as well as competency based measures of progression.

4.1.5. Students

Entry requirements for the candidate school should be the same as the entry requirements for a university, and include proficiency in English. Students' progress should be consistently monitored, and this includes their internship experience as well their classroom performance. Students should as appropriate receive career counseling and be afforded opportunities to interact with marketing communications professionals particularly members of the local IAA Chapter and/or IAA Associates Chapter.

As appropriate students should be encouraged to form a professional club and/or affiliate with the IAA through its Associates Program. Such organizations provide students opportunities for leadership, organization, teamwork and other qualities sought by the profession.

Schools are encouraged to maintain contact with graduates. Such contact often contributes toward mutually advantageous postgraduate education opportunities.

4.2 Outcomes

4.2.1 IAA Accreditation

IAA Accreditation with its accompanying benefits is granted to an approved institute -- university, college, or school. Accordingly, each IAA Accredited Institute is presented with *IAA's Accreditation Certificate*.

Accreditation signifies that one or more of the Accredited Institutes' marketing communications course[s] meets or exceeds internationally recognized standards. *IAA's Diploma in Marketing Communications* is awarded to those graduates who satisfactorily complete the approved program of studies.

4.2.2. Conditional Accreditation

The school receives *IAA's Accreditation Certificate* and is entitled to all benefits of accreditation. The *IAA Diploma in Marketing Communications* however, may not be conferred until the expressly stated conditions have been removed.

4.2.3 Denial

A prospective institute denied IAA Accreditation will be told in writing the specific reasons occasioning such denial. A school denied accreditation must wait at least three years before reapplying.

5. Quality Assurance

Each year Accredited Institutes prepare a Quality Assurance Report. This annual procedure further ensures that the school's certified marketing communications program(s) remain state-of-art.

Accreditation is valid for six years. In the fifth year, the school completes an application for renewal. Renewal is granted pending receipt of appropriate materials and requisite on-site visit. Thus further ensuring IAA standards are maintained.



Benefits of IAA Accreditation & Membership in its Global Advertising Education Network

For the College/School and Faculty

- Extends institute's reputation globally
- Provides direct linkages with academicians and professionals in international markets
- Creates collaborative research opportunities -- Economic Impact Studies, Industry Best Practices, etc. -- with IAA Professionals
- Generates consulting opportunities with IAA Corporate members
- Provides access to guest lecturers from industry
- Offers access to potential clients for campaign classes
- Prompts networking -- the exchange of ideas and programs
- Arranges visits to lecture, teach, and/or research at other Accredited Institutes
- Facilitates faculty exchange, especially among IAA Accredited Institutes
- Conducts Biennial World Education Conferences, Annual Regional Education conferences [Faculty manuscripts are refereed, presented, and electronically published on IAA's web site]
- Provides reduced rates at IAA World Congresses and IAA events
- Involves faculty in Joint Conference and Seminars, e.g., Pre-Conference "Professional Day" at AAA convention
- Enables Onsite Training Workshops
- Emphasizes interaction with IAA Chapter professionals--speakers, agency tours, clients for campaign classes, collaborative projects, etc.
- Rewards Teaching/Research Excellence -- *Outstanding Faculty* and *Best Paper Awards*
- Provides website space on IAA website www.iaaglobal.org to attract/inform potential new students of school's program

For Students

- Facilitates participation in InterAd, IAA's global student advertising competition. [Past clients: Jeep, Merrill Lynch, MilkPEP, Compaq, Visa, BusinessWeek, IAA]
- Offers IAA Scholarship opportunities and awards
- Encourages networking with students from other Institutes
- Enables student exchange with IAA Accredited Institutes
- Awards *IAA Diploma in Marketing Communications*. (IAA's Accredited Institutes have conferred more than 18,000 such diplomas; recipients hold key positions within the profession.)
- Connects students to IAA Associates/Chapters upon graduation

Appendix A

Subject Descriptions and Expected Outcomes

This appendix provides a brief description of each of the marketing communications subjects included within IAA's five approved curricular models. It further elaborates upon expected outcomes in terms of knowledge acquired, insights developed, and ability to apply what has been learned.

Basic Marketing

Description

A comprehensive assessment of marketing's dynamic role in contemporary global society. The development of marketing strategies, which reflect competitive structures and diverse market place realities. Topics include consumer analysis, target market identification, positioning, budgeting, and coordination of marketing mix elements.

Outcomes

knowledge of

- definitions of markets and marketing
- market conditions: "seller's markets" and "buyers' markets"
- economic concepts such as demand, supply, and value
- the "marketing concept;" customer orientation
- marketing environment; internal factors and external uncontrollable factors, i.e., economic conditions, consumers, competition, legal environment, political infrastructure
- strategic marketing planning
- marketing information--secondary sources and primary research
- relationship marketing and its increasing importance
- "on line" marketing: e-commerce and Internet
- marketing mix elements: products (brands) and services, distribution--direct and indirect, pricing--demand and cost based, promotion (marketing communication)--selling/sales management, advertising, public relations, sales promotion
- branding
- marketing concepts--product life cycles, segmentation, positioning, push and pull strategies, direct response and data base marketing, cooperative promotional efforts
- marketing expense budgets for marketing mix elements
- marketing analysis and control by product and market
- word processing software, i.e. Microsoft Word.
- spreadsheet software, e.g., Microsoft Excel

insight into

- evolution of "marketing concept"
- societal responsibilities of marketers, ethics in marketing
- marketing organizational structures: functional, product (category/brand) management
- marketing planning strategies--defensive, offensive, flanking, niche
- product (service) portfolios and their implications
- allocating marketing efforts to marketing opportunities--customer retention, market development, product development
- market segmentation: geographic, demographic, and psychographic
- new product planning: concept testing, branding considerations, product testing, and test marketing
- positioning for competitive advantage--attracting new customers, conquering from competitors, cannibalizing

- target marketing, one-to-one marketing and consumer profiles
- integration and coordination of marketing efforts
- analysis of marketing efforts against expectations

Principles of Advertising and Promotion

Description

Perspective on the theory and practice of advertising and promotion and its role in contemporary marketing. An overview of advertisers, agencies and media. Promotional planning including consideration of creative, media and merchandising strategies as well as concern for promotional budgets and measures of effectiveness.

Outcomes

knowledge of

- definitions of advertising, public relations, direct response, sales promotions, Internet, etc.
- role of advertising in society and within economy
- advertising as a marketing function: inform, persuade, remind
- advertising institutions: advertisers, agencies, media, and suppliers
- management and organization of the marketing communications function, i.e., interface between product managers, advertising directors, marketing managers; relationship between client and agency including selection, "letter of agreement", briefing, reviews, approvals, compensation
- agency organization and management, the account team
- creative: objectives, strategies, executions
- media--print and electronic, interactive media including world wide web
- media: objectives, strategies, schedules
- sales promotion: objectives, strategies, and tactics
- pre and post testing
- major professional marketing communications organizations

insights into

- relationship between marketing and advertising/promotion (consumer/trade)
- client-agency-media relationships and how they are carried out
- promotional cost/benefit relationships
- competitive positioning
- campaign planning process; from situation analysis to production
- evaluation of the promotional effort

ability to

- access and interpret market data
- diagnose promotional strategies and tactics
 - draft basic promotional plan, including web sites

Marketing/Advertising Research

Description

An overview of the sources and applications of data in the performance of the marketing/advertising function. Secondary data acquisition and analysis. Conducting primary research--problem definition, exploratory investigations, research design--experimentation, simulation, field studies, questionnaire, data collection, tabulation, analysis, and reporting of results.

Outcomes

knowledge of

- market research terms--data, survey, questionnaire, findings, etc.

- information technology as it relates to marketing communications
- research applications-- market research, product testing, test marketing, brand image, advertising research--copytesting, audience measures, etc.
- research costs--time and money
- sources of secondary data: internal and external databases--libraries, trade associations, research organizations, etc.
- "scientific method of inquiry"--developing and testing hypotheses
- primary research: problem definition and asking the "right" questions
- quantitative and qualitative research methods and techniques: observations, surveys, simulations, focus groups, one-on-ones
- data analyses: correlation, statistical comparisons, significance--practical vs. statistical
- statistical software packages i.e., Excel, SASS, SPSS

insights into

- role of research in marketing communications--problem solving/decision making
- research expenditures relative to anticipated benefits
- acquisition and usage of secondary marketing data
- primary research process--problem definition, exploratory research, population and sample selection, research design, questionnaire construction, data collection and analysis, and preparation of research report
- methods and techniques used to measure effects of marketing communications efforts

ability to

- access, interpret, and utilize secondary marketing data, including databases
- digest a marketing communications related research report
- develop a preliminary primary marketing communications research plan

Communication Theory

Description

Presents an overview of the communication process. Elaborates on the interdependent elements of the communication process--source, receiver, message, media. Illustrates the flow of communication and need for feedback. Provides perspectives on both mass media and interpersonal communication and their separate and interactive effects. Emphasizes the importance of language and linguistics for improving communication effectiveness between and among individuals both within and across cultures.

Outcomes

knowledge of

- process of communication
- elements of communication model--source, receiver, message, media
- noise and feedback--immediate and delayed
- gatekeepers and their role in marketing communications efforts
- semantics: signs and symbols
- direct communication, interpersonal communication, mass communication
- language; verbal and non-verbal
- media characteristics, media effects
- audience response: various hierarchy of effects models

insights into

- knowing the audience(s)
- elements and aspects of persuasion
- source credibility
- message characteristics--structure, style, and content

- media characteristics, advantages/disadvantages
- processing marketing communication messages
- communication theories, balance (Osgood), dissonance (Festinger) etc.:

Consumer Behavior

Description

An introduction to the study of the consumer. Consideration of basic behavioral theories contributing to an understanding of individuals problem solving and decision making behavior. Examines individual's motivations, personalities, perceptions, attitudes, and behavior within the context of culture, sub-culture, primary and secondary group influences.

Outcomes

knowledge of

- perception and expectations
- human needs, wants, motives and motivations, values and beliefs
- stimuli; signs, symbols, cues
- consumer involvement and its effects on information processing
- attitudes, preferences, and intentions
- customer satisfaction/dissatisfaction
- habit--formation and reinforcement
- culture and sub-cultures and their implications for marketing communications
- primary groups--family, friends, associates and their effects on consumer purchase decisions
- reference group influence--positive and negative
- consumer behavioral decision models

insights into

- selective attention, perception, retention of marketing messages
- individual and environmental influences affecting buying behavior
- attitude formation and change
- behavior modification; learning--reinforcement and reward, forgetting
- decision-making processes--need recognition, information search, evaluation of alternatives, choice, and post decision evaluation

Creative Fundamentals

Description

This course emphasizes creative strategy development for advertising and sales promotion. It addresses communication objectives and message strategy--content and appeals. Positioning serves as the foundation for both campaign themes and individual creative executions. Students develop positioning statements, campaign themes and 'big ideas', and prepare sample messages for promoting variety of brands for various media.

Outcomes

Knowledge of

- function of creativity, and need for 'discipline' in preparing promotional messages
- effective positioning strategy
- campaign objectives
- development of a creative concept--the leap from strategy to "big ideas"

- campaign themes and "unique selling propositions"
- creative objectives--awareness, recognition, attitude, behavior
- "copy platform" as written embodiment of creative strategy
- copywriting: content and context--information and appeals
- elements of print messages--size & shape; headlines, illustrations, body copy, logo
- elements of electronic messages--length, scripts & storyboards; copy, music, and sound effects
- websites, and Internet advertising messages
- sales promotion and merchandising strategies and tactics
- agency's role in production
- computer graphics software

Insights into

- market analysis and segmentation
- brand positioning
- process for generating successful creative ideas
- consumer response and information processing of creative messages
- marketing communications--strategies and tactics--for image advertising, product/service advertising, www advertising, retail advertising, business to business advertising, cross promotions, etc.

Ability to

- develop appropriate positioning statement
- articulate campaign objectives
- transform promotional strategy into a "big idea"
- translate brand features into brand benefits
- prepare a "copy platform"
- identify the appropriate appeals--emotional/rational--as appropriate for product-market situation
- draft sample messages for print, electronic, and interactive media (Internet)
- draft sample sales promotion material--direct mail, catalog copy, etc.

Media Fundamentals

Description

The course emphasizes media planning and media buying to ensure that promotional effort will be delivered with optimal effectiveness and efficiency. The advantages/disadvantages of media are presented. Media objectives, strategies, and schedules are illustrated. Software packages enable students to assess reach and frequency while optimizing return on the promotional investment.

Outcomes

knowledge of

- conventional and interactive media and their advantages/disadvantages
- media terms--rates, circulation, cost per thousand, etc.
- media objectives--reach, frequency, impact
- media strategies--continuity over time, across selected media
- media software
- budget determination and allocation to media vehicles and markets
- scheduling--front loaded, blitz, flights, pulsing, climax
- negotiation--relationship between agency and media or media buying service
- measures of media performance, i.e., audience measurement techniques

insights into

- media planning, when to emphasize reach, frequency
- scheduling to achieve greatest impact within target market
- media buying--up front or individual purchase: local, national, regional, global

ability to

- prepare a basic media plan
- use media software program(s)
- develop media calendar flow chart; and allocate promotional budget--across brands, over time, and across recommended media, www. and sales promotion

Advertising/Promotion Strategy and Management

Description

Advertising/Promotion Strategy and Management provides managerial insights and opportunities to apply knowledge and skills acquired in the creative, media, and research courses. The course often features cases and exercises focusing on key marketing communications concepts combined with readings, which elaborate on the relationships between and among marketing communications professionals. Students present case assignments orally and in writing.

Outcomes

knowledge of

- relationships between/among marketing communications mix elements; advertising, direct marketing, sales promotion, and public relations
- administration of the marketing communications effort--authority, responsibility, accountability
- strategic marketing planning--situation analysis, determining priorities, setting objectives, deriving strategies, evolving tactics
- market segmentation: target market profiles--geographic, demographic, psychographic
- product portfolios and life cycles
- various methods of establishing marketing communications budgets and how moneys can be most effectively allocated to brands and across markets
- integration of marketing communications tools to achieve optimal impact
- marketing performance measures--sales, market share, r.o.i, etc.
- presentation software, e.g., Power Point

insights into

- managing the marketing communications function
- managing relationships between marketing communications objectives, strategies, and tactics
- building brand equity--relating brand's values to the consumer's values
- cost/benefit relationships between promotional elements and intended outcomes

ability to

- identify marketing communications problem(s)
- recommend an appropriate strategic marketing communications plan and corresponding tactics
- justify recommended course of action across a variety of product-market situations
- present and justify recommendations both orally and in writing

Advertising and Society

Description

Marketing communication is ubiquitous, expensive, and an integral part of everyday life. The industry's output effects the economy, society, and consumers; and in turn, is impacted by social, legal and political pressures. Course provides perspective and considers responsibilities resulting from the interdependent relationships between/among the industry, media, government, consumers and other constituencies.

Outcomes

knowledge of

- scope of advertising expenditures--home country and worldwide
- advertising's vulnerabilities such as persuasion/manipulation, truth/deception, etc.
- marketing communication ethics and responsibilities of the professional communicator
- economic effects of advertising--impact on demand (employment), competition, prices, media subsidization, etc.
- societal effects of advertising--impact on cultural--values, taste; impact on individual lifestyles
- self-regulation, its organizational framework and impact
- professional associations representing the marketing communications industry
- government regulation (national and local)
- societal trends and contemporary issues which effect marketing communications

insights into

- advertising's role in home country's economy and in global markets
- role of commercial communication in country's society and worldwide
- advertising's relationship with media in home country and international markets
- prevailing attitudes towards advertising and marketing communications
- contemporary issues facing marketing communications industry--consumerism, concern for environment, web based promotions, promotion to children, cigarettes and alcohol, etc.
- ethical marketing communication practices

International Marketing/Advertising

Description

An overview of trade between and among countries--importing, exporting direct foreign investment. Concern for cultural diversity, government, and economic policies. Global marketing--brands crossing borders, 'country of origin' issues. Perspectives on centralization vs. decentralization, and standardization vs. localization, as they affect the development and implementation of transnational marketing communication strategies.

Outcomes

knowledge of

- international trade--importing and exporting
- diverse cultures--values, mores, customs, tastes
- governments: free trade economies, planned bureaucracies
- currency exchange rates and their impact on trade
- development of multinational, international, global and transnational organizations
- strategic alliances between and among suppliers, producers, and distributors
- brands--regional and global
- "country of origin" perceptions and their implications
- standardization vs. customization strategies in global marketing
- organization and roles of the international advertising agency
- international media growth and development
- w.w.w., including present and future implications

insights into

- advantages/disadvantages of centralized vs. decentralized operations for addressing global market opportunities
- benefits/detriments of standardization, "glocalization" and/or localization in developing international or global promotional strategies
- globalization and its implications for marketing communication professionals

Direct Response

Description

Addresses the fundamental principles of direct marketing and the strategies behind them. Emphasizes the importance of databases for creating and maintaining customer relationships, and describes processes for direct mail, catalogs, directories,

telemarketing as well as print, electronic, and interactive media. Additionally underscores the need for cost efficiency and accountability.

Outcomes

knowledge of

- construction and management of consumer databases
- e-commerce
- catalogs and other direct response communication tools
- mailing lists and list suppliers
- the direct response "offer", and how it can be most effectively conveyed
- telemarketing and how it can be used effectively
- the role of exhibitions and tradeshow
- measurement (testing techniques) of direct response promotions

insights into

- prospecting for profitable customers
- creating a data base(s) to identify best prospects or retain current customers
- brand building through the use of direct response techniques
- customer retention strategies using one or more direct response methods
- developing direct marketing programs which either stand alone or work in consort with other marketing communications programs

ability to

- access databases for a potential or existing client
- prepare direct response messages for telemarketing and other direct response media
- integrate direct marketing with conventional and/or electronic marketing promotional efforts

Public Relations

Description

Centers on the role of public relations and its contribution to the overall image of the firm. Emphasis is on strategy development and the formulation and implementation of corresponding programs for attaining client objectives. Attention also focuses on event sponsorship, relations with civic and charitable organizations, and the use of spokespersons. The importance of building media relationships and the role of public relations agencies are also addressed.

Outcomes

knowledge of

- corporate image and the role of corporate advertising
- "stakeholders"--customers, employees, suppliers, competitors, government, media, stockholders, financial community, etc.
- publicity, working with and maintaining positive relationship with the press
- costs and benefits of event marketing, sponsorships, organizational affiliations (civic/charitable) and spokespersons
- product placement in films and its effect on moviegoers
- ethical public relations behavior
- crisis management and its timely deployment
- internal administration of public relations function

insights into

- role of public relations
- integration between public relations and other marketing communication activities
- relationships between media and the firm

ability to

- define the desired corporate image
- identify involve appropriate "stakeholders"/public(s)
- draft a public relations plan
- identify public relations problems
- draft solutions to public relations problems
- monitor public(s) prevailing attitudes towards the firm

Interactive Media

Description

The "new" media are transforming individual lifestyles and society as they impact how information is transmitted and processed. Communication has become immediate, direct, targeted, fast and open. New technologies provide affordable access to worldwide markets. Marketers need to familiarize themselves with the technologies and incorporate interactive techniques as part of integrated marketing communications efforts.

Outcomes

knowledge of

- interactive media terminology
- "information super highway," and technology affecting marketing communications profession
- "on line" techniques, service providers, search engines
- conference calls, and video-conferencing and when they are appropriate
- e-mail, and how to use it effectively
- world wide web, web sites, "hot links," and their role in integrated marketing communications

insights into

- the role and impact of the "new" media
- integration of "new" media with conventional media and sales promotion
- cost/benefits of using the "new" media and estimating their effectiveness

ability to

- use a web browser and go "on line"
- design and construct a website home page
- recognize promotional tie-in opportunities and establish "hot link" connections
- measure home page "hits," and assess their significance
- assimilate "new" media into an integrated marketing communication program

Production (Print/Electronic)

Description

Illustrates the techniques for transforming creative concepts into effective print and/or broadcast messages. Emphasizes photographic and graphic techniques, visual communication, computer graphics for both conventional media, new media, and sales promotions--direct response, exhibits, and signage. Addresses production concerns including appropriate setting, casting issues, competitive bidding procedures, and overseeing production.

Outcomes

knowledge of

- typography--typefaces and type families; selecting fonts appropriate for desired message tone
- photography, film, and tape and their usage
- the relationship of the visual to the verbal elements of creative messages
- "desk top" publishing and its inclusion within the promotional plan
- basic design concepts for constructing displays, exhibits, and tradeshow materials
- computer graphics and production software
- casting--selection and compensation of talent /models
 - production costs and the bidding process

insights into

- reproduction limitations of various methods and approaches
- print production techniques--off set, photographic reproductions
- electronic media production--recording scripts, transforming storyboards into commercials
- selecting location/studio or production house, and overseeing production

ability to

- produce print ads, scripts, storyboards, animatics, taped commercials, web sites, CD-ROM
- design 3D promotional pieces

Integrated Marketing Communications - Campaign

Description

A capstone course focusing on the integration and application of marketing communications knowledge and skills for an actual client. Students often form agency teams to develop comprehensive and detailed campaign recommendations--objectives, positioning, creative, media, and merchandising strategies, along with corresponding sample executions. Recommendations and supporting rationale are incorporated in a Plans Book; with highlights embodied /in a multi-media presentation delivered to client. Client provides feedback on student team(s)' work.

Outcomes

knowledge of

- strategic planning for an integrated marketing communications campaign--objectives, strategies and tactics
- client's situation--market rank and share, current objectives, brand position--present and desired, stage in life cycle, budget, etc.
- market situation--industry trends, present and potential competition; target market (profile)
- social climate and economic outlook

insights into

- industry competitive practices, brand positioning, brand (perceptual) mapping, promotional strategies, and corresponding programs
- industry wide promotional expenditures; expenditure per share point, share of voice, etc.
- media availabilities plus applicable rates and ratings
- media software and how to use it
- industry regulatory practices and their effects on proposed recommendations
- creative/production software and how to use it
- production of Plans Books, videos, CD-ROMS, and web sites
- multi-media presentation techniques and how to use them

ability to

- prepare a comprehensive and detailed promotional plan, including advertisements/commercials and samples for recommended promotions
- substantiate all promotional recommendations--proposed expenditures vs. expected outcomes
- recommend appropriate measures for assessing the effectiveness of the proposed plan
- to present comprehensive plan in a formal written Plans Book in a manner that flows logically from beginning to end
- to prepare an "executive summary" of the comprehensive promotional plan in a succinct and compelling manner
- to convey promotional plan highlights in a carefully structured multi-media format

E-Commerce [For Alternative Models 1A-4A]

Description

E-Commerce provides a dynamic overview of this emerging business phenomenon. Students develop basic computer skills, as they become familiar with information technology, and its profound impact on contemporary marketing communications. (Students should have access to computers and hold e-mail accounts.)

Expected Outcomes

Knowledge of:

- E-Commerce infrastructure--terminology, systems, data processing and management
- Internet: history, network service providers [NSP]/internet service providers [ISP], routers, servers, Next Generation Internet
- Web architecture, web browsers [Microsoft's Internet Explorer, Netscape Navigator, web servers, protocols (HTTP), domains, Universal Resource Locators (URLs), hypertext links, portals, web hosting, web objects--text, form, graphics
- E-commerce: definition and scope [industry transformations]--societal and organizational ramifications, virtual organizations, human dimensions, privacy and security concerns
- E-commerce business models -- b.-to-b., b. to c. etc.
- E-Commerce ethical and legal issues
- "Netiquette"

Insights into:

- Client server operations: e-mail, forums and chat rooms, newsgroups (bulletin board)
- Worldwide web and site development
- Data mining and analysis
- Databases--design, construction, maintenance
- Net users--profiles, habits, patterns, motivations, attitudes
- Site usage patterns: who, what, where, and when
- Online advertising [Internet as an interactive medium]
- How to prepare online advertising--content, format
- Web site design: content, interactivity, linkages, banner exchanges, product comparison, cross selling, order processing, payment options
- Evaluative techniques and measurement: clicks, repeats, conversion
- Integration of e-marketing strategies/tactics with conventional approaches

Ability to:

- Operate basic interactive technology--PCs, laptops, modems
- Use software: word processing, spreadsheet, graphics, power point, etc.
- E-mail: receive, send, forward, store, retrieve; transfer files
- Navigate net--use search engines, link to sites, download, interact and transact
- Develop e-marketing promotional approaches
- Design a web site
- Align e-marketing with traditional marketing communication efforts

E-Commerce Fundamentals [For E-Commerce Model]

Description

E-Commerce Fundamentals provides a dynamic overview of the continually emerging digital economy and illustrates the importance of e-commerce in today's electronic market environment. Students acquire requisite computer skills as they develop proficiencies with the interactive technologies that drive modern-day business operations. (Students must have access to computers and hold e-mail accounts.)

Outcomes

Knowledge of:

- E-Commerce infrastructure--terminology, systems, data processing and management
- Core technology--cyberspace, virtual reality, data transmission & storage (CD-ROMs etc.)
- Internet: history, network service providers [NSP]/internet service providers [ISP], routers, servers, Next Generation Internet
- Networking--cable, satellite, fiber optic, wireless, local area networks [LAN], value added networks [VANs], virtual private networks, Intranet, Extranet, conferencing--audio, video
- Web architecture, web browsers [Microsoft's Internet Explorer, Netscape Navigator], web servers, cryptography, protocols (IP, HTTP, TCP, FTP), domains, Universal Resource Locators (URLs), hypertext links, portals, vortals, web hosting, web objects--text, form, graphics
- HTML coding basics, Java script
- Bandwidth, broadband, digital subscriber lines [DSL]
- Telecommunications--telemarketing--multi tasking cellular phones, Internet phones
- Webonomics--the economics of e-commerce; public policy concerns
- E-commerce: definition and scope [industry transformations]--societal and organizational ramifications, virtual organizations, human dimensions
- E-commerce regulatory issues, industry codes (FEDMA), etc.
- Privacy-- piracy, viruses, security-validation, firewalls, password protection
- Adding value through e-commerce--supply chain management, customer relationships, accounting, project management, etc.
- Electronic transactions--e-cash, e-checks, electronic credit cards, electronic fund transfers, digital wallets; value-based currencies
- Webcasting: text streaming audio/video
- Packaged e-commerce software

Insights into:

- Client server operations: e-mail, forums and chat rooms, newsgroups (bulletin boards)
- World wide web and site development
- Data mining and analysis
- Conducting interactive research--online information resources, e-commerce research firms
- Alliances between business and IT providers
- Outsourcing-- assessing effectiveness/efficiency of "do it yourself" vs. outside sources
- Databases--design, construction, maintenance, resources
- Net Users-- profiles, habits, patterns, motivations, attitudes
- "Netiquette"
- Net advertising--as an interactive medium, affording new opportunities, and ways of marketing

Ability to:

- Operate basic interactive technology--PCs, laptops, modems
- Use software: word processing, spread sheet, graphics, power point, etc.
- E-mail: receive, send, forward, store, retrieve; transfer files
- Access e-commerce resources--Lexis-Nexis, InfoTrac, etc.
- Navigate net--use search engines, link to sites, interact & transact, download, benchmarking

- Design a web site, work with Adobe PhotoShop or other (XML) language software

E-Marketing Strategy

Description

E-Marketing Strategy incorporates both agency and client perspective. Readings, cases, and exercises provide insights on e-marketing strategies and corresponding tactics for various business models, e.g., b. to b., b. to c., etc. Topics include e-market analyses, competitive assessments, strategic planning, convergence/integration, and performance evaluation. (Students must have access to computers and software for completing assignments.)

Outcomes

Knowledge of:

- Materials included in E-Fundamentals
- Branding and brands--awareness, preference, equity, loyalty
- Marketing strategy--situation analyses, competitive assessment, marketing planning, setting priorities, determination of objectives, positioning, marketing mix [disintermediation, partnering and alliances], budgeting, and evaluation
- E-commerce business models -- b. to b., b. to c., including image building, customer service, lure, referral etc.; core competencies
- Online advertisers--media landscape; monitoring competitors, ad serving systems
- Online advertising formats--banner ads, buttons, videos, interactive, etc., including strengths/weaknesses
- Security issues: authentication, privacy, integrity, nonrepudiation & secure electronic transfers
- Ethical and legal issues: intellectual property, copyright, etc.
- Personalization
- Electronic marketing links--mktg. research, mktg. strategy, product, promotion, price, etc.

Insights Into:

- Materials included in E-Fundamentals
- Adding value to brands, customer relationship management
- Market segmentation--usage rates, consumption patterns, demographics, psychographics, technographics
- Targeting by segment, pointcasting, 1 to 1
- Site usage patterns: who, what, where, and when; using Access Logs
- Business to business, business to consumer, auctions, and other e-marketing models
- Internet advertising objectives--brand building, image, lead generation, loyalty, etc.
- Agent based e-marketing, agent based servers
- Developing an online advertising strategy--broad campaign strategy and objectives, online creative brief, online media brief
- Budgeting for online advertising
- Buying online advertising--constructing the plan; who to talk to, what to ask for, picking sites
- Solutions providers, e.g., Doubleclick, 24/7 Media; rates, fees, and charges
- How to prepare online advertising--content, format restrictions [sizes, timing]
- Production [in-house, contract out]--dispatch, and quality control
- E-tailing: databases, catalogs, shopping carts, cross selling, third party plug-ins, logistical support, customer service-customization; merchant servers and malls
- Online test marketing
- Web site design: content, interactivity, linkages--banner exchanges, product comparisons, cross selling, order processing, payment options
- E-marketing tactics--edutainment, sponsorships, games/sweepstakes, coupons, discounts, etc.
- Convergence and optimization
- Integration of e-strategies/tactics with conventional marketing approaches
- Evaluative techniques and measurement: clicks, time spent, repeats, conversion
- Customer relationships--identify, differentiate, interact, customize; post sales service; loyalty

Ability to:

- Oversee activities included in E-Fundamentals
- Research online, identify, locate, and access databases
- Use packaged software: database; segmentation and positioning; media planning; copy, layout, and production; interactive web site construction
- Estimate/evaluate performance--e-strategy/tactics

E-Marketing Practices

Description:

E-Marketing Practices emphasizes e-marketing implementation and applications. It incorporates individual assignments along with a comprehensive e-marketing communications group project. Students conduct research, perform situation analyses, prioritize objectives, set budgets, develop strategies with corresponding tactics, and propose performance measures. The subject requires critical thinking--problem solving and decision-making; students utilize computers as they prepare, present, and defend e-marketing recommendations.

Outcomes

Knowledge of:

- Material included in E-Fundamentals
- Business models--agency, advertiser--bricks and mortar, clicks and mortar, pure play--entrepreneur, consultant
- E-commerce models--business to business, business to consumer, etc.

Insights into:

- Material included in E-Fundamentals
- E-marketing promotional strategies/tactics
- E-media planning
- How to buy on-line-- who to talk to, what to ask, picking sites, understanding traffic, cross matching with objectives
- Preparing e-marketing creative executions
- Leveraging e-marketing technologies
- Integration of e-marketing promotional strategies/tactics with conventional approaches
- Developing multi-media presentations, using computer generated materials
- Justifying and supporting e-marketing and other recommendations

Ability to:

- Oversee activities included in E-Fundamentals
- Assess on-going e-marketing business models, use analytic techniques to design an e-marketing venture
- Define market(s) and propose an appropriate e-business model(s)
- Position the business for successfully competing in an e-market environment
- Add-value to business through e-marketing, compute life time value of customer
- Develop a comprehensive e-marketing plan with corresponding strategy/tactics--situation analyses, priorities, objectives, budgets, creative strategies/executions, media plan [schedule], interactive web site, merchandising, public relations, promotional support
- Align e-marketing plan with traditional marketing to achieve fully integrated "IMC"
- Evaluate e-marketing performance--web advertising measurements, ROI, loyalty
- Prepare and deliver multi-media presentation to a client organization
- Justify and defend all e-marketing recommendations

APPENDIX A
October 2001

Appendix B

Model Subject Syllabi Form

[Syllabi must be included for each marketing communications subject included within the program(s) for which accreditation is sought. Provide either existing syllabi or follow this format for each subject.]

Subject Title and Description: (as presented in school's catalog or bulletin)

Objectives: (enumerated)

Required and Suggested Readings: (listed--books, articles, etc.)

Approach: (describe - lecture, discussion, cases, and/or projects, etc.)

Assignments: (describe and indicate--individual, group, etc.)

Evaluation Criteria: (calculation of grades--weights given for specific tests, assignments, projects, examinations, etc.)

Page 1

Page 2

Specific Topic Outline: (coverage of subject matter across the term -- semester, trimester, quarter)

Appendix C

Sample Format for Faculty Resumes

[Current resumes are required for each individual teaching marketing communications subjects within programs for which accreditation is sought. Applicants may submit existing resumes or follow this format.]

Name:

Present Position: (Job Title and Employer)

Educational Background: (School, Degree, Dates)

Professional Experience:

Teaching - Courses taught, institutions, dates

Non-teaching - Positions held, firm name, dates

Related Experience:

Publications

Awards

Other

Recommended Marketing Communications Literature (texts, trade books and related educational materials)

This list was obtained from publishers' catalogues, book sellers' web sites, libraries, and faculty at accredited institutes. Beyond this basic list, accredited institutes' libraries should hold journals, publications and other educational material relevant to the marketing communications field within their respective market. (The IAA list of literature is periodically updated and changes will be communicated to affiliated schools.)

Marketing

Baker, Michael. *Marketing 6e*, 1996, Macmillan Press, UK (ISBN 0-333-66322-5)

Bennett, Peter. *AMA Dictionary of Marketing Terms 2e*, 1995, (American Marketing Association) NTC Business Books, Lincolnwood, Ill.

Brady, Regina, Edward Forrest, and Richard Mizerski, *Cybermarketing*, NTC Business Books, Lincolnwood, Ill. (ISBN 0-8442-3442-7)

Czinkota, Michael R. *et al. Marketing: Best Practices*, 2000, Harcourt Brace College Publishers, Fort Worth, TX (ISBN 0-03-021109-3)

Evans, Joel and Barry Berman. *Marketing 7e*, 1997, Prentice Hall, Upper Saddle River, NJ (ISBN 0-13-242611-0)

Forrest, Edward and Richard Mizerski (eds.). *Interactive Marketing: The Future Present*, 1996, NTC Business Books, Lincolnwood, Ill. (ISBN 0-8442-3426-5)

Janal, D. S. *Online Marketing Handbook: How to Promote, Advertise, and Sell Your Products and Services on the Internet*, 1998, John Wiley & Sons, Inc., NY (ISBN H-0-471-29310-5)

Kotler, Philip and Gary Armstrong. *Principles of Marketing 8e*, 1999, Prentice Hall, Upper Saddle River, NJ (ISBN 0-13-957002-0)

Lamb, Jr. Charles, Joseph Hair, and Carl McDaniel. *Marketing 4e*, 1998, South-Western College Publishing, Cinti., OH (ISBN 0-538-870)

McCarthy, E. Jerome and William Perreault. *Basic Marketing 12e*, 1996, McGraw-Hill, NY (ISBN 0-256-13990-3)

McCarthy, E. Jerome and William Perreault. *Basic Marketing International Students Edition Teaching Videos Pal Version Package*, 1996, Mc-Graw Hill, NY (ISBN 0-256-22698-9)
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Ries, Al and Jack Trout. *Marketing Warfare*, 1997, McGraw-Hill, NY (ISBN 0-07-052726-1)
Schultz, Don E., Stanley I. Tannenbaum, and Robert F. Lauterborn. *The New Marketing Paradigm*, NTC Business Books, Lincolnwood, Ill. (ISBN 0-8442-3452-4)

Strauss, Judy and Raymond Frost. *Marketing on the Internet: Principles of On-Line Marketing*, 1999, Prentice Hall, Upper Saddle River, NJ (ISBN 0-13-010585-6)

Trout, Jack with Steve Rivkin. *The New Positioning*, Marketing Power-American Demographics, Ithaca, NY (ISBN 007-065291-0)

Williams, Martin. *Interactive Marketing*, 1996, Prentice Hall, Upper Saddle River, NJ (ISBN 0-13-213562-0)

Zikmund, William and Michael d'Amico. *Marketing 5e*, 1996, West Publishing Company, St. Paul, MN (ISBN 0-314-07170-9)

Communication Theory

Baran, Stanley and Dennis Davis. *Mass Communication Theory: Foundations, Ferment, and Future*, 1995, Wadsworth Publishing, Belmont, CA (ISBN 0-534-17670-4)

Biagi, Shirley. *Media/Impact: An Introduction to Mass Media 3e*, 1998, Wadsworth Publishing, Belmont, CA (ISBN 0-534-50482-5)

DeFleur, Melvin and Everette Denis. *Understanding Mass Communication 6e*, 1998, Houghton Mifflin Company (ISBN 0-395-87112-3)

Downing, John. *Internationalizing Media Theory: Transition, Power, Culture*, 1996, Sage, London.

Griffin, Em. *A First Look at Communication Theory 4e*, 2000, Mc-Graw-Hill Higher Education, Highstown, NJ (ISBN 0-07-229153-2)

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Perloff, Richard M. *The Dynamics of Persuasion*, 1993, Lawrence Erlbaum Associates, Inc., Mahwah, NJ (ISBN 0-8058-1377-2)

Shoemaker, Pamela J. and Stephen D. Reese. *Mediating the Message: Theories of Influences on Mass Media Content 2e*, 1996, Longman, White Plains, NY.

Straubhaar, Joseph and Robert La Rose. *Communications Media in the Information Society*, 1997, Wadsworth Publishing, Belmont, CA (ISBN 0-534-52128-2)

Whetmore, Edward. *Mediamerica/Mediaworld 5e*, 1996, Wadsworth Publishing, Belmont, CA (ISBN 0-534-25818-2)

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Berkman, Harold, Jay Lindquist, and M. Joseph Sirgy. *Consumer Behavior*, 1997, NTC Business Books, Lincolnwood, Ill.

Blackwell, Roger, James Engel, and Paul Miniard. *Consumer Behavior 8e*, 1996, Harcourt Brace College Publishers (ISBN 0-03-098464-5)

Clark, Eddie M., Timothy C. Brock, and David W. Stewart (eds.) *Attention, Attitude, and Affect in Response to Advertising*, 1994, Lawrence Erlbaum Associates, Inc., Mahwah, NJ (ISBN 0-8058-0756-X)

Hawkins, Delbert, Roger Best, and Kenneth Coney. *Consumer Behavior: Building Marketing Strategy 7e*, 1998, Mc-Graw Hill, NY (ISBN 0-256-21895-1)

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Kahle, Lynn R. and Larry Chiagouris (eds.). *Values, Lifestyles and Psychographics*, 1997, Lawrence Erlbaum Associates, Inc., Mahwah, NJ (ISBN 0-8058-1496-5)

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Giges, Nancy S. (ed.). *Open Communications in the 21st Century - IAA Celebrating 60 Years*, 1998, Atalink Ltd. London.

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Casmir, Fred L (ed.) *Ethics in Intercultural and International Communication*, 1997, Lawrence Erlbaum Associates, Inc., Mahwah, NJ (ISBN 0-8058-2353-0)

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Kitchen, Philip J., and Schultz, Don E., *RAISING THE CORPORATE UMBRELLA - CORPORATE COMMUNICATIONS IN THE 21ST CENTURY* (2001), by Published by Palgrave Publishers Ltd., Hampshire, UK and New York. ISBN 0-333-92639-0 hardcover.

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Rogers, Everett. *Diffusion of Innovations 4e*, 1995, Free Press-Simon & Schuster, Old Tappan, NJ (ISBN 0-02-874074-2)

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Kinncar, Thomas and James Taylor. *Marketing Research: An Applied Approach, 5e*, 1996, McGraw-Hill, NY (ISBN 0-07-912252-3)

Kumar, V. *International Marketing Research*, 2000, Prentice Hall, Upper Saddle River, NJ (ISBN 0-13-045386-2)

McDaniel, Carl and R. Gates. *Contemporary Marketing Research 3e*, West Educational Publishing, St. Paul, MN (ISBN 0-314-06122-3)

Sudman, Seymour and Edward Blair. *Marketing Research: A Problem Solving Approach*, 1998, Mc-Graw Hill, NY (ISBN 0-07-062482-8)

Wells, William D. (ed.). *Measuring Advertising Effectiveness*, 1997, Lawrence Erlbaum Associates, Inc, Mahwah, NJ (ISBN 0-8058-2812-5)

Wimmer, Roger and Joseph Dominick. *Mass Media Research: An Introduction 5e*, 1997, Wadsworth Publishing, Belmont, CA (ISBN 0-534-24474-2)

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Agres, Stuart, Julie Edell, and Tony Dubitsky (eds.). *Emotion in Advertising: Theoretical and Practical Explorations*, 1990, Greenwood Publishing Group (ISBN 0899305377)

Book, Albert C. and C. Dennis Schick. *Fundamentals of Copy & Layout 3e*, NTC Business Books, Lincolnwood, Ill. (ISBN 0-8442-3022-7)

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Burton, Philip W. and Scott Purvis, *Which Ad Pulled Best? 50 Case Histories on How to Write and Design Ads that Work 8e*, 1997, NTC Business Books, Lincolnwood, Ill. (ISBN 0-88423315-3)

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Jewler, A. Jerome and Bonnie Drenwiany. *Creative Strategy in Advertising 6e*, 1998, Wadsworth Publishing, Belmont CA (ISBN 0-534-52263-7)

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Columbia Journal of World Business, Columbia University, NY
Journal of Academy of Marketing Science, Academy of Marketing Science
Journal of Advertising, American Academy of Advertising, CtC Press, Clemson, SC
Journal of Advertising Research, Advertising Research Foundation, NY
International Journal of Advertising
International Journal of Research in Marketing, Elsevier
Journal of International Business Studies
Journal of Direct Marketing, American Marketing Association
Journal of International Consumer Marketing, Haworth Press,
Journal of International Marketing
Journal of Marketing, American Marketing Association, Chicago, Ill.
Journal of Global Marketing, Haworth Press

Trade Publications

Advertising Age International, The Ad Age Group, NY
Agency, Decker, Decker & Associates NY
Adweek, BPI Communication, NY
Brandweek, BPI Communications, NY
Mediaweek, BPI Communications NY
Inside Media, Cowles Business Media Inc. Stamford CT
Marketing and Media Europe, published in UK
Asian Advertising and Marketing, Zindra Ltd. Hong Kong
PC Magazine, ZD Inc., NY

Videos/CDs

Videos, videodiscs, and CD's focusing on a variety of advertising, marketing, and marketing communications topics are available to order from catalogs obtainable from the following firms:

d. e. visuals, 3595 N.W. 83rd Avenue, Sunrise, FL 3351-6141, Fax: (954) 741 1746
Films for the Humanities & Sciences, PO Box 2053, Princeton, NJ, Fax: (609) 275 3767
Insight Media, 2162 Broadway, NY, Fax: (212) 799 5309

Useful Web Sites

International Advertising Resource Center
Amazon-com, Inc. (direct book seller)
Dryden Press-Harcourt Brace

Mc-Graw Hill
NTC Business Books
Prentice Hall
Sage Publishing
Wadsworth Publishing
West
Wiley
PC Magazine

<http://www.ou.edu/class/jmc3333/home.htm>
<http://www.amazon.com>
<http://www.dryden.com/> - links to
harcourtbrace.com/
<http://www.mcgraw-hill.com/books.html>
<http://www.NTC-college.com>
<http://www.prenhall.com/>
http://www.sage_pub.com
<http://www.wadsworth.com/>
<http://www.westpub.com/>
<http://www.wiley.com/>
<http://www.pcmag.com>

IAA

International Advertising Syllabus

1. International Trade

The economic impact of global trade. Changing economic relations between continents. Mature and emerging markets. Development and growth of the 'multinational' organization. Exporting vs. marketing internationally. Free trade areas, GATT agreements, barriers to free trade – tariffs, quotas, and local laws.

2. Market Characteristics

Cultural differences between countries that influence communication – high and low context cultures, generation gaps, and temporal orientation. Environmental characteristics: physical, climatological, educational, economic, technological, and political. "The global village"; its impact on changing life styles. Consumer behavior: cultural similarities and differences. The effects of language – symbols and semiotics. World Wide Web.

3. Multinational and Global Competition

Perspectives on the international and global market place. Market structure and competitive environment. Brands crossing borders. "Country of Origin" and its implications. The international advertising landscape: advertising expenditures worldwide and per capita within countries. The structural organization of the multinational firm – centralized vs. decentralized management, coordination of marketing functions, and administration of marketing communications activities. The sequence or development of international marketing: export marketing, local manufacture and assembly licensing, joint ventures, franchising, marketing via regional and local subsidiaries. E-commerce.

4. International Marketing Communication

International marketing communication planning and strategy; international and global positioning, marketing objectives, target audience identification, communication objectives, integrated marketing communication strategies. Branding and building brand equity. Geographic, demographic, and psychographic segmentation in the international and global market place. Development of customer profiles and managing customer databases. Product-market life cycles and their impact on strategy development. Relationship marketing – reciprocal and cooperative relationships within and across markets. Relationships with vendors, distributors, importers, exporters, retailers, and other stakeholders. Internet and broadband communications. Cross promotions and cause-related promotional strategies.

5. Creative Development and Execution

Types of campaigns: global, international, and regional. Image and/or product advertising. Determining the appropriate appeal. Projecting a distinctive brand image against competition. Standardized, customized or patterned promotional efforts. Global versus national themes with local adaptation; transforming creative efforts effective in one country to another. Comparative advertising – when, where, and how. Maintaining control of quality across markets. Translation concerns including languages, models, color, special effects, other mechanicals, and settings. Web site continuation and maintenance. Production concerns including cost approximations for all media.

6. Administration and Budgets

Administering the international marketing communications effort. The role and value of the advertising agency – types of agencies, agency groups, international agencies, international networks. Criteria and procedures for agency selection. Administering agency – client relationships. The effects of mega-mergers between clients and/or among agencies. Methods of budget determination and effective allocation of moneys across international markets, media and brands.

7. Marketing Communications Research

Managing data for maximum effectiveness. Marketing research: concept development; consumer values, attitudes, and “life-style”; media. Understanding the role of secondary data and familiarity with international research – benchmarking, feasibility analyses, and tracking studies. Quantitative assessments of market potential. Qualitative research for product positioning in an international or a global market. Problems encountered in multi-country data analyses. Single source measurements for gauging advertising effectiveness, and approaches for assessing campaign results.

8. Media Planning

Media characteristics – TV, radio, press, trade press, cinema, outdoor, direct mail, in-flight publications, and particularly the World Wide Web. National and international media especially cable networks and satellite television transmission. Media planning emphasizing continuity both across markets and over time. Coordination of local media with international media, including internet. Media buying and the relations between media-advertiser-agency across various markets.

9. Integrated Marketing Communications

The integration of public relations, publicity, sales promotion, direct response advertising, event sponsorship, telemarketing, trade shows, product placements, web advertising, and other below the line promotions with media advertising. Concern for planning, administration, and implementation of “IMC” efforts both within and across markets.

10. Infrastructure: Political, Technical and Regulatory Environment, Professional Associations, Societal concerns and the economic effects of advertising.

Legal and political constraints. Media regulations. Ownership of intellectual property, copyright on advertising and brand names. Self-regulation, Consumerism, and the role of Professional Associations, e.g. International Chamber of Commerce, International Advertising Association.

IAA Worldwide Service Center
521 Fifth Avenue, Suite 1807
New York, NY 10175 USA
T: 212-557-1133
F: 212-983-0455
Website: www.iaaglobal.org

Application for IAA Accreditation

All responses, appendices, subject outlines, and resumes should be printed or typed in English. Formats for subject outlines and resumes have been provided for facilitating the preparation of this report.

General

1. Name of school, college, or university:

.....

2. Mailing address:

.....

.....

Web site:

3. Contact person:

.....

4. Phone.....Fax.....E-mail.....

5. Type of Ownership -- Public.....Private.....Year founded.....

6. Diploma(s) and/or Degree(s) offered: 2 yr.....3 yr.....4 yr.....Graduate.....

7. Name of president, dean, principal or managing director

Year appointed

Vision and Mission

(Answers for questions 8 through 11 are based upon the self-study, please answer each on a separate sheet and append to this application.)

8. Describe your school's vision as it relates to the marketing communications ^(a) profession.

9. Attach the mission statement for your school and the objectives of its marketing communications program. If your school has two or more courses/programs ^(b), e.g. undergraduate or graduate, for which accreditation is being sought, please note all.

(a) Throughout this application, the term marketing communications encompasses all aspects of advertising and other forms of commercial communication.

(b) Throughout this application, the term course and/or program are used interchangeably. Each relates to a defined series of related subjects leading to a certificate, diploma, and/or degree.

10. Describe the competitive environment of marketing communication and training within your region and the positioning of your school within this environment.
11. Describe the relationship between your school and the professional marketing communications community, and if applicable, your school's relationship with an IAA Chapter.
12. Do you have plans for major changes for the marketing communications program(s) (e.g., new courses? New instructional pedagogy(s), etc.)?

School Facilities and Financial Support [Where applicable, provide a numerical response.]

13. Does the school have adequate instructional space? Lecture halls.....
 Classrooms..... Seminar/case discussion rooms..... Computer Labs.....
 Production studios.....Study areas.....Other:.....
14. Does the school have adequate instructional resources? Computers.....
 Software..... Production equipment
 Presentation equipment/materials.....
15. Does the school have adequate library space, appropriate holdings, and access to other sources of data: [Where applicable, please provide a numerical response.]
 Space Holdings -- Books..... Periodicals..... Videos/films.....
 Extended access - Interlibrary loan Other libraries
 Public Agency/Chapter.....
16. Annual budgets US\$ --- Acquiring new equipment \$..... Software/materials \$
 Increasing library holdings \$.....
17. Does the school receive financial support beyond students' tuition or fees?
 Federal/state assistance Outside assistance

Marketing Communications: Instructional Faculty

18. Number of faculty who teach marketing communications courses:
 Full time (9 + hrs. per week) Part time (less than 9 hrs. per week)
19. Requirements and procedures for hiring instructional staff for marketing communications courses:
 Full time

 Part time.....

20. Procedures for training instructors for teaching marketing communications courses:
 Full time

 Part time.....

21. Indicate role faculty play in advising and/or providing career counseling for students:

.....
.....

22. Procedures for evaluating instructors who teach marketing communications courses:

Full time

.....

Part time.....

.....

23. Provide current resume of all faculty who teach marketing communications subject at your school. As noted in **Appendix C** the resumes must indicate the faculty member's name and title, present rank and position with the school, educational background--schools, degree, and dates, professional experience--teaching, non-teaching, and other evidence of scholarly professional accomplishment, e.g., publications, grants, awards, etc.

The resumes should be included as an appendix and submitted with this application.

Marketing Communications - Students

24. The total number of students enrolled at your university/school:

25. The approximate number of students enrolled marketing communications program(s) for which IAA certification is being sought:

Estimated number of students who will be enrolled in your school's marketing communication program(s) for the next academic year, and five year's from now

26. Requirements for admission to the marketing communications program -- Age

Prior education.....Experience.....

27. Percentage of marketing communications students:
previously employed in marketing communications%
currently employed in marketing communications%

28. Number of students likely to complete marketing communications program during the current academic year:

29. Percentage of enrolled marketing communications students who complete program:.....%

30. Indicate how marketing communications student's performance is assessed for:

individual classes

program as a whole

31. Do marketing communications students have their own student organization or club?

.....

32. In what ways does the school concern itself with the placement of its marketing communications graduates?

.....
.....

33. What records of employment of its marketing communication graduates are kept?

.....

34. In what ways does the school maintain contact with marketing communications graduates?

.....

Marketing Communications Course/Program

35. Indicate the title(s) of the course/program for which IAA accreditation is sought:

.....
.....
.....

36. What degree(s), diploma(s) or certificate(s) does your school award to individuals who successfully complete the marketing communications program?

.....
.....

37. How long has your school offered this or similar program(s) of study, e.g., advertising?

38. How many years does it take to complete the program(s) of study? Full time

Part time Combination.....

Curriculum

39. IAA has five approved curricular models. Check the IAA curricular model(s) against which you wish your school's program(s) to be compared:

_____ standard model [or alternative] creative/production model [or alternative] _____
_____ media/merchandising/pr model [or alternative] liberal arts model [or alternative] _____
_____ e-commerce

Note: E-commerce is an integral part of IAA's curricula, ordinarily it is included within the several subjects included within the model. If e-commerce is treated as a separate subject, align with the appropriate alternative model.

40. The subject requirements for each of the 5 approved curricula are illustrated on the following pages. Align your school's curriculum against IAA's subject requirements for the selected curricular model(s) noted above.

Indicate the number of face-to-face teaching hours in the spaces provided on the appropriate models. Please total the contact hours for your school's course/program.

IAA STANDARD MODEL

(300 Hours Minimum)

Marketing Communications Program Title: [Insert the name of the marketing communications program for which IAA program certification is being sought.]

SUBJECTS	HOURS REQUIRED ^(a)	CONTACT HOURS ^(b)
1. Basic Marketing	30-50	
2. Consumer Behavior	15-25	
3. Communication Theory	15-25	
4. Marketing/Advertising Research	25-35	
5. Principles of Advertising/Promotion	30-50	
6. Advertising/Promotion: Strategy and Management (Cases)	25-35	
7. Creative Fundamentals - Copy, Layout and Production	25-35	
8. Media Fundamentals - Planning and Buying	25-35	
9. Advertising and Society - Social, Economic and Regulatory	10-15	
10. International Marketing/ Advertising	10-15	
11. Integrated Marketing Communications -- Campaign	30-50	
12. Advanced International Marketing Communication Topic	30-50	
Internship - Related to Advertising/Promotion Management	Semester Equivalent	
TOTAL	300	

(a) The minimum requirement is 300 hours. It is expected that each student will have completed course work in a minimum of 11 of the 12 areas listed. Students may transfer in up to 100 hours of credit.

The semester equivalent internship requirement can be undertaken on either a full time or part-time basis. (It can be waived for students who have attained equivalent professional experience prior to the completion of the program.)

(b) For subjects 1. - 12. please indicate in this column the number of hours currently devoted to each subject and indicate compliance with the internship requirement.

ALTERNATIVE - IAA STANDARD MODEL

(300 Hours Minimum)

Marketing Communications Program Title: [Insert the name of the marketing communications program for which IAA program certification is being sought.]

SUBJECTS	HOURS REQUIRED ^(a)	CONTACT HOURS ^(b)
1. Basic Marketing	30-50	
2. Consumer Behavior	15-25	
3. Communication Theory	15-25	
4. Marketing/Advertising Research	25-35	
5. Principles of Advertising/Promotion	30-50	
6. Advertising/Promotion: Strategy and Management (Cases)	25-35	
7. Creative Fundamentals - Copy, Layout and Production	20-35	
8. Media Fundamentals - Planning and Buying	20-35	
9. Advertising and Society - Social, Economic and Regulatory	10-15	
10. E-Commerce	30-50	
11. International Marketing/ Advertising	10-15	
12. Integrated Marketing Communications -- Campaign	30-50	
13. Advanced International Marketing Communication Topic	30-50	
Internship - Related to Advertising/Promotion Management	Semester Equivalent	
TOTAL	300	

^(a) The minimum requirement is 300 contact hours. It is expected that each student will complete E-Commerce and course work in a minimum of **11** of the **12** other areas listed. Students may transfer in up to 100 hours of credit.

The semester equivalent internship requirement can be undertaken on either a full time or part-time basis. Students who have attained equivalent professional experience prior to the completion of the program can waive it.

^(b) For subjects 1. - 13. please indicate in this column the number of hours currently devoted to each subject and indicate compliance with the internship requirement.

IAA CREATIVE/PRODUCTION MODEL

(300 Hours Minimum)

Marketing Communications Program Title: [Insert the name of the marketing communications program for which IAA program certification is being sought.]

SUBJECTS	HOURS REQUIRED ^(a)	CONTACT HOURS ^(b)
1. Basic Marketing	30-50	
2. Principles of Advertising/Promotion	30-50	
3. Advertising/Marketing Research	15-25	
4. Consumer Behavior	15-25	
5. Creative Fundamentals	30-50	
6. Art and/or Design	30-50	
7. Graphics/Print Production	25-35	
8. Graphics/Electronic Media	25-35	
9. International Marketing/Advertising	10-15	
10. Integrated Marketing Communications -- Campaign	30-50	
11. Advanced International Advertising Creative Topic	30-50	
Internship -- Related to Advertising Creativity	Semester Equivalent	
TOTAL	300	

(a) The minimum requirement is 300 hours. It is expected that each student will have completed course work in a minimum of 10 of the 11 areas listed. Students may transfer in up to 100 hours of credit. The semester equivalent internship requirement can be undertaken on either a full time or part-time basis. (It can be waived for students who have attained equivalent professional experience prior to the completion of the program.)

(b) For subjects 1. - 11. please indicate in this column the number of hours currently devoted to each subject.

ALTERNATIVE -- IAA CREATIVE/PRODUCTION MODEL

(300 Hours Minimum)

Marketing Communications Program Title: [Insert the name of the marketing communications program for which IAA program certification is being sought.]

SUBJECTS	HOURS REQUIRED ^(a)	CONTACT HOURS ^(b)
1. Basic Marketing	30-50	
2. Principles of Advertising/Promotion	30-50	
3. Advertising/Marketing Research	15-25	
4. Consumer Behavior	15-25	
5. Creative Fundamentals	30-50	
6. Art and/or Design	30-50	
7. Graphics/Print Production	20-35	
8. Graphics/Electronic Media	20-35	
9. E-Commerce	30-50	
10. International Marketing/Advertising	10-15	
11. Integrated Marketing Communications -- Campaign	30-50	
12. Advanced International Advertising Creative Topic	30-50	
Internship -- Related to Advertising Creativity	Semester Equivalent	
TOTAL	300	

^(a) The minimum requirement is 300 contact hours. It is expected that each student will complete E-Commerce and course work in a minimum of **10** of the **11** other areas listed. Students may transfer in up to 100 hours of credit.

The semester equivalent internship requirement can be undertaken on either a full time or part-time basis. (It can be waived by students who have attained equivalent professional experience prior to the completion of the program.)

^(b) For subjects 1. - 12. please indicate in this column the number of hours currently devoted to each subject.

IAA MEDIA/MERCHANDISING/PUBLIC RELATIONS MODEL

(300 Hours Minimum)

Marketing Communications Program Title: [Insert the name of the marketing communications program for which IAA program certification is being sought.]

SUBJECTS	HOURS REQUIRED ^(a)	CONTACT HOURS ^(b)
1. Basic Marketing	30-50	
2. Principles of Advertising/Promotion	30-50	
3. Consumer Behavior	15-25	
4. Marketing/Advertising Research	25-35	
5. Media Fundamentals	30-50	
6. Direct Response	30-50	
7. Public Relations	30-50	
8. Interactive Media	10-15	
9. International Marketing/Advertising	10-15	
10. Integrated Marketing Communications -- Campaign	30-50	
11. Advanced International Marketing Communication Topic	30-50	
Internship -- Related to Media/Merchandising/Public Relations	Semester Equivalent	
TOTAL	300	

(a) The minimum requirement is 300 hours. It is expected that each student will have completed course work in a minimum of 10 of the 11 areas listed. Students may transfer in up to 100 hours of credit.

The semester equivalent internship requirement can be undertaken on either a full time or part-time basis. (It can be waived for students who have attained equivalent professional experience prior to the completion of the program.)

(b) For subjects 1. - 11. please indicate in this column the number of hours currently devoted to each subject and indicate compliance with the internship requirement.

ALTERNATIVE -- IAA MEDIA/MERCHANDISING/PUBLIC RELATIONS MODEL

(300 Hours Minimum)

Marketing Communications Program Title: [Insert the name of the marketing communications program for which IAA program certification is being sought.]

SUBJECTS	HOURS REQUIRED ^(a)	CONTACT HOURS ^(b)
1. Basic Marketing	30-50	
2. Principles of Advertising/Promotion	30-50	
3. Consumer Behavior	15-25	
4. Marketing/Advertising Research	25-35	
5. Media Fundamentals	25-50	
6. Direct Response	25-50	
7. Public Relations	30-50	
8. E-Commerce	30-50	
9. International Marketing/Advertising	10-15	
10. Integrated Marketing Communications -- Campaign	30-50	
11. Advanced International Marketing Communication Topic	30-50	
Internship -- Related to Media/Merchandising/Public Relations	Semester Equivalent	
TOTAL	300	

^(a) The minimum requirement is 300 contact hours. It is expected that each student will complete E-Commerce and course work in a minimum of **9** of the **10** other areas listed. Students may transfer in up to 100 hours of credit.

The semester equivalent internship requirement can be undertaken on either a full time or part-time basis. (It can be waived by students who have attained equivalent professional experience prior to the completion of the program.)

^(b) For subjects 1. - 11. please indicate in this column the number of hours currently devoted to each subject and indicate compliance with the internship requirement.

IAA LIBERAL ARTS MODEL

(300 Hours Minimum)

Marketing Communications Program Title: [Insert the name of the marketing communications program for which IAA program certification is being sought.]

SUBJECTS	HOURS REQUIRED ^(a)	CONTACT HOURS ^(b)
1. Basic Marketing	30-50	
2. Research -- Scientific Method	15-25	
3. Communication -- Writing, Speaking	15-25	
4. Foreign Language	30-50	
5. Behavioral Sciences: Psychology, Sociology	30-50	
6. Cross-cultural Appreciation	15-25	
7. Principles of Advertising/Promotion	30-50	
8. Communication and Society	15-25	
9. International Marketing/Advertising	15-25	
10. Integrated Marketing Communications -- Campaign	30-50	
11. Advanced International Marketing Communication Topic	30-50	
Internship -- Related to International Marketing Communications	Semester Equivalent	
TOTAL	300	

^(a) The minimum requirement is 300 hours. It is expected that each student will have completed course work in a minimum of 10 of the 11 areas listed. Students may transfer in up to 100 hours of credit.

The semester equivalent internship requirement can be undertaken on either a full time or part-time basis. (It can be waived for students who have attained equivalent professional experience prior to the completion of the program.)

^(b) For subjects 1. - 11. please indicate in this column the number of hours currently devoted to each subject and indicate compliance with the internship requirement.

ALTERNATIVE -- IAA LIBERAL ARTS MODEL

(300 Hours Minimum)

Marketing Communications Program Title: [Insert the name of the marketing communications program for which IAA program certification is being sought.]

SUBJECTS	HOURS REQUIRED ^(a)	CONTACT HOURS ^(b)
1. Basic Marketing	30-50	
2. Research -- Scientific Method	15-25	
3. Communication -- Writing, Speaking	15-25	
4. Foreign Language	25-50	
5. Behavioral Sciences: Psychology, Sociology	25-50	
6. Cross-cultural Appreciation	15-25	
7. Principles of Advertising/Promotion	30-50	
8. Communication and Society	15-25	
9. E-Commerce	30-50	
10. International Marketing/Advertising	15-25	
11. Integrated Marketing Communications -- Campaign	30-50	
12. Advanced International Marketing Communication Topic	30-50	
Internship -- Related to International Marketing Communications	Semester Equivalent	
TOTAL	300	

^(a) The minimum requirement is 300 contact hours. It is expected that each student will complete E-Commerce and course work in a minimum of 10 of the 11 other areas listed. Students may transfer in up to 100 hours of credit.

The semester equivalent internship requirement can be undertaken on either a full time or part-time basis. (It can be waived by students who have attained equivalent professional experience prior to the completion of the program.)

^(b) For subjects 1. - 12. please indicate in this column the number of hours currently devoted to each subject and indicate compliance with the internship requirement.

IAA E-COMMERCE MODEL

(300 Hours Minimum)

Marketing Communications Program Title: [Insert the name of the marketing communications program for which IAA program certification is being sought.]

SUBJECTS	HOURS REQUIRED *	CONTACT HOURS **
1. Basic Marketing	30-50	
2. Principles of Advertising/Promotion	30-50	
3. Creative Fundamentals	25-35	
4. Media Fundamentals	25-35	
5. Advertising & Society	10-15	
6. E-Commerce Fundamentals	30-50	
7. E-Marketing Strategies	30-50	
8. E-Marketing Practices	30-50	
9. International Marketing/Advertising	15-25	
10. IMC--Campaign	30-50	
11. Advanced Topic (related to specialization)	30-50	
Internship - Related to E-Marketing Communications	Semester Equivalent	
TOTAL	300	

^(a) The minimum requirement is 300 contact hours. It is expected that each student will complete the three e-commerce requirements and course work in a minimum of **7** of the **8** other areas listed. Students may transfer in up to 100 hours of credit.

The semester equivalent internship requirement can be undertaken on either a full time or part-time basis. (It can be waived by students who have attained equivalent professional experience prior to the completion of the program.)

^(b) For subjects 1. - 11. please indicate in this column the number of hours currently devoted to each subject and indicate compliance with the internship requirement.

Curriculum (cont.)

41. If the total number of contact hours in the marketing communications related course/program is less than 300, how do you compensate?
.....

42. Can students be exempted from any of the required subjects, and if so for what reasons?
.....
.....

43. List any additional marketing communications related subjects, e.g. E-Marketing, offered as program requirements or as electives:

.....Required..... Elective.....
.....Required..... Elective.....
.....Required Elective.....

44. Attach to this application syllabi [outlines] denoting coverage of topics for all marketing communications related subjects included within your school's program(s).

(Please follow the sample format included in Appendix B).

45. Describe how your school fulfills IAA's internship (work) requirement. Indicate the minimum number of hours students must work to satisfy the requirement, whether the internship is a full time or part time undertaking, and how the student's internship (work) experience is supervised.

Minimum Hrs. Required.....Part time..... or Full time.....
How Supervised

46. Is it your intention to impose a higher standard on potential IAA Diploma in Marketing Communication recipients than what your school normally considers as minimally acceptable or passing work. If yes, please elaborate.
.....
.....

47. Does your school currently offer an advanced course for furthering the education of marketing communications professionals?
.....
.....

Program Recognition

48. In what ways is the marketing communications course/program(s) recognized by (1) the government and (2) other accrediting agencies?

(1).....
(2).....

49. In what ways is the marketing communications course/program(s) recognized by marketing communications professionals?
.....
.....

Chapter Endorsement [If applicable]

50. Is there an IAA Chapter in your State and/or Country? Yes No

51. If Yes, please complete the following Chapter related information:

Chapter - Country:

.....

IAA Contact Person's name:

address:

.....

.....

phone:

fax:

e-mail:

IAA Contact:

(name)

.....

(signature)

(date)

IAA Chapter President:

(name)

.....

(signature)

(date)

To Be Signed by School's President, Dean, Principal or Managing Director

As set forth in the IAA Accreditation package [Page 3] accreditation requires payment of the accreditation fee, an annual fee, a renewal fee every 6th year, and reimbursement for on-site visits as required. Late payment will lead to a suspension of accreditation benefits and privileges. Non-payment will lead to cancellation of the institute's accreditation and immediate revocation of all benefits and privileges.

.....

(name)

.....

(signature)

(date)