MARKETING 352 002
ADVERTISING AND PROMOTION SYLLABUS
DEPARTMENT OF MANAGEMENT, MARKETING, AND INTERNATIONAL BUSINESS
NELSON RUSCHE COLLEGE OF BUSINESS
Fall 2011

PROFESSOR:  Dr. Marlene Kahla, Associate Professor, Assistant Department Chair,
Director of Internships and Special Problems

COURSE:  MKT 352, ADVERTISING AND PROMOTION

CLASS HOURS:  9:00 AM – 9:50 AM & 11:00 AM – 11:50 AM  MWF MKT 352 001 & 002
4:00 PM – 6:30 PM  MKT 360 022

CLASS LOCATION:  BU 465

OFFICE HOURS:  10:00 AM – 11:00 AM; Noon – 4 PM MW, or by appointment

PROFESSOR CONTACT INFORMATION:  Office telephone:  936-468-4103; or
email: mkahla@sfasu.edu

OFFICE LOCATION:  BU 403C

COURSE DESCRIPTION:  Introduction to theory and practice in advertising and promotion.

Prerequisite:  Junior Standing

Course Objective:  Upon completion, the student should be able to:

- identify the terms and concepts that are commonly used in promotion and advertising, as indicated by performance on tests, projects, and assignments.
- give the relationships which underlie these terms and concepts, as indicated by performance on tests, projects, and assignments.
- demonstrate preparation to comprehend the basic advertising and promotion concepts and functions, as indicated by overall performance in preparation and presentation of promotion and advertising projects.
• demonstrate the value of an ethical approach to promotion and advertising activities, as indicated by the student's evaluation of descriptive situations which require value-based judgment in preparing a complete project or assignment.
• demonstrate a knowledge of international promotion and advertising functions, as indicated by selected advertising and promotion examples on activities, projects, and assignments.
• demonstrate preparation of evaluation tools for promotion and advertising campaigns, as indicated by suggested methods in projects, assignments, and tests.

**Required Topics**

- Definition of Basic Concepts
- Advertising's Role in the Organization
- Advertising's Role in Society
- Regulation of Advertising
- Situation Analysis
- Strengths, Weaknesses, Opportunities, and Threats
- Marketing Objectives and Strategies
- Advertising Objectives and Strategies
- Legal and Regulatory Environment
- Advertising and Sales Relationships
- Budgeting for Advertising
- Issues, Objectives and Platforms
- Media Objectives and Strategies
- Buying Media; Evaluating Effectiveness
- Coordinating Media Buys and Creative Genius
- Creative Development
- Creative Mechanics
- Working with Clients
- Preparing the Project and Presentation

**Optional Topics**

- New Media and Technology
- Art and Advertising
- Agency Structures

- Additional advertising textbooks and readings may be on reserve in the library.

**Evaluation:** Student performance will be measured through tests of either short answer, detailed answer, and/or multiple choice formats, written and oral projects, activities, professional participation, and assignments.

Case Reviews: 2

Case Reviews will be prepared by a team of at least 2 and no more than 3 students. The team will write responses to relevant materials and present the case to the class.

- Written: 25 points per case
- Presentation: 25 points per case

2 Cases therefore represent 100 points

Individual Tests: 2

- Mid Term 50 points
- Final 50 points

Team Work: 2

- Prepare written advertising and promotions plans book for client. 100 points
- Present advertising and promotions plans and strategies to client. 100 points

Professional Practices: continuously

- Attending class, arriving to class on time, preparing for class, preparing for team meetings, participating in class, dressing appropriately for class and for client meetings and presentations, and interacting with professors, other students, and guests with
consideration and empathy describe activities that enable you to earn professional points. Each tardy to class and team meetings will cost you 5 points. Each absence to class and team meetings will cost you 10 points. Attending class in your pajamas will cost you 5 points each. Dressing too casually for client visits and presentations will cost you 10 points each.

Discussion of Evaluation: Each student can earn up to 500 points for the semester: 100 points for individual assignments, 100 points for tests, 100 points for plans book, 100 points for presentation, and 100 points for professional courtesy and behavior.

Grades will be assigned based on the following points earned:

- A: 450 – 500 points
- B: 400 – 449 points
- C: 350 – 399 points
- D: 300 – 349 points
- F: anything less than 300 points.

Rusche College of Business

Syllabus Addendum

Program Learning Outcomes:

Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at http://cobweb.sfasu.edu/plo.html.

General Student Policies:

Academic Integrity (A-9.1)
Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

**Definition of Academic Dishonesty**

Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at [http://www.sfasu.edu/policies/academic_integrity.asp](http://www.sfasu.edu/policies/academic_integrity.asp).

**Withheld Grades Semester Grades Policy (A-54)**

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**Students with Disabilities**

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to [http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/).

**Acceptable Student Behavior**

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is
appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

Semester Schedule

Week 1  August 29 – Sept 2

Introductions, review syllabus, Chapter 1: The IMC Foundation

Week 2  Sept 5—Labor Day Holiday, Sept 6 – Sept 9

Team Assignments; Chapter 2: Corporate Image and Brand Management

Case Review by teams

Week 3  Sept 12 – Sept 16

Chapter 3: Buyer Behaviors; Case Review

Chapter 4: The IMC Planning Process; Case Review

Week 4  Sept 19 – Sept 23

Chapter 5: Advertising Management; Case Review

Chapter 6: Advertising Design: Theoretical Frameworks and Types of Appeals; Case Review

Week 5  Sept 26 – Sept 30

Chapter 7: Advertising Design: Message Strategies and Executional Frameworks; Case Review

Chapter 8: Traditional Media Channels; Case Review

Week 6  Oct 3 – Oct 7

Chapter 9: E-Active Marketing; Case Review
October 5: Career Fair

Week 7 Oct 10 – Oct 14

Chapter 10: Alternative Marketing; Case Review

Week 8 Oct 17 – Oct 21, Midterm: Oct 19

Review of Chapters 1 – 10 and cases;

Team Reports for Projects

Week 9 Oct 24 – Oct 28

Chapter 11: Database and Direct Response Marketing and Personal Selling

Week 10 Oct 31 – Nov 4

Guest Speaker

Chapter 12: Sales Promotions; Case Review

Chapter 13: Public Relations and Sponsorship Programs; Case Review

Week 11 Nov 7 – Nov 11

Team Reports for Projects

Chapter 15: Evaluating an Integrated Marketing Program

Week 12 Nov 14 – Nov 18

Team Reports for Projects

Chapter 14: Regulations and Ethical Concerns

Presentation Techniques

Week 13 Nov 21 – Nov 25; Thanksgiving Holiday begins Nov 23, 8 AM
Team Reports for Projects, submit Plans Book

Week 14  Nov 28 – Dec 2

Project Presentations

Week 15  Dec 5 – Dec 9

Complete Presentations, Evaluations of Team Work,

Review for Final

Please sign and print your name in the appropriate lines after you have read the syllabus for MKT 352.002, Advertising and Promotion:

________________________________________  Signature

_____________________________________________Printed Name

______________________________________________current date

By signing this page, you have noted that you have read and understand the syllabus presented in the previous pages.