MARKETING 352.101
ADVERTISING AND PROMOTION SYLLABUS
DEPARTMENT OF MANAGEMENT, MARKETING, AND INTERNATIONAL BUSINESS
NELSON RUSCHE COLLEGE OF BUSINESS
SUMMER SESSION 1 2011

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

COURSE:  MKT 352.101, ADVERTISING AND PROMOTION

CLASS HOURS:  8:00 AM – 9:55 AM MTWR MKT 352.101  
               12:30 PM – 2:25 PM MTWR MKT 360.101

CLASS LOCATION:  BU 453

OFFICE HOURS:  10:00 AM – 12:30 PM MTWR

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.

Individual Assignments: 3

Situation and S.W.O.T. Analysis with References 33 points
Objectives and Creative Strategy 33 points
Media Strategy, Budget and Evaluative Strategy 34 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.

Schedule: The following are dates that may change based on contingencies:

Monday
June 6: Introductions of all—professor, students, topics, etc.

Tuesday
June 7: Situation and Strengths, Weaknesses, Opportunities, and Threats

Wednesday
June 8: Role of Research in planning and strategy

Thursday
June 9: Definitions, Situation Analysis, S.W.O.T. Analysis

Assignment 1 due June 13, 2011 at beginning of class.
Monday

**June 13:** Turn in Assignment 1, Situation Analysis and S.W.O.T. Analysis at beginning of class. Discuss Objective and Creative Strategy. **Client for team project will attend class.**

Tuesday


Wednesday

June 15: Turn in Assignment 2, Objectives and Creative Strategy, at beginning of class. Discuss Media Plan, budgets, and evaluative strategy. Prepare Assignment 3 for Thursday, June 16.

Thursday

June 16: Turn in Assignment 3, Media Plan, Budget, and Evaluative Strategy at beginning of class. Discuss a review of all materials covered in class to this point.

Monday

June 20: Review all assignments, notes, and examples to this point. Prepare for Mid term Test tomorrow, Tuesday, June 21, 2011.

Tuesday

**June 21:** **Mid Term Test** from 8:00 AM – 9:00 AM. **Client discussion from 9:15 AM-9:45 AM. Teams begin meeting daily.**

Wednesday

**June 22:** Client project: Prepare Situation Analysis and S.W.O.T. Analysis for review in class tomorrow. Teams work on rewrites. **Invite client to class for presentation of completed work on team project on Wednesday, July 1, 2011.**
Thursday

June 23:  Client project: Prepare Objectives and Creative Strategy for review in class on Monday, June 27, 2011.

Monday

June 27:  Client Project: Prepare Media Plan, Budget, and Evaluative Strategies for review in class on Tuesday, June 23, 2011.

Tuesday

June 28:  Client Project: Prepare to review all parts of client project for additional information and strategy improvements.

Wednesday

June 29:  Client Project: Prepare to review all parts of client project for additional information and strategy improvements.

Thursday

June 30:  Client Project: Prepare to review all parts of client project for additional information and strategy improvements. TURN IN COMPLETED PLANS BOOK.

Monday

JULY 4:  UNIVERSITY HOLIDAY

INDEPENDENCE DAY for UNITED STATES OF AMERICA

Tuesday

July 5:  Practice presentation to client and confirm client’s attendance for tomorrow

Wednesday

July 6:  Present to client and review feedback
Thursday

July 7: Final test.

Enjoy the Summer!!!!

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.

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/.

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.

August 20, 2010