ADVERTISING AND PROMOTION SYLLABUS
MKT 352 001
Fall 2017

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Office hours: 10:00 AM – Noon MW; and, 9:15 AM – 10:45 AM TR, 3:15 PM – 4:45 PM TR
Class hours: 2:00 PM – 3:15 PM TR
Class Location: McGee Business, BU 455
Department/College: Department of Management and Marketing
Nelson Rusche College of Business

Prerequisite: Junior standing

Course Description: MKT 352. Advertising and Promotion-Introduction to theory and practice of advertising and promotion.

Course Objectives: Increase each student’s understanding of:
- effective communication processes and practices within marketing and across art, communications and technology;
- effective coordination of individual’s work experience within a team setting to complete specific tasks and projects; and,
- processes that enable transparent communication between the client, student teams, professor and others involved in completing specific advertising and promotion projects.

Course Content: Definitions, concepts, and strategies as they relate to effective marketing communications within organizations, nations, and society.
Projects that have actual clients.

Note: The syllabus presented here is a guide for class content and activities. It is subject to change. Please bring your copy of the syllabus to class for each meeting.

Donald Parente; Kirsten Strausbaugh-Hutchinson

CLASS RULES:
Following these few rules will help to maximize your learning experiences and those of your classmates:
- Check with professor electronically at least once a week, M – R.
- Participate in individual and group activities and discussions.
- Treat everyone in the class with respect and courtesy.
- Demonstrate professional behavior and use language appropriate for learning.
Ask questions!

Communication:
Please check your SFA.Jacks.Edu mail at least once a day.
D2L will be the official tool in your MKT 352 class for communicating the important reminders, announcements and further assignments and directions. You may email the professor at mkahla@sfasu.edu or text at (936) 526-3731. If you text, please identify yourself in the text.

Grades

Project 1: Client Based, Team Directed: AMA SFASU Chapter Officers are the Client for the first five weeks of the semester. They are co-hosting The Fall Regional AMA Conference with UHD on September 29, 2017.

The goal is to have at least 100 students attend the conference that will be held here at SFASU in the Nelson Rusche College of Business, McGee Business Building.

You will be planning advertising and promotion Strategies for American Marketing Association (AMA) Regional Conference, Student Chapters of SFASU and University of Houston Downtown (UHD), Sponsors, Fall 2017.

During the second week of class, you and your team will present effective communication ideas that will be implemented during the next two weeks, once they are approved by the professor and client. All communication will need to be in a format that can be shared electronically on both the SFASU and UHD campuses.

Professional points, i.e., being on time for class, willingly working with your team, participating in idea generation, actual implementation strategies AND attending outside of class activities related to marketing: 35 points.

Quality of work, i.e., ideas that are implemented and proved to be effective on both campuses, reaching at least 50% of the target audience: 50 points. This section includes presentations in class and written reports.

Evaluation of effectiveness: before, during and after the conference, determining which messages and media were most effective in getting out the information: 15 points.

Total for Project 1: 100 points, team influenced.

Project 2: Client based, team directed: S.I.R.E. is your client. The contact person is an SFASU alumnus and a member of the board of directors for S.I.R.E. You and your team will begin this project the week after you complete Project 1. The contact person will at least be able to talk with you via Skype in class, she may possibly attend class.
What is this client? A therapeutic riding academy in Houston, Texas. It involves many people at various professional levels helping others that are improving their quality of life and winning over health challenges through therapeutic riding on horses.

You will have a specific target audience to reach in the medical supply field. And, you will constantly be thinking about the overall impact your work has on the brand equity of this not-for-profit organization.

As in Project 1, for Project 2, you will be earning points on the following:

**Professional Points:** you will be evaluated on being on time for class, working with your team, being on time to team meetings outside of class, idea contributions, implementation strategies AND attending outside of class activities related to marketing: **35 points.**

**Quality of work:** ideas that can be justified as potentially being effective in reaching the target audience, presenting creative strategy so that the overall image of S.I.R.E. is maintained to the board’s approval and creating a media strategy that will reach at least 60% of the target audience: **50 points.** This section includes presentations in class and written reports.

**Evaluation of Effectiveness:** specific strategies that can be used to determine how successful your campaign can be if it is implemented by the client: **15 points.**

**Total for Project 2:** **100 points, team influenced.**

**Reporting your ideas to the professor:** As you may have noticed, you are strongly encouraged to report your ideas to the professor once a week, electronically. A drop box in d2l will be set up for each of you to access each week. You should have a total of 10 drop boxes based on time allowed to discuss how to put together a project, the week break for Thanksgiving and dead week. Each of your own ideas, that may also be part of your team’s ideas, is valued at 10 points: **Total: 100 points, individual influenced.**

Grade ranges are as follows:

- 270 – 300 points: A
- 240—269 points: B
- 210—239 points: C
- 180—209 points: D
- Less than 180 points: F

No Tests.

**Schedule for the Semester**

- **Week One:** 8/29 Concepts and Strategies, Definitions, Project 1
- **Week Two:** 9/5 Creative briefs, Project 1
- **Week Three:** 9/12 Media plans, Project 1, drop box ideas
- **Week Four:** 9/19 Total campaign presentation, Project 1, drop box ideas
- **Week Five:** 9/26 Attend AMA Regional Conference at SFASU, drop box ideas
Week Six: 10/3 Battle of the Piney Woods, NRG Stadium, October 6, drop box ideas
Week Seven: 10/10, Concepts and Strategies, Definitions, Project 2
Week Eight: 10/17, Creative briefs, Project 2, drop box ideas
Week Nine: 10/24, Creative briefs, Project 2, drop box ideas
Week Ten: 10/31, Media plans, Project 2, drop box ideas
Week Eleven: 11/7, Evaluate effectives, Project 2, drop box ideas
Week Twelve: 11/14, Total campaign reporting, drop box ideas
Week Thirteen: 11/21 Thanksgiving Holidays all week!
Week Fourteen: 11/28, Total campaign reporting, drop box ideas
Week Fifteen: 12/5, dead week
Week Sixteen: 12/12 Finals, plans

Important University Dates:
Week of August 28, Classes Begin
Tuesday, September 12, 12th class day
Friday, September 15, 1st day to apply for degrees to be completed in May 2018
Wednesday, October 25, last day to withdraw from classes without wp or wf
Wednesday, November 15, last day to apply for degrees to be completed in May 2018
Saturday, November 18, Begin Thanksgiving Holidays
Monday, November 27, Classes resume
Monday, December 11, Finals begin

This syllabus is subject to changes, please bring yours to class so that you may note any changes based on information from the professor.

ADDITIONAL INFORMATION:
Program Learning Outcomes:
Marketing Program Learning Outcomes
1. The student will demonstrate effective oral and written communication skills by (1) composing a professional quality business document, and (2) preparing and delivering a professional presentation on a business topic. (Written Communication, Oral Communication)
2. The student will demonstrate knowledge of fundamental information technology tools and concepts. (Technology)
3. The student will exhibit an understanding of ethics and social responsibility. (Ethics)
4. The student will apply critical thinking skills by solving problems requiring quantitative and/or qualitative analysis. (Critical Thinking)
5. The student will demonstrate multicultural and diversity understanding. (Diversity)
6. The student will demonstrate an understanding of teamwork as it occurs in business situations. (Teamwork)
7. The student will effectively apply knowledge and skills in the functional areas of business. (Business Knowledge)
8. The student will effectively apply knowledge and skills in Consumer Behavior, International Marketing, Marketing Research, and Marketing Strategy (Marketing Core)
9. The student will effectively apply knowledge and skills in the functional specialties of marketing (Functional Knowledge)
Emphasis on Ethics, Diversity and Introduction of Business Knowledge.
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://www.sfasu.edu/cob/ug-plo.asp.

**Student Learning Outcomes:**

List all student learning outcomes (SLOs) [also referred to as course objectives] for this course including the course specific student learning outcomes that support the PLOs above. In general, SLOs in a course that support the PLOs are specific and include the exact knowledge, skill or behavior taught in the course that supports the more global PLOs. For additional information on meaningful and measurable learning outcomes see the assessment resource page http://www.sfasu.edu/assessment/index.asp

**Student Learning Outcomes for this course:**

Upon completion a student should be able to:

--identify the foundation terms and concepts that are commonly used in marketing, advertising and promotion as indicated by performance on tests and actual application in projects.

--give the reasoning that underlies these terms and concepts, as indicated by performance on tests and application in projects.

--ascertain which of these terms, concepts and strategy apply to selected advertising and promotion situations, including, but not limited to domestic and international advertising examples, as indicated by performance on tests and project preparation and presentation.

--explain the significance of these terms, concepts and strategies for selected advertising and promotion situation examples, including, but not limited to domestic and international marketing examples, as indicated by performance on tests and project preparation and presentation.

--determine and justify which of these terms, concepts and strategies would be appropriate for dealing with selected advertising and promotion situation examples as indicated by performance on preparation and presentation of projects.

--appreciate the value of an ethical approach to marketing and advertising and promotion activities, as indicated by ethical formulations in case analyses and communications in class.

--demonstrate preparation to comprehend the basic marketing and advertising and promotion concerns that might be addressed in inter-functional analyses even if not a marketing professional, as indicated by overall performance in the course requirements and project(s).

Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

**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 on any assignment or exam; (2) falsifying or inventing 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 one’s own. Examples of plagiarism include, but are not limited to (1) submitting an assignment as if it were one's own work when is at least partly the work of another person; (2) submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or (3) incorporating the words or ideas of an author into one's paper without giving the author credit. Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university. Please read the complete policy at http://www.sfasu.edu/policies/student_academic_dishonesty.pdf
**Course Grades** (University Policy 5.5)
At the discretion of the instructor of record and with the approval of the academic unit head, 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, except as allowed through policy related to active military service. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. Please refer to the complete policy at [http://www.sfasu.edu/policies/course-grades.pdf](http://www.sfasu.edu/policies/course-grades.pdf).

**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), Room 325 in the Human Services Building, 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/).

**Student Conduct** (University Policy 10.4)
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 full Student Conduct Code at [http://www.sfasu.edu/policies/student-conduct-code.pdf](http://www.sfasu.edu/policies/student-conduct-code.pdf).) 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 iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.