MARKETING 352 001
Syllabus
Advertising and Promotion
DEPARTMENT OF MANAGEMENT and MARKETING
NELSON RUSCHE COLLEGE OF BUSINESS
Fall 2018
27 August through 14 December

PROFESSOR: Dr. Marlene Kahla, Professor
COURSE: MKT 352: Advertising and Promotion Section 001
CLASS SCHEDULE AND LOCATION:

- MKT 351 001, 8:00 AM – 9:15 AM, TR, BU 455
- MKT 351 002, 11:00 AM – 12:15 PM, TR, BU 477
- MKT 352 001, 2:00 PM – 3:15 PM, TR, BU 124

OFFICE HOURS: 10:00 AM – 11:00 AM, 1:00 PM – 2:00 PM, TR
9:00 AM – NOON, 1:00 PM – 4:00 PM, W
OR, by appointment

OFFICE LOCATION: BU 403C

PROFESSOR CONTACT INFORMATION: Office telephone: 936-468-4103,
    mobile: 936-526-3731,
or email: mkahla@sfasu.edu

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.
CLASS RULES:
Following these few rules will help to maximize your learning experiences and those of your classmates:
- 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.

<table>
<thead>
<tr>
<th>Grades</th>
<th>Event</th>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Your Personal Brand:</td>
<td>Resume’, Cover letter, Jobs4Jacks activated account, portfolio</td>
<td>50 points</td>
</tr>
<tr>
<td></td>
<td>Brand Equity Case:</td>
<td>Completed case with at least two Additional references.</td>
<td>50 points</td>
</tr>
<tr>
<td></td>
<td>Creative Strategy Case:</td>
<td>Completed case with at least two Additional reference.</td>
<td>50 points</td>
</tr>
<tr>
<td></td>
<td>Media Strategy Case:</td>
<td>Completed case with at least two Additional references.</td>
<td>50 points</td>
</tr>
<tr>
<td></td>
<td>Publicity/Public Relations Case:</td>
<td>Completed case with at least two Additional references.</td>
<td>50 points</td>
</tr>
<tr>
<td></td>
<td>Professional Points:</td>
<td>On time to class, attending class And meetings, providing meaningful Information to team activities, Attending at least one professional Development venue</td>
<td>50 points</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>300 points</td>
</tr>
</tbody>
</table>

Grade value based on points:
- 270 – 300: A
- 240 – 269: B
- 210 – 239: C
- 180 – 209: D
- Less than 180: F

Schedule

2
Week One  Overview of Advertising and Promotion from a marketing perspective.
Week Two  Strategic Planning for Competitive Advantage
           Ethics and Social Responsibility
Week Three Marketing Environmental Influences Impact Messages
            Global Vision in Effective Communication
            Your Personal Brand
Week Four  Brand Equity
            The role of brand equity in consumer decision making
Week Five  Many customers, many messages
            Segmenting and Targeting Markets
Week Six   Marketing Research
            Brand Equity Case
Week Seven Creative Strategy
            Product Concepts, brand equity and creative concepts
            Developing and Managing product identity and brand equity
Week Eight Creative Strategy Case
            When is the best time to message?
Week Nine  Building a message strategy
            Developing message frequency and reach
Week Ten   Media and Creative Strategy
            Marketing Communications and Return on Investment
Week Eleven Advertising, Public Relations and Sales
            Personal Selling & Sales Management
            Social Media & Marketing
Week Twelve Pricing Concepts, influencers and other media strategy
            Test markets and their role in effective marketing communications
            Media Strategy Case
Week Thirteen Public Relations and Publicity
            Their roles in a complete marketing communications strategy
            Public Relations and Publicity Case
Week Fourteen Thanksgiving Holidays
Week Fifteen Return to University
            Review Cases
Week Sixteen Present Cases
Week Seventeen Professional Points

Student Learning Objectives
Upon completion a student should be able to:
   --identify the foundation terms and concepts that are commonly used in marketing, as indicated by performance on tests.
   --give the reasoning that underlies these terms and concepts, as indicated by performance on cases..
   --ascertain which of these terms and concepts apply to selected marketing situations, including, but not limited to international marketing examples, as indicated by performance on tests and case analyses.
--explain the significance of these terms and concepts for selected marketing situation examples, including, but not limited to international marketing communication examples, as indicated by performance on case analyses.
--determine and justify which of these terms and concepts would be appropriate for dealing with selected marketing situation examples as indicated by performance on case analyses.
--appreciate the value of an ethical approach to marketing communication activities, as indicated by ethical formulations in case analyses and communications in class.
--demonstrate preparation to comprehend the basic marketing concerns that might be addressed in inter-functional analyses even if not a marketing professional, as indicated by overall performance in the course requirements.

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://www.sfasu.edu/cob/ug-plo.asp.
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)

Syllabus Addendum
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.

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/.

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.) 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.