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Office hours: 8:00 AM-Noon MW; Noon – 2:00 PM T, or by appointment
Class hours: 2:00 PM – 3:15 PM TR
Class Location: McGee Business, BU 127
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: Passport Program, Nelson Rusche College of Business, Student Services: Client. The students in MKT 352 and BCM course will work to prepare a video and “infomercial” for the Passport Program sponsored in the Nelson Rusche College of Business. Contact person is Ms. Gina Small.

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 and/or this specific project: 35 points.

Quality of work, i.e., ideas that are implemented and measurable to be effective, reaching at least the percentage of the target audience suggested by the client: 50 points. This section includes presentations in class and written reports either from individuals or your team.

Evaluation of effectiveness: Developing strategies that enable the client to determine which messages and media are most effective in reaching the target audience. Also included here is your team evaluation of your work, ideas, completing tasks on time, etc.: 15 points.

Total for Project 1: 100 points, team and faculty influenced.

Project 2: Client based, team directed: Preparing an advertising and promotion plan for a special event designed to increase awareness of a special type of human condition. A representative for the project will meet with you throughout the semester. The plan will be completed during the semester and the event will actually be implemented during summer 2018. Michelle Burris is the contact person representing the client.

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 and preparing the plan for the project: 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 the client is maintained to the board’s approval and creating a media strategy that will attain specific objectives of the client: 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, and how well you worked and contributed to the success of the plan: **15 points.**

**Total for Project 2: 100 points, team and faculty 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. The first five ideas must be for the infomercial about the Passport Program.

The next set of five ideas must be for preparing the advertising and promotion plan for the special event.

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.

Each of your own ideas, that may also be part of your team’s ideas, is valued at 10 points, and each should include a description of the concept you think will be effective, why it will be effective and implementation strategy.

**Total: 100 points, individual and faculty 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:** Concepts and Strategies, Definitions, Project 1
- **Week Two:** Creative briefs, Project 1
- **Week Three:** Media plans, Project 1, drop box ideas
- **Week Four:** Situation analysis, Project 1, drop box ideas
- **Week Five:** Situation analysis, Project 1, drop box ideas
- **Week Six:** Complete campaign, Project 1, practice presenting, drop box ideas
- **Week Seven:** Concepts and Strategies, Definitions, Project 2
- **Week Eight:** Creative briefs, Project 2, drop box ideas
- **Week Nine:** Spring Holidays
- **Week Ten:** Media plans, Project 2, drop box ideas
- **Week Eleven:** Evaluate effectives, Project 2, drop box ideas
- **Week Twelve:** Total campaign reporting, drop box ideas
- **Week Thirteen:** Situation Analysis Review, drop box ideas
- **Week Fourteen:** Situation Analysis Review, drop box ideas
Week Fifteen: Presentation practice and to the client.
Week Sixteen: Dead Week
Week Seventeen: Finals

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

**ADDITONAL 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](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](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 plagiarizing. 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 it 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.