ADVERTISING AND PROMOTION, MKT 352
Department of Management and Marketing
Nelson Rusche College of Business
Spring 2019

PROFESSOR
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Office: 403C, McGee Business Building, fourth floor
Office hours: MW 11:00 AM – Noon; 2:30 PM – 4:45 PM
T 3:15 PM – 6:45 PM, or by appointment.
Class, location and hours:
MKT 360 001: BU 477, MW 1:00 PM – 2:15 PM;
MKT 352 001: BU 455, TR 2:00 PM – 3:15 PM;
MKT 513 022: BU 455, T 6:45 PM – 9:15 PM.

TEXT

COURSE DESCRIPTION
Course Description: An examination of the unique aspects of advertising and promotion as it relates to effectively reaching marketing objectives within organizations. Marketing concepts are reviewed as they related to effective communications related to organizational goals. Materials will include the suggested text and readings that will require approximately 3 hours of reading and preparation outside of class.

CLASS RULES
Following these few rules will help to maximize your learning experiences and those of your classmates:
• Attend each class.
• Be on time to class, team meetings and events related to the project.
• Read the assigned material, turn in all required work on the day it is due.
• 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 classroom learning
• Cell phones and other electronic devices should be turned off and put away during class unless instructed to use them for specific fact finding relating to projects and boosting social media as they relate to the project.
• Ask questions!
  • Communication: Please check your SFA.Jacks.Edu mail at least once a day.
  • Brightspace d2l will be the official tool in your 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
The following tasks, each valued at 50 points, will be completed during the semester:
1. Developing your own brand;
2. Communication models and marketing;
3. Media characteristics and strategies;
4. Social media characteristics and strategies;
5. Upon being creative;
6. Connecting media and creative strategies effectively;
7. In-class team work reporting on actual agencies; and,
8. *Professional Behavior:

Grand Total 400 points

*Representing yourself as a student that is seeking understanding of concepts and applications that will enhance her/his personal and career goals.

SCHEDULE

Week One
Planning and Organization
Introductions of students and professor. Overview of material: Advertising and Promotion then and now.
Somethings that you want your colleagues and professor to know about yourself.

Week Two
Communication models.
Brand equity: definitions and examples.

Week Three
Your own brand equity.
Ask about Jobs4Jacks and the Handshake Platform.

Week Four
Complete your own brand equity assignment and submit it to Brightspace d2l drop box. See specific directions from class notes and uploaded directions to Brightspace. The completed assignment is due by Thursday of this week by 2 PM.

Week Five
Communication models and marketing as they relate to brand equity of organizations and individuals.
Complete the assignment related to the communication model discussions in class and upload to Brightspace d2l by 2 PM Thursday of this week.

Week Six
Media characteristics and strategies.
Begin relating knowledge of communication models and brand equity to media characteristics and strategy.

Week Seven
Develop concepts of implementing effective media strategies for products/services that have been approved by the professor. The completed assignment is due by 2 PM on Thursday of this week via drop box at Brightspace d2l.

Week Eight
Social media characteristics and strategies. This topic also includes electronic media. You will develop a social media plan for the product/service that you selected for the previous assignment and submit it to the drop box on Brightspace d2l by 5 PM on Thursday of this week.

Spring holidays March 16 –24

Week Ten
Review brand equity, media, social and electronic media. Prepare to become creative.
Creativity and campaigns.
Creativity and media.

Week Eleven
Develop creative strategy for a product/service that is approved by your professor. The assignment is due by Tuesday of Week Twelve.

Week Twelve
Submit your creative strategy on Tuesday of this week by 2 PM to Brightspace d2l. Connect creative strategy with media strategy.

Week Thirteen
Continue studying media and creative strategies as they relate to achieving marketing strategies. Submit the completed assignment by Thursday of this week, 2 PM, to Brightspace d2l.

Week Fourteen
Agencies.
The most important agencies.
Large and small agencies.
How agencies develop brand equity for themselves and clients.

Week Fifteen
Agencies and clients continued.
Teams working on agency report for class.
Week Sixteen

Presentations of agencies by each team. This assignment will be submitted in class and presented in class. Materials of this assignment are to be submitted by each team member to the appropriate drop box on Brightspace via d2l by Thursday, 5 PM.

Week Seventeen

Review of materials.

Course Requirements
Students are to read relevant marketing articles and text, work effectively in teams.

Students must prove that they understand how to find specific information in and beyond class by completing secondary and primary research for agencies or other related topics.

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

LEARNING OUTCOMES
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/ugplo.asp.
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

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.

Student Academic Dishonesty
(University Policy 4.1) 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 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.