ADVERTISING AND PROMOTION, MKTG 3352
(Formerly known as MKT 352)
Section 001
Department of Management and Marketing
Nelson Rusche College of Business
Fall 2020

PROFESSOR: Marlene Kahla, Ph. D.
Email: mkahla@sfasu.edu
Phones: (936) 468-4103 (department); (936) 526-3731 (mobile)
Office: 403C, McGee Business Building, fourth floor

OFFICE HOURS by Zoom: TR 7:00 AM–8:AM, 9:30 AM–10:30 AM, 12:30 PM–1:30 PM;
W 1:00 PM-5:00 PM; or by appointment.
TR is in office or zoom, W is zoom only.

Zoom invitation to office hours is posted in d2l for each course.

Zoom meeting expectations: be on time, dress as if you were actually attending the class in
person, have your mic turned off upon entering the meeting. See Zoom Meeting Expectations
power point in the content section of d2l for this course.

Based on the six foot social distancing enforced guidelines, students will attend class in person
on a specific day each week by groups. For example 13 students may attend in person on
Tuesday, the other 13 students may attend on Thursday. The day that you are not attending in
person, you will participate in the class via Zoom. Other students in class may be completing the
class online. For those students wanting to attend in person, check on d2l for an email to find
your day to be in person, please.

Mask wearing policy by SFASU:

Masks (cloth face coverings) must be worn over the nose and mouth at all times in this class
and appropriate physical distancing must be observed.

Students not wearing a mask and/or not observing appropriate physical distancing will be asked
to leave the class.

All incidents of not wearing a mask and/or not observing appropriate physical distancing will be
reported to the Office of Student Rights and Responsibilities.
Students who are reported for multiple infractions of not wearing a mask and/or not observing appropriate physical distancing may be subject to disciplinary actions.


Procedures for reporting COVID19: When a student tests positive for COVID:

Students must report when they receive a test for COVID, (there is a link on their mySFA).

From the SFA Open SFA guidelines say (http://www.sfasu.edu/fall2020):

General Guidelines for Employees and Students about COVID19:

Student

If:

- You are tested for COVID-19, or
- You have been diagnosed with or received a positive test result for COVID-19;

you must:

- stay home,
- notify your faculty members of your absence, and
- immediately complete the COVID-19 Test Report Form (selecting "Self" as the reporter.)

You must stay home if you are experiencing any COVID-19 symptoms (as listed on the CDC website); or you have been in close contact (within 6 feet for at least 15 minutes) with someone who has or is suspected to have COVID-19, or someone in your household (including a roommate or housemate) has been diagnosed with or received a positive test result for COVID-19, you must stay home and notify your faculty members of your absence. Students who suspect that they may have COVID-19 are also encouraged to contact the SFA Student Health Clinic or their preferred health care provider for health advice.
What is the protocol for returning to the classroom or on-campus activities after a positive test for students, including those living on campus and student employees?

A student who has tested positive for COVID-19 may return to the classroom or on-campus activities when all three of the following criteria are met:

1. At least 24 hours have passed since recovery (resolution of fever without the use of fever-reducing medications), and
2. The individual has improvement in symptoms, and
3. At least 10 days have passed since symptoms first appeared.

Additional criteria for students living on campus:

- A student who lives on campus also must provide his or her hall director with written clearance from a qualified medical professional to return to campus.

Additional criteria for student employees:

- A student employee must provide his or her supervisor with written clearance from a qualified medical professional to return to work.

TEXT


Each course represents approximately 150 minutes of lecture, guest speakers, field trips, and other learning activities each week. As a student, you are expected to put in an average of 360 minutes outside of class so that you may focus on being successful in class.

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.

- 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 and SCHEDULE

The following tasks, will be completed during the semester:

1. Developing your own brand, 9/10, 15 points;
2. Communication models and marketing, 9/17, 10 points;
3. Media and strategies, 9/24, 15 points;
4. Researching market segments, industry competitors and your client, 10/1, 15 points;
5. Upon being creative, 10/8, 15 points;
6. Agency Report, 10/22, 10 points;
7. Social media, 10/29, 10 points;
8. Analytics and Advertising, 10 points11/5.

Subtotal: 100 points

Class participation, class attendance, organization and event participation.. 20 points

Subtotal: 40 points

The following tasks, each valued at 40 points, will also be completed during the semester in a team:
1. Project planning, periodic team meetings and reports, 10/29 & 11/5
2. Project in written format submitted; 11/19
3. Project presentation video submitted; 11/19

Subtotal: 160 points

Grand Total 300 points

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.

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.