ADVERTISING AND PROMOTION, MKT 352
Department of Management and Marketing
Nelson Rusche College of Business
Spring 2020

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Office: 403C, McGee Business Building, fourth floor
Office hours: M 10:00 AM – 1:00 PM; 2:30 PM – 4:30 PM;
W 2:30 PM – 6:30 PM;
R 3:30 PM – 4:30 PM; or, by appointment.
Department: Management and Marketing
Class, location and hours: MKT 352 001: BU 455, TR 2:00 PM – 3:15 PM;
Students will notice that 150 minutes each week will be devoted to actual class time that will
include lecture, discussion, guest speakers, field trips, presentations and other activities that
enhance learning about advertising and promotion from a marketing perspective. Each student is
to devote approximately 360 minutes to preparing work outside of class to be able to participate
effectively in class and projects.

Cognella Academic Publishing.

COURSE DESCRIPTION
MKT 352: Emphasis on the formulation and implementation of marketing programs and
strategies covering marketing mix variables such as products, pricing, channels of distribution
and promotion. Then, relating basic marketing principles to enhancing advertising and promotion
as a significant part of strategic marketing.
Two key learning objectives:
1. Understanding and effectively using the fundamental frameworks, processes and analysis
tools of advertising and promotion as it relates to marketing;
2. Focusing on integrated marketing communications, IMC, as a constant part of a complete
advertising and promotion plan.
3. Understanding how to effectively work with team members from other disciplines, i.e.,
art, graphic design and mass communications.

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

Student Learning Outcomes
These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness.

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
You may access the program learning outcomes for your major and particular courses in the Curriculum Management Handbook at [http://www.sfasu.edu/academics/colleges/business/welcome/faculty-resources](http://www.sfasu.edu/academics/colleges/business/welcome/faculty-resources)

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 SFAJacks.Edu mail at least once a day.
- Brightspace 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
The following tasks will be completed during the semester:

In-Class Work:

<table>
<thead>
<tr>
<th>Task</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparation</td>
<td>125</td>
</tr>
<tr>
<td>Presentation</td>
<td>125</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>250</strong></td>
</tr>
</tbody>
</table>

Throughout the semester, several in-class activities that involve students working on problems and presenting their answers, either as individuals or in team settings, will be presented. These activities are announced in class and are prepared by students in class the day they are introduced. Students may Zoom in to class activities.

Team Project:

<table>
<thead>
<tr>
<th>Task</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual reports</td>
<td>50</td>
</tr>
<tr>
<td>Peer reports</td>
<td>50</td>
</tr>
<tr>
<td>Printed report</td>
<td>50</td>
</tr>
<tr>
<td><strong>Presentation</strong></td>
<td><strong>50</strong></td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>200</strong></td>
</tr>
</tbody>
</table>

Professional Behavior:

This section includes attending C2C conference, career fairs, speakers, and overall abiding by the class rules section of this syllabus.

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>50</strong></td>
</tr>
</tbody>
</table>

Grand Total 500 points

SCHEDULE

Week One
Introduction of students and faculty; presentation of syllabus; discussion of IMC, competitions, working as an effective advertising and promotion agency.
Chapter 1: What is IMC?
Chapter 2: The IMC Project

Week Three
Part 1: Conducting a Situation Analysis
Chapter 3: Begin the Process of the situation analysis internal

Week Four
Chapter 4: Situation Analysis External
Chapter 5: Finalizing the Situation Analysis

Week Five
Part 2: Establishing the Priorities and Goals
Chapter 6: The Analysis of Your Research
Chapter 7: Target Market Profile

Week Six
Chapter 8: IMC Objectives and Strategy

Week Seven
Chapter 9: Budget
Spring holidays

Week Eight
Chapter 9: Budget continues

Week Nine

Week Ten
Part 3: Shaping your Media
Chapter 10: Media Objectives
Chapter 11: Media Strategy

Week Twelve
Chapter 12: Media Tactics
Chapter 13: The IMC Evaluation

Week Thirteen
Prepare the Project
• Team reports to class
• Participate in the project with your team members!
• Invite client to presentation for week fifteen.
Week Fourteen

Prepare to Present the Project
• Practice presentations.
• Submit written plan and presentation materials to faculty and client.
• Note any location, time or other change needed to present the project to the client.

Week Fifteen

Present to Client
• Present to the client.
• Follow-up with the client via thank you note and any materials that the client may have requested from you and your team.

Week Sixteen

“Dead week.”
• Debriefing regarding your contributions to the completed project

Week Seventeen

Project review.

Course Requirements
Students are to read relevant marketing articles and text, work effectively in teams and work well with an actual client.

Students must prove that they understand how to find specific information in and beyond class by completing secondary and primary research for an approved project or marketing plan.

Academic Integrity (4.1)
Please copy and paste the following information regarding Academic Integrity into your syllabus. In addition, you may include your own guidelines for academic integrity as appropriate.

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

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 to aid in achieving a better grade on a component of a class; (2) the falsification or invention 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 your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/4.1-student-academic-dishonesty.pdf.
Withheld Grades Semester Grades Policy 5.5)

Please copy and paste the following information regarding Withheld Grades into your syllabus. Add additional information as needed to meet your departmental or course needs.

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, 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. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. For additional information, go to http://www.sfasu.edu/policies/course-grades-5.5.pdf.

Students with Disabilities

Please copy and paste the following statement and place in your course syllabus.

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 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/

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.