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

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Office: 403C, McGee Business Building, fourth floor  
Office hours are available via email, text and zoom: 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: Online and zoom, 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.  


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.  

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.

**Video Zoom Class Rules:**
*Since we are now meeting only via online and zoom, you are expected to dress as you would if you were actually physically attending class.*
**Prepare your setting for zooming with a background that is not distracting, you can use a virtual background available on the bottom left corner of the zoom meeting page.**
***Follow protocol when wanting to speak via zoom, identify yourself, then proceed. In this manner, we know that you have information that will be helpful regarding the topic that we happen to be discussing at the time.***
****Mute your microphone when you are not speaking so that everyone does not hear everything going on around you. For example, someone in your household may be running water or watching tv, you do not want all of us to hear the noise.****
*****As I speak, one of my dogs may bark, that may happen with you and your pet when you speak—that is okay, but you and I will attempt to avoid that from actually happening.*****
******You should attend class via Zoom so that you may learn more from the class and the process of video conferencing and working with others from remote locations.******

• Ask questions!
  • Communication: Please check your SFA.Jacks.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:

**Online daily work:**

<table>
<thead>
<tr>
<th>Activity</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 online 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. Prepare a video and upload it for presentation purposes.

**Team Project:**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>25</td>
</tr>
</tbody>
</table>

Each student in a team presents a journal of her/his work regarding the project. Your journal will at least include the following items:
1. The topic or company that is the focus of your project
2. The names of the members of your team, correctly spelled, include your own name, too.
3. The dates and duration of each team meeting.
4. The specific information and ideas that are introduced and discussed in each meeting.
5. Your overall review of your role in the completed project, both written and presented.

**Peer reports**  
25 points  
In the peer reports, one submitted on April 1, the other submitted on April 29, you will list the people in your team, the title of your project and provide your perception of the contributions that each person made toward the successful completion of the project and the presentation. Include at least the following information about each team member:
   1. on time for meetings?
   2. Prepared for meetings?
   3. Willing to provide meaningful information?
   4. Overall a team member, possibly a leader?
   5. Contributed which specific information to the report?

Include everyone on your team in this report.

**Online report**  
100 points  
Each team will prepare an actual report for their project. One copy remains with the professor, the other copy goes to the client. An outline is presented as follows:
   1. Topic/client of the project
   2. Names of each team member preparing the project
   3. Date that the project is submitted
   4. Page numbers and Table of Contents
   5. Overview of the project in which you describe the following:
      a. Type of cause, foundation or company
      b. Length of time that the cause, foundation or company has existed
      c. Size of cause, foundation or company, i.e., national, worldwide, state, local, etc.
      d. Location of the cause, foundation or company for which your campaign is intended to impact objectives and goals.
   6. Background information about the cause, foundation or company, include brief history here. For example enough history should be provided so that the ideas you present can be rooted in that history, mission statement. Yet, not so much history that the client will not want to read the report. Just enough information to give your ideas a launch pad.
   7. Environmental analysis
      a. Competition
      b. Societal trends
      c. Consumerism
      d. Legal, regulatory, political
      e. Technological
      f. Natural environmental impact
   8. Internal analysis
      a. Things that the entity does best and why
      b. Things that the entity needs to improve and why
9. Consumer or Target Market Analysis
   a. Describe the consumers, the intended audiences that you intend your campaign to reach.
   b. Describe why these consumers will be receptive to the campaign.
10. S. W. O. T. analysis
    Strengths, weaknesses, opportunities and threats.
    Categorize these carefully, strengths and weaknesses are internal to the entity, opportunities and threats are external to the entity.
11. Creative Strategy
    a. Match the creative strategy with opportunities and threats.
    b. Match the creative strategy with consumer perceptions and intentions
    c. Possibly build this strategy on current creative strategy. You are encouraged to develop a new creative strategy to present to the client.
       (1) Include traditional creative thought from the industry
       (2) Include your client’s current creative
       (3) Focus on your team’s creative
12. Media Strategy
    a. Include current practices of the client
    b. Present and build your team’s strategy to effectively communicate with intended audiences.
    c. Include traditional, social and electronic media
    d. Include a media calendar for a specific time line. You may focus on a six month campaign.
    e. Relate the media strategy to the objectives of the client and consumer behavior.
    f. Include objectives relating to reach and frequency.
13. Evaluation or Analysis
    a. Include pre-, during and post campaign strategies to determine if the creative and media strategies will attain the client’s objectives.
    b. Include a statement about unpredictable situations, i.e., impact of COVID19 on economy, and that your ideas and recommendations may or may not be able to reach the desired objectives in all situations.
14. Conclusions and Recommendations
    Presentation 50 points
    Each team will present to me and possibly a client, depending on the team developing a rapport with an actual client, on video. The video will include at least the following:
    1. Welcome to me and the client;
    2. Introduction of each team member and that person’s role in the project;
    3. Brief thank you if you have an actual client, or if you are pitching an idea, brief synopsis of the breadth of the idea and impact that it may have.
    4. Brief description of the idea.
    5. Brief description of the target audiences.
    6. Strong description of creative strategy and why the specific consumers will respond.
    7. Strong description of media strategy and why it will be effective.
    8. Brief description of analysis ideas.
    9. Closing by reminding the client why your ideas are the best.
10. Questions?
11. Time: 15 minutes presentation, 5 minutes questions and answers

Subtotal 200 points

**Professional Behavior:**

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

50 points

**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?

**Week Two**
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

**Week Six**
Chapter 7: Target Market Profile

**Week Seven**
Chapter 8: IMC Objectives and Strategy

**Week Eight**
Chapter 9: Budget

**Week Nine**
Spring holidays

**Week Ten**
Chapter 9: Budget continues
Week Eleven

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.

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

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.