ADVERTISING AND PROMOTION, MKTG 3352
Section 001
Department of Management and Marketing
Nelson Rusche College of Business
Fall 2021

PROFESSOR: Marlene Kahla, Ph. D.
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Office: 403C, McGee Business Building, fourth floor

OFFICE HOURS: TR 9:30 a.m. – 11:00 a.m.; 12:30 p.m. – 2:00 p.m.; 3:30 p.m. – 5:30 p.m.
OR by appointment. In person. Zoom meetings can be arranged by contacting professor.
CLASS HOURS: TR: 2 p.m. – 3:15 p.m.
CLASS LOCATION: McGee Business Building, 167

Meeting expectations: be on time, dress to attend class, even on days that you may want to zoom. Listen carefully, read text and notes to prepare for class, respect others.
IF you do not feel well, please do not come to class.
Be alert for notices from University regarding mask wearing and social distancing. Follow current protocol.

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 relate to effective communications and organizational goals. Materials will include the suggested text and readings that will require approximately 3 hours of reading and preparation outside of class each week.

• 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:

**Learning Tasks completed by individual student**
1. Developing your own brand, 8/31, 15 points
2. Communication models and marketing. 9/7, 10 points;
3. Researching market segments, industry competitors and your client 9/14, 15 points;
4. Creative brief. 9/28, 15 points
5. Media and strategies, 10/12, 15 points
6. Social media, 10/14, 10 points
7. Analytics and Advertising, 10/19, 10 points
8. Agency Report, 10/28, 10 points;

**Subtotal: 100 points**

**TEAM PROJECT completed by groups of students**
50 points;
50 points;
50 points;
1. Project planning, team meetings and reports, Two main reports from meetings: 11/2 and 11/9 @ 25 points each 50 points
2. Project in written format submitted: 11/16 50 points
3. Project presentations; 11/30 & 12/2 50 points
4. Quality of work and value of participation per individual; day of final as per SFA schedule for Fall 2021 50 points.

**Subtotal: 200 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/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/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.

**UNIVERSITY RESOURCES**

Throughout the course of the term, you may find yourself in need of some type of support. Please take note and, if needed, use the resources below:

**ACADEMIC ASSISTANCE RESOURCE CENTER (AARC) TUTORING SERVICES**

The AARC is an award-winning program that provides free peer tutoring for many entry-level courses. Some services provided by the AARC that you may find of benefit include online resources (including the Online Writing Lab [OWL]), on-call tutoring at walk-in tables, 1:1 appointments, student instructor groups, and learning teams. For additional information, go to http://sfasu.edu/aarc.

**CENTER FOR CAREER AND PROFESSIONAL DEVELOPMENT**

The Center for Career and Professional Development exists to empower students and alumni to achieve life-long career success through individualized assistance, diverse career development programs, and collaboration with both internal and external partners concentrated on career goal achievements. For additional information, go to http://www.sfasu.edu/ccpd.

**COUNSELING SERVICES**

Counseling Services assists SFA students in overcoming obstacles to their personal and academic goals through individual and group counseling for students and outreach, presentations, training, and consultation for the campus community. For additional information, go to http://sfasu.edu/counselingservices.

**COUNSELING CLINIC (HUMAN SERVICES)**

The SFASU Counseling Clinic is a service provided by the Department of Human Services Counselor Education Programs. It is a training clinic in which services are provided by graduate students who are in the Practicum and Internship portion of their education. All services are supervised by fully licensed Counselor Education faculty. The Stephen F. Austin State University (SFASU) Counseling Clinic combines a therapeutic and community focus which offers a full continuum of counseling care. The service is geared to each person's needs. Client progress is based on the person's ability to move through counseling according to individual readiness. For additional information, go to http://www.sfasu.edu/humanservices/139.asp.

**COVID-19 SPECIFIC RESOURCES**

For the most up-to-date information related to COVID-19, please reference the SFA COVID-19 webpage at http://www.sfasu/covid19.
CRISIS RESOURCES
Burke 24-hour crisis line: 1.800.392.8343
Suicide Prevention Lifeline: 1.800.273.TALK (8255)
Crisis Text Line: Text HELLO to 741-741

DEAN OF STUDENTS OFFICE
The Dean of Students helps students when they are struggling, in-crisis, or just generally don’t know where to go. Students are encouraged to reach out when they need help with something on or off-campus and Dean of Students Office staff will assist them in navigating the issue or get them connected with the person or office that can help. Staff help to promote The SFA Way in everything they do. For additional information, go to https://www.sfasu.edu/vpsa/85.asp.

FINANCIAL LITERACY
Student Financial Advisors are available to help you with your finances through one-on-one appointments, presentations, and workshops. Topics covered include budgeting, credit cards, debt management, insurance, identity theft, fraud prevention, investing, savings, retirement, banking, and paying for college. For additional information, go to http://www.sfasu.edu/studentaffairs/1691.asp.

HEALTH CLINIC
The Health Clinic offers a full range of medical services to enrolled or registered students. For additional information, go to http://sfasu.edu/life-at-sfa/health-safety/health-clinic.

INvolvement Center
The SFA Involvement Center a one-stop shopping site for involvement on campus. The program is the center for student involvement on our campus, a distribution and receiving site for applications for any number of opportunities on campus and a place for involved students to meet, hang out and collaborate with other students. For additional information, go to http://www.sfasu.edu/studentaffairs/69.asp.

NUTRITION COUNSELING (DINING SERVICES)
Should you have a food allergy, specific dietary need, or simply want help learning more about healthy eating you are encouraged to meet with Dining Services’ Registered Dietitian. For additional information, go to https://dineoncampus.com/sfa/your-dietitian.

RESEARCH AND INSTRUCTIONAL SERVICES (RIS)
Develop research skills from hands-on and classroom experience with the Research and Instructional Services department. For additional information, go to https://library.sfasu.edu/services#/research?_k=hjbdvf.

Sex- and Gender-Based Misconduct Prevention, Support, and Response (Lumberjacks Care)
The university prohibits and will not tolerate sexual misconduct because such behavior violates the university’s institutional values, adversely impacts the university’s community interest, and interferes with the university’s
mission. The university also prohibits retaliation against any person who, in good faith, reports or discloses a violation of this policy, files a complaint, and/or otherwise participates in an investigation, proceeding, complaint or remediation. Once the university becomes aware of an incident of sexual misconduct, the university will promptly and effectively respond in a manner designed to eliminate the misconduct, prevent its recurrence and address its effects. To report an incident and/or seek support, go to https://www.sfasu.edu/lumberjacks-care/.

SFA FOOD PANTRY
The SFA Food Pantry exists to reduce food insecurity on the SFA campus. For additional information, go to http://sfasu.edu/studentaffairs/1319.asp.

TECHNICAL SUPPORT
Brightspace by D2L Support: https://www.sfactl.com/student-support; d2l@sfasu.edu; 936.468.1919
Technical Support Center/Help Desk: https://help.sfasu.edu; helpdesk@sfasu.edu; 936.468.4357

VETERANS’ RESOURCE CENTER
The Veterans Resource Center (VRC) provides a space for veterans, dependents of veterans, and ROTC members to gather, socialize, and form relationships with others that can provide networks of support and access to veterans’ resources provided by the university and outside agencies. For additional information, go to http://sfasu.edu/vrc/.