ADVERTISING AND PROMOTION, MKTG 3352 600
Department of Management and Marketing
Nelson Rusche College of Business
Summer 1 2021

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OFFICE HOURS by Zoom: M – R: 10 a.m. – 12 p.m.: Meeting id: 916 5175 6697
Passcode: 835126

CLASS HOURS: MTWR: 8:00 a.m. – 9:40 a.m., Livestream and Face-to-Face, online

CLASS LOCATION: BUSI 455

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; and, begin your video so that you may be seen.

Spacing and Mask Wearing (excerpt from SFASU President Gordon email, 14 May 2021)

This coming Monday, May 17, marks an important change in the campus’s COVID-19 safety protocols and bringing us to Status 1.5 before an anticipated return to full classroom occupancy and normal operations Status 1 in Fall 2021.

Most notably, face coverings will only be required in indoor classrooms, labs and public transportation. Physical distancing will reduce from six feet to three feet. All occupancy rates will return to 100%.

With the latest CDC guidelines issued May 13, individuals who are vaccinated are free to safely go without a face covering in all other locations. Those who are not vaccinated are strongly encouraged to continue wearing face coverings when in:

- Elevators,
- Hallways,
- Lobbies,
- Restrooms,
- Conference and meeting rooms,
- Break rooms,
- Office settings,
- Outdoor spaces,
- SFA-owned vehicles.
None. Using articles and notes posted in d2l.

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, *you may re-submit corrected work*:

**Communicating Effectively**
- 1. Developing your own brand, 5/19, 15 points;
- 2. Communication models and marketing, 5/24, 10 points;
- 3. Agency Report, 5/26, 10 points;
- 4. Ads we love, ads we love to hate 5/27, 20 points;

  Subtotal: 55 points

**Parts of an Advertising Campaign**
- 1. Researching market segments, industry competitors and your client, 6/1, 15 points;
- 2. Creative strategies, 6/7, 15 points;
- 3. Media and strategies, 6/10, 15 points;
- 4. Social media, 6/14, 10 points;
- 5. Analytics and Advertising, 6/15, 10 points;

  Subtotal: 65 points

**Your Campaign Plans Book**
Assembling an advertising campaign to make a campaign plans book, 6/22, 100 points

**Diversity in Advertising:** What we think we see, 6/25, 30 points

**TOTAL:** 250 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.

SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support students' mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources:**
SFASU Counseling Services
www.sfasu.edu/counselingservices
3rd Floor Rusk Building
936-468-2401

SFASU Human Services Counseling Clinic
www.sfasu.edu/humanservices/139.asp
Human Services Room 202
936-468-1041

**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