ADVERTISING AND PROMOTION, MKTG 3352 001
Department of Management and Marketing
Nelson Rusche College of Business
Fall 2023

Faculty: Professor, Marlene Kahla, Ph. D.
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Phones: (936) 468-4103 (department); (936) 526-3731 (mobile)
Office: 403C, McGee Business Building, fourth floor
Class Time: 2:00 PM – 3:15 PM TR
Class Location: BUSI 167

OFFICE HOURS: Office hours: 10 A.M. – 2 P.M. TR in office; 4:00 P.M. – 6:00 P.M. M on line at: Meeting Id: 920 4311 8885; Pass code 177791

ISBN: 978-1-7935-4526-8

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: Discovering, defining and determining the roles of service in developing effective marketing strategy. Throughout the semester, students will increase their ability to describe the role of marketing of services in organizations, large and small, for profit and not-for-profit, in improving overall brand equity for the organizations.

Marketing of services is an invisible tool that can be used to gain consumer confidence, differentiate the organization from its competitors and improve overall brand perception of the organization.

- 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.

- The professor is available during the stated office hours in office and via zoom.

SCHEDULE
Please note that there will be at least one activity with each chapter.
A team project will be completed during the semester.
A midterm quiz and a final quiz will also be completed during the semester.
You may submit only two activities as late with no penalty, life happens and you were not able to submit them as scheduled. With the third late activity, you will be penalized one point per day late. Quizzes are as scheduled. Contact faculty prior to quiz if you encounter a schedule problem. Quizzes being late will be addressed on a case by case basis.

Introduction of people, resume and field of study 8/29
Resume value 10 points 8/31

Chapter One: Communication Models 9/5
Activity at end of Chapter, value 15 points

Chapter Two: Consumers, Advertisers, and Marketing 9/12
Activity at end of Chapter, value 15 points

Chapter Three: Media Characteristics 9/26
Activity at end of Chapter, value 15 points

Chapter Four: Media Planning For Beginners 10/3
Activity at end of Chapter, value 15 points

Midterm Quiz, Introductions, resume and Chapters One – Four, value 50 points 10/12

Chapter Five: Careers in Advertising 10/17
Activity at end of Chapter, value 15 points

Chapter Six: Creating the Complete Campaign 10/24
Activity at end of Chapter, value 15 points

Working as an agency 10/26 – 11/16
Identify team members and work as a team
Identify client properly, value 20 points
Prepare campaign, value 40 points
Present campaign, value 40 points 11/30

Final Quiz, Chapters Five and Six and Project, Value 50 points 12/12 or 12/14
Per University schedule

Grade values:
A: 270 – 300 points
B: 240 – 269 points
C: 210 – 239 points
D: 180 – 209 points
F: less than 180 points

Updated: August 2023
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.

Updated: August 2023
Student Wellness and Well-Being
SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, 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:
The Dean of Students Office (Rusk Building, 3rd floor lobby)
www.sfasu.edu/deanofstudents
936.468.7249
dos@sfasu.edu

SFA Human Services Counseling Clinic Human Services, Room 202
www.sfasu.edu/humanservices/139.asp
936.468.1041

The Health and Wellness Hub “The Hub”
Location: corner of E. College and Raguet St.

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:
- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education

www.sfasu.edu/thehub
936.468.4008
thehub@sfasu.edu

Crisis Resources:
- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- johCrisis Text Line: Text HELLO to 741-741

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/

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 UNIVERSITY RESOURCES

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.

**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

**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.

**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 AND WELLNESS HUB**

Health Services offers a full range of medical services, from checkups and preventive care to immunizations to contraceptives and STI testing. For additional information, go to https://www.sfasu.edu/healthservices.

**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.

**MENTAL HEALTH**

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

See Counseling Services, Counseling Clinic, and Health and Wellness HUB for more information.
NUTRITION COUNSELING (ARAMARK DINING SERVICES)
Dining Services’ Dietitian provides nutrition counseling for students with allergies and special dietary needs as well as other nutrition related medical issues, weight concerns, exercise nutrition questions, and more. For additional information, go to https://sfasu.campusdish.com/HealthAndWellness/MeetOurDietitian.

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.

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.

VETERAN’S 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/.

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