ADVERTISING AND PROMOTION

MKTG 3352 Section 600
Livestream and On Campus
Department of Management and Marketing
Nelson Rusche College of Business
Summer 2023

Name: Marlene Kahla, Ph. D., Professor
Email: mkahla@sfasu.edu
Phones: (936) 468-1555 (office); (936) 468-4103 (department); (936) 526-3731 (mobile)

Office: 403C, McGee Business Building, fourth floor

Office hours: TR: 2:00 p.m. – 4:00 p.m.; MW, 8:00 a.m. – 11 a.m.; by Zoom; office hours meeting id and passcodes posted on news for d2l your class and section. If you want to meet in person, please email me at mkahla@sfasu.edu or text to 936-526-3731 to schedule appointment.

Department: Management and Marketing
Class, location and hours: MKTG 3351 500, online;
MKTG 3352 600, live stream

The majority of Cognella titles are available in ebook format.
Students who order print materials directly from Cognella will have the text shipped to their preferred address and will also receive an immediate 30% digital download so they can successfully complete readings and assignments while their materials are in transit.

MKTG 3352. For your convenience, the textbook ordering link is:
https://store.cognella.com/83493-1A-004

COURSE DESCRIPTION:
MKTG 3352: Is designed to enable students to identify key communication points in marketing and be able to creatively apply their knowledge in developing marketing strategy that incorporates effective advertising and communication concepts.

Students begin by focusing on their own accomplishments and strengths as they prepare a resume’. They will learn basic questions that can be applied to each task in developing effective marketing communications strategy.
Defining tasks, describing audiences, developing effective communication strategy are constant challenges that students completing the course will be able to identify and plan for achieving marketing objectives. Students will be able to work in teams as they complete an advertising campaign.

**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 Marketing Communications, 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. You may access the program learning outcomes for your major and particular courses at [http://www.sfasu.edu/cob/ugplo.asp](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](http://www.sfasu.edu/assessment/index.asp)

**CLASS RULES**
Following these few rules will help to maximize your learning experiences and those of your classmates:

- Attend each class. Notify professor if you will not be in 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 SFA.Jacks.Edu mail at least once a day.
  • Brightspace d2l will be the official tool in your MKTG 3352 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.

GRADERS
The following tasks will be completed during the semester, rubrics will serve to guide students in addition to specific directions in each drop box:

Individual Activities @ 25 points each:
  Your Resume
  Chapter 1 Communication Models
  Chapter 2 Consumers, Advertising and Marketing
  Chapter 3 Media Characteristics
  Chapter 4 Media Planning for Beginners
  Chapter 5 Careers in Advertising
  Chapter 6 Creating the Complete Campaign

<table>
<thead>
<tr>
<th>Subtotal</th>
<th>175 points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midterm</td>
<td>50 points</td>
</tr>
<tr>
<td>Final</td>
<td>50 points</td>
</tr>
<tr>
<td>Subtotal</td>
<td>275 points</td>
</tr>
</tbody>
</table>

Individual activities are at the end of chapters in the text for the class and may also include specific assignments in addition to the activities in the chapters. For example, each student will prepare a resume.

Team Activity:
Members of the class will work in teams of no more than 4 people and at least 2 people, to prepare a complete ad campaign that may address a specific challenge in marketing communications that will be organized as a complete campaign.

<table>
<thead>
<tr>
<th>Subtotal</th>
<th>25 points</th>
</tr>
</thead>
</table>

Grand Total 300 points
SCHEDULE

Week One
Chapters One and Two and identify teams.

Week Two
Chapters Three and Four, your resume’, practice team discussions.

Week Three
Chapters Five and Six and midterm test.

Week Four
Team activities to complete tasks for complete campaign.

Week Five
Submit team’s complete written campaign and complete individual final test.

Course Requirements
Students are to read relevant marketing articles and text, and work effectively in teams.

Students must prove that they understand how to find specific information in and beyond class
by completing secondary and/or primary research, including notations for that research in their
individual and team submissions.

Unless artificial intelligence is part of a specific activity for the class, then it should not be used
instead of the student’s own thoughts and creative ideas.

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
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.