ADVERTISING AND PROMOTION
MKTG 3352 Section 001
On Campus
Department of Management and Marketing
Nelson Rusche College of Business
Spring 2024

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Office: 403C, McGee Business Building, fourth floor

Office hours: Monday: 4:30 p.m. – 6:30 p.m.
Tuesday and Thursday: 11:00 a.m.- 2:00 p.m.
Wednesday: 4:00 p.m. – 6:00 p.m. online;
OR, by appointment.

Department: Management and Marketing

Class, location and hours: MKTG 3352 001 McGee Business 127; TR 2:00 p.m. – 3:15 p.m.


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.

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

**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.

**GRADES**

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

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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 ad campaign.

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**Grades**

A: 270 points – 300 points;
B: 240 points – 269 points;
C: 210 points – 239 points;
D: 180 points – 209 points
F: less than 180 points.
SCHEDULE

Week One
Introductions, planning and resume discussion

Week Two
Resume writing, SFA Resources and Career Fairs;
Resume Due 1/25

Week Three
Chapter One: Communication Models
Activity 1, Due 2/1

Week Four
Chapter Two: Consumers, Advertising and Marketing.
Major advertising events and budgets

Week Five
Chapter Two Continued
Focus: Creative Briefs
Discuss major ad events, such as Super Bowl
Activity 2, Due 2/15

Week Six
Chapter Three: Media Characteristics
Media budgets.
Review ads from most recent Super Bowl. Effective? Or, not?
Discuss consumer descriptions, products, timing, and budgets.
Role of advertising in reaching marketing objectives.
Consumers, advertising and events
Activity 3, Due 2/22

Week Seven
Chapter Four: Media Planning for Beginners
Discuss influence of creative brief on media planning
Discuss advertising budgets and marketing objectives as they relate to media

Week Eight
Media Planning Continued; Midterm

Week Nine
SPRING BREAK

Week Ten
Review creative brief and media planning
Identify teams, team members and client

**Activity 4, Due 3/21**

**Week Eleven**

Chapter Five, Careers in Advertising
Discuss career titles, roles in various agencies, both large and small, and career paths in the industry
Begin Easter Holiday on 28 March 2024

**Week Twelve**

Review Chapter Five, relate career titles to roles within teams
Discuss client for the team project
Team members’ responsibilities in preparing project and completing the campaign

**Activity 5, Due 4/4**

**Week Thirteen**

Chapter Six, Creating the Complete Campaign
Team progress reports
Preparing team written reports
Preparing effective presentation to client

**Activity 6, Due 4/11**

**Week Fourteen**

Creating the Complete Campaign Continued

**Week Fifteen**

Presentations to Client

**Team Activity Reports Due 4/25**

**Week Sixteen**

Final

**Course Requirements**

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

Students should read the text, prepare activities so that they may be presented in class.
Submitting the written activity is 75% of the grade, discussing the activity in class is 25% of the grade.

Class attendance is relevant to success in the class.

Presentations from excused absences may be made up in class.
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 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.