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OR, by appointment.
Zoom

Department: Management and Marketing

Class, location and hours:  MKTG 3352 600, Online and Livestream

Cognella Publishing. First Edition

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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 ability to engage in marketing critical thinking processes.
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.

GRADRES
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:
  Activity 1 Your Resume
  Activity 2 Communication Models
  Activity 3 Consumers, Advertising and Marketing
  Activity 4 Media Characteristics
  Activity 5 Media Planning for Beginners
  Activity 6 Careers in Advertising
  Activity 7 Creating the Complete Campaign

Subtotal 175 points

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 Prepared Ad Campaign:
For the summer project that focuses on an actual client, the members of the class will work as one team with at least the following departments: Research, Creative, Media, Account Planning. Each department will prepare a report that will be included in the complete ad campaign that will be presented to the client. The team project will reflect objectives and goals presented by the client and an awareness of the client’s product, business, competitors and industry.

Subtotal 100 points

Professional Behavior:
Submitting assignments, activities and other class materials on time and in appropriate format. Attending team meetings on time and prepared to contribute meaningful information for completion of the team project.

Subtotal 25 points

Grand Total 300 points

A: 270 points – 300 points;
B: 240 points – 269 points;
C: 210 points – 239 points:
SCHEDULE

Introductions, planning and resume discussion
Introduction of client for the semester
Roles to be earned as team members to complete the ad campaign for the client.
Activity 1, Due 6/5, 25 pts.

Chapter One: Communication Models
Activity 2, Due 6/7, 25 pts.

Chapter Two: Consumers, Advertising and Marketing.
   Major advertising events and budgets
   Focus: Creative Briefs
   Discuss major ad events, such as Super Bowl
Activity 3, Due 6/10, 25 pts.

Chapter Three: Media Characteristics
   Media budgets.
   Discuss consumer descriptions, products, timing, and budgets.
   Role of advertising in reaching marketing objectives.
   Consumers, advertising and events
Activity 4, Due 6/12, 25 pts.

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
   Review creative brief and media planning
Activity 5, Due 6/14, 25 pts.

Chapter Five, Careers in Advertising
   Discuss career titles, roles in various agencies, both large and small, and career paths in the industry
Activity 6, Due 6/16, 25 pts.

Chapter Six, Creating the Complete Campaign
   Combining all the information about your product for the previous activities into One campaign.
Activity 7, due 6/18, 25 pts.
The Team Prepared Ad Campaign
Throughout the semester you will be learning about various roles that people working in the ad and promotion industry complete as part of a process in preparing effective marketing communication for clients. This semester you are working with an actual client. Information about the client is posted in the Content section of d2l entitled “Client.”

Presentations to Client is also part of this section. Each member will be familiar with the complete campaign.

Only four people will be presenting to the client. All students in the class will be prepared to answer questions once the presentation is complete. Presentation will actually be recorded and submitted to the client. On 7/2, the class will meet with the client via Zoom to answer questions. 

Written report and recorded presentation to client: Due: 6/28, 60 points
Zoom meeting with client and answering question to client: Due: 7/2, 40 points

Professional Behavior:
Your written review of your submissions regarding items such as appropriate grammar, submitted on time, responsiveness to review of your work, and your role in the team.
Due 7/2, 25 points.

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% or 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](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](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/](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.