



**Business Administration
Distance Education**

MRKG - 2349: Advertising and Sales Promotion
CRN – 57491 – Fall 2011: Distance Education: 16 weeks

Instructor: Professor Parmer, BBA, MBA, PhD Candidate

Instructor Contact Information: E-mail: lucinda.parmer@hccs.edu

Please contact me anytime for any questions you have about the course and/or your successful progression within this course. You can reach me via email Monday – Friday.

Course Description

MRKG 2349 explores the concepts, terminology, principles, theories and issues in the field of advertising and sales promotions.

Prerequisites

None

Course Goal

The primary goal is to give the student advertising and sales promotion techniques as it relates within the business environment. Key topics will include roles of advertising, brand planning, target marketing, media services, media strategy, creating the message, and international advertising.

Student Learning Outcomes

The student will be able to:

1. Examine the overall business environment as it relates to advertising and sales promotions.
2. Analyze brand plans and target markets.
3. Compare differing media strategies and media services.
4. Explore today's changing global marketplace within advertising structures.

Learning objectives

Students will build a solid foundation of skills in the following core business practices:

1. The Place of Advertising
2. Planning the Advertising Process

3. Managing Advertising Components
4. Media Services
5. Differing Media Outlets
6. Creation of the Advertising Message
7. The Global Environment of Advertising

SCANS or Core Curriculum Statement and Other Standards

Credit: 3 (3 DE)

This course is designed to help individuals decide whether careers in marketing, advertising, and/or sales promotions could be satisfying and rewarding for them. Information concerning the advertising role and how it relates to the overall business realm, as well as, brand and media planning environments are discussed.

16 WEEK CALENDAR

WEEK ONE

Chapter 2: Roles of Advertising

WEEK TWO

Chapter 3: Brand Planning and the Advertising Spiral

WEEK THREE

Chapter 4: Target Marketing

WEEK FOUR

Chapter 5: The Advertising Agency, Media Services, and Other Services

WEEK FIVE

Chapter 6: The Advertiser's Marketing/Advertising Operation

WEEK SIX

Chapter 8: Using Television

WEEK SEVEN

Chapter 9: Using Radio

Midterm Exam Review

WEEK EIGHT

Midterm Exam

WEEK NINE

Chapter 10: Using Newspapers

WEEK TEN

Chapter 11: Using Magazines

WEEK ELEVEN

Chapter 12: Out-of-Home Advertising

WEEK TWELVE

Chapter 13: Digital and Direct Response Advertising

WEEK THIRTEEN

Chapter 14: Sales Promotion

Due: Advertising Project

WEEK FOURTEEN

Chapter 16: Creating the Message

WEEK FIFTEEN

Chapter 24: Economic, Social, and Legal Effects of Advertising

Final Exam Review

WEEK SIXTEEN

FINAL EXAM

Instructional Methods

Interactive Online

Student Assignments

1. Online Discussion Forum
2. Individual Advertising Project
3. Chapter Readings
4. Chapter Assignments
5. Mid-Term Vocabulary Exam
6. Final Exam (Scenario-Based)

Advertising Project: Student must pick a product and develop an advertising strategy to market the product successfully. Include brand planning, target market, media outlets, and message creation.

Mid-Term Exam

The mid-term exam will cover Chapters 2, 3, 4, 5, 6, 8, and 9. It will be a vocabulary exam. A review will be announced.

Final Exam

The final exam will cover chapters 10, 11, 12, 13, 14, 16, and 23. It will be scenario based, and a review will be announced.

Assessments

Mid-Term Exam	30% of your final grade
Final Exam	30% of your final grade
Advertising Project	20% of your final grade
Online Discussion Forum	10% of your final grade
Chapter Assignments	10% of your final grade

Make-up Policy

Only in a case of an emergency will any make-up exams be considered, however, the student will need to contact the Professor *prior* to test day to make arrangements.

Instructional Materials

TEXT: Kleppners Advertising Procedure 18th Edition, **ISBN-10:** 0136110827

ISBN-13: 978-0136110828.

Instructor Requirements

As your Instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived
- Facilitate an effective learning environment through online activities and discussions
- Description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness and make up
- Provide the course outline and class calendar which will include a description of any special projects or assignments

To be successful in this class, it is the student's responsibility to:

- Log-in weekly and participate in online class discussions and activities
- Read and comprehend the textbook
- Complete the required assignments, projects, and exams:
- Advertising Project, Midterm Exam, and Final Exam
- Ask for help when there is a question or problem
- Complete the course with a 70% passing score

HCC Policy Statement: Academic Honesty

A student who is academically dishonest is, by definition, not showing that the coursework has been learned, and that student is claiming an advantage not available to other students. The instructor is responsible for measuring each student's individual achievements and also for ensuring that all students compete on a level playing field. Thus, in our system, the instructor has teaching, grading, and enforcement roles. You are expected to be familiar with the University's Policy on Academic Honesty, found in the catalog. What that means is: If you are charged with an offense, pleading ignorance of the rules will not help you. Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty. "Scholastic dishonesty": includes, but is not limited to, cheating on a test, plagiarism, and collusion.

Cheating on a test includes:

- Copying from another students' test paper;
- Using materials not authorized by the person giving the test; Collaborating with another student during a test without authorization; Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of a test that has not been administered;
- Bribing another person to obtain a test that is to be administered.

Plagiarism means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

Collusion mean the unauthorized collaboration with another person in preparing written work offered for credit. Possible punishments for academic dishonesty may include a grade of 0 or F in the particular assignment, failure in the course, and/or recommendation for probation or dismissal from the College System. (See the Student Handbook)

Grading

Your instructor will conduct exams, discussion forums, student projects, and chapter assignments to determine how successful you are at achieving the course learning outcomes (mastery of course content and skills) outlined in the syllabus. Students are responsible for all reading and assigned materials and can be tested at any time. If you find you are not mastering the material and skills, you are encouraged to reflect on how you study and prepare for each class. Your instructor welcomes a dialogue on what you discover and may be able to assist you in finding resources on campus that will improve your performance.

Grading Scale

90 - 100 = A
 80 - 89 = B
 70 - 79 = C
 60 - 69 = D
 Below 60 = F

Grading Percentages

Mid-Term Exam	30% of your final grade
Final Exam	30% of your final grade
Advertising Project	20% of your final grade
Online Discussion Forum	10% of your final grade
Chapter Review Questions	10% of your final grade

HCC Policy Statements

Access Student Services Policies on their Web site:

<http://hccs.edu/student-rights>

Access DE Policies on their Web site:

All students are responsible for reading and understanding the DE Student Handbook, which contains policies, information about conduct, and other important information. For the DE Student Handbook click on the link below or go to the DE page on the HCC website.

The **Distance Education Student Handbook** contains policies and procedures unique to the DE student. Students should have reviewed the handbook as part of the mandatory orientation. It is the student's responsibility to be familiar with the handbook's contents. The handbook contains valuable information, answers, and resources, such as DE contacts, policies and procedures (how to drop, attendance requirements, etc.), student services (ADA, financial aid, degree planning, etc.), course information, testing procedures, technical support, and academic calendars. Refer to the DE Student Handbook by visiting this link:

<http://de.hccs.edu/de/de-student-handbook>

Access CE Policies on their Web site:

<http://hccs.edu/CE-student-guidelines>

Other Student Information

You have the opportunity to enhance your personal and intellectual growth by participating in a variety of activities. Those activities can be located in the Student Handbook or through the HCCS Website.

PLEASE NOTE:

At any time during the semester, your instructor reserves the right to modify the course requirements, assignments, exams, grading procedures, and all other related policies and procedures as circumstances may dictate. Remember also, it is the sole responsibility of each student to read, completely understand, and adhere to this document and all other documents or materials associated with this course in their entirety.