ADVERTISING AND PROMOTION
SYLLABUS
MKT 352 001
Department of Management, Marketing and International Business
Nelson Rusche College of Business
Spring 2016

Name: Marlene Kahla, Ph. D.
Email: mkahla@sfasu.edu
Phone: 936-468-4103 (office); 936-526-3731 (mobile)
Office: 403C Business Building (McGee)
Office hours: MW 11:00 AM – Noon; 2:30 PM – 3:30 PM; TR 1:30 PM – 3:30 PM;
T 4:45 PM – 6:45 PM;
Department/school: Department of Management, Marketing and International Business
Class meeting time and place: 3:30 PM – 4:45 PM TR in BU 453

Course Description: MKT 352. Advertising and Promotion-Introduction to theory and practice
of advertising and promotion. Prerequisite: junior standing.

Program Learning Outcomes:

Marketing 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.
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/ug-plo.asp.

Student Learning Outcomes:
List all 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

Student Learning Outcomes for this course:

Upon completion a student should be able to:
--identify the foundation terms and concepts that are commonly used in marketing, advertising and promotion as indicated by performance on tests and actual application in projects.
--give the reasoning that underlies these terms and concepts, as indicated by performance on tests and application in projects.
--ascertain which of these terms, concepts and strategy apply to selected advertising and promotion situations, including, but not limited to domestic and international advertising examples, as indicated by performance on tests and project preparation and presentation.
--explain the significance of these terms, concepts and strategies for selected advertising and promotion situation examples, including, but not limited to domestic and international marketing examples, as indicated by performance on tests and project preparation and presentation.
--determine and justify which of these terms, concepts and strategies would be appropriate for dealing with selected advertising and promotion situation examples as indicated by performance on preparation and presentation of projects.
--appreciate the value of an ethical approach to marketing and advertising and promotion activities, as indicated by ethical formulations in case analyses and communications in class.
--demonstrate preparation to comprehend the basic marketing and advertising and promotion concerns that might be addressed in inter-functional analyses even if not a marketing professional, as indicated by overall performance in the course requirements and project(s).

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.

Text and Materials:
Author: Donald Parente
MKT 352 Spring 2016

Course Requirements:
Students are to read the text book and additional materials that will enable them to prepare an Advertising and Promotion Project that addresses all points requested by the client and meets all deadlines directed by Dr. Kahla.

Research: to address the PLO and SLO statements, students must prove that they understand how to find specific information in and beyond their textbook, work in teams under the stress of actual client demands and prepare and present a project based on direction of the faculty and/or direction of contest rules and regulations.

Students are held accountable for understanding the materials presented in the text including preparation and presentation of projects for clients and contests. Clients may be international, national, state or local. They may be corporations, foundations, small businesses or individuals.

Keys to success are studying the text, the presentations from the faculty and students teams and the rules and rubric of each client.

Client for Spring 2016: American Fuel and Petroleum Manufacturers, AFPM.
The students will work via Basecamp and EdVenture Partners to submit Creative Brief, Budget and Power Point of the completed project based on the Client’s deadlines. The completed project will be submitted by April 15, 2016. Deadlines are based on client requirements.

Course Calendar:

Week One:
January 19 – January 22:

Report that you read the syllabus by acknowledging so in d2l drop box for “reading syllabus.”
Read the information in Basecamp from the Contents page, then Register as a project participant at http://www.tinyurl.com/evreg.
Each student will follow the below instructions when on the registration page:

1. Select Program: AFPM Recruitment Challenge
2. Read and review the Participation Agreement
3. Complete the contact information, signature and initials fields
4. Click I agree to the terms and conditions
5. Click Submit >> Registration is now complete

In class we will determine who works in each of the following 6 departments, then each department will select a chair or leader:

1. Account Services
2. Financial Reporting and Accounting
3. Creative
Week Two:
January 25 - 29: Complete client/project tasks for week. Check with Basecamp. Read Chapters 5 – 12 in text.

Week Three:
February 1 – 5: Complete Creative briefs, review research, department chairs report to class and professor.

Week Four:
February 8 - 12: Review Creative briefs and research.

Week Five:
February 15 – 19: Each department report; prepare budget; discuss creative strategy and objectives.

Week Six:
February 22 – 26: Continue to review creative strategy and implementation of strategy

Week Seven:
February 29-March 4: Review everything approved by client, implement marketing and creative strategies, prepare to evaluate those strategies.

Week Eight:
March 7 – March 11: Each department reports to the class, reviews implementation activities and evaluation processes. March 9 is Mid Semester. An exam that covers the text and project will be made available throughout March 8 via d2l.

Week Nine:
March 12 – March 20: SPRING BREAK

Week Ten:
March 21 – March 25: Review all progress to complete the APFM project; March 24 begins Easter Holiday. Classes resume March 28 after 4:00 PM.

Week Eleven:
March 28 – April 1: Prepare for power point presentation to be submitted to client. Review all rules and regulations to be sure that each is addressed.

Week Twelve:
April 4 – 8: Prepare for power point presentation to be submitted to client. Focus on details.

Week Thirteen:
April 11 – 15: Prepare for power point presentation to be submitted to client. Submit the power point entry to client by April 15 at Noon Central Time, or earlier. Reconcile budget. Submit the financial statement with the power point entry.

**Week Fourteen:**
April 18 – 22: Debriefing and review for exam.

**Week Fifteen:**
April 25 – 29: Review the project, prepare presentation to client.

**Week Sixteen:**
May 2 – 6: Prepare presentation to client and for possible travel to Houston, Texas.

**Week Seventeen:**
May 9 – 13: Final Exams. You may be presenting to client on May 11. The presentation and power point represent your final.

**Grading Policy:**
1. Report to class each time it meets, be prepared by reading and reviewing material and be on time. **100 points.** Each unexcused absence subtracts 15 points from the 100 points total. Each tardy of up to 5 minutes subtracts 5 points from the 100 points. Each tardy over 5 minutes counts as 10 points subtracted from the total of 100 points. Each illness and family event will be evaluated on a per case basis—let Dr. Kahla know about the illness or event within 24 hours of its occurrence via mkahla@sfasu.edu or text to 936-526-3731. Identify yourself in both emails and texts, please. Students competing for the University please provide a schedule for me so that your absences for competition will be excused, NSAC, Athletics, SAM, AMA and/or other competitions.

2. Report to your department each time it meets both in class and outside of class, be prepared with relevant material and be on time. **100 points.** Each department chair will report quality of work and work ethics of people in her/his department. Points may be subtracted if your work does not reflect adequate knowledge of the project and text material to be helpful in the specific tasks required of your department. You will be evaluated by the department chair and me four times total during the semester. These evaluations affect the number of points you earn in this section of the grades.

3. Complete the midterm exam on the specific date for the exam. **50 points.**

4. Prepare power point for submission **100 points.**

5. Prepare presentation and present the project in class and possibly to the client in Houston, Texas **100 points**

6. Critique complete campaign regarding its potential to be effective in addressing client’s objectives **50 points.** This counts as your final.

**Total: 500 points**
A: at least 450 points  
B: at least 400 points and less than 449 points  
C: at least 350 points and less than 399 points  
D: at least 300 points and less than 349 points  
F: less than 300 points

**Attendance Policy:**
Participate in your team, improve upon your work each week and complete your work effectively and on time. This is a course with an actual client. Your team and individual work must meet the specific deadlines. Plan for the deadlines and also make contingency plans.

**Class Policies:** DO NOT CHEAT. DO YOUR OWN WORK. LEARN TO WORK IN A TEAM SETTING. And, then, note the following:

**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 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](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](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/](http://www.sfasu.edu/disabilityservices/).

**Student Conduct (University Policy 10.4)**
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the full Student Conduct Code at [http://www.sfasu.edu/policies/student-conduct-code.pdf](http://www.sfasu.edu/policies/student-conduct-code.pdf)). Unacceptable or disruptive behavior will not be tolerated. 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.