

MKT 568.01E
Advertising and Promotion
Syllabus – Spring, 2013

Instructor: Dr. Scott M. Sewell
Day/Time/Location: Online
Office: BA 207
Office Hours: Wednesday 10 - 11 am and 1 - 2 pm and online Virtual Office
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****VERY IMPORTANT**:** E-mail is my preferred method of contact as I am not always in the office. I regularly check my e-mail throughout the day so you should expect that I will reply to your e-mails within 24-48 hours. If your correspondence falls over the weekend or some unforeseen circumstance it may be longer. **ALL EMAILS MUST BE PREFACED WITH THE COURSE NUMBER FOLLOWED BY THE SUBJECT (EXAMPLE: MKT 568 Case 1).**

Required Textbook: Clow, Kenneth & Baack, Donald, *Integrated Advertising, Promotion, and Marketing Communications*, (5th Edition), Prentice Hall, 2010. [978-0-13-253896-1]

Course Description: An extensive study of the managerial role of decision-making in the promotion of commercial products and services. Contemporary problems of adaptation and development of promotional programs will be analyzed by institutions, government, nonprofit organizations, and consumers with emphasis on the relationship of company goals, ethics, and evaluation methods.

Course Objectives: Students should develop and demonstrate an understanding of the following:

- 1) Demonstrate an understanding of Integrated Marketing Communications and its role in achieving marketing objectives.
- 2) Understand and demonstrate the concept of branding and how advertising and promotions create and maintain brand equity.
- 3) Demonstrate an understanding of advertising and promotion techniques.
- 4) Analyze the importance of ethics in advertising and promotion and the types of regulation that affect advertising.
- 5) Recognize the complexities of IMC in business and international markets.

Course Grading: Final grades are based upon the Official University policy. There will be **NO** curve. A 79.9 average equals a “C.” Your final course grade will be determined by dividing your total points earned by the course’s total points.

- Cases (15%)

- Weekly Assignments (in and out of class) (15%)
- 3 Creative Student Projects (30%)
- Exams (40%)

Course Requirements:

Weekly Assignments: Weekly written assignments will given for in/out of class completion. These assignments provide and opportunity to reflect on what you are learning, demonstrate understanding of the concepts and to apply what you are learning to real world situations. All of these assignments are chosen to allow you to learn and apply the knowledge that you are learning for future use in the business world.

Case Analyses: Case studies are posted under the Assignment unit. There are 5 cases. You are to read the case and answer the questions at the end of each case. Cases should be submitted as **text directly** to the **DROPBOX** (***DO NOT attach a word file, instead please type or copy cases into the Dropbox textbox. In addition, NO e-mail submissions will be accepted.***)

Participation/Creative Student Projects: There are 3 *individual* student projects. Each project offers the opportunity to creatively engage in advertising and promotional concepts in a variety of situations. Students are asked to read and execute the project described in each student project.

Exams: There will be 4 timed online objective exams (multiple choice or true/false). Each exam will cover 3 to 4 chapters from the assigned text. The date of each quiz will be announced in advance and you will complete the exam within the allowed time window. Once you begin the exam, you may NOT exit the exam until you have submitted it for a final grade. It is very important that you save your work every 10 - 15 minutes or the exam will time you out. The exam is set to display only one question at a time and you must select an answer before proceeding to the next question. You will not be able to go back to previous questions so time management is critical. The exams will be 50 questions in 75 minutes.

Note: Any student caught cheating on an exam will receive an F on the exam and be required to meet with the professor and associate dean to discuss their continuance in the course.

Comment on Late Assignments: Assignments are due by **Sunday OF EACH WEEK**. Late submissions (after midnight) will be penalized.

“All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.” (*See Student’s Guide Handbook, Policies and Procedures, Conduct*)

Comment on Academic Honesty: There seems to be a belief among many that anything found on the Internet is free to use as one wishes. The "cut and paste" option also makes it quite tempting. However, information on the web must be properly cited just as you would any "hard copy" periodicals. Keep the following in mind:

1. It is generally not advisable to quote anything verbatim in a paper unless there is an overriding reason to do so, such as the use of a particular phrase or sentence that illustrates a point well and should not be changed. When you do so, you must provide place the statement in quotes in

addition to a footnote at the end of the quote. Not placing the statement in quotes implies that the wording is your own.

2. Changing a few words in a sentence (for example, "large" to "big") may alleviate the need for quotes (depending on how much you change), but it is not the best way to go. If you are not going to provide a direct quote, then the material should be stated in your own terms. Changing a couple of words implies laziness.
3. Every idea you get from another source must be cited. Placing 100 citations in a paper does not imply that the work is not original, but that you did a proper job of giving credit where it was due.
4. The real danger in a "cut and paste" approach to report writing is that you end up including a lot of information that is related to the topic about which you are writing, but does not really address what you are trying to say. Putting things in your own words allows you to focus your comments more effectively.

Any deviation from the guidelines concerning quotes and citations constitutes plagiarism, as it suggests that you are trying to submit someone else's work and creativity as your own. If you have any questions, please let me know.

Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. For more information, please contact the Office of Advisement Services, Business Administration Building, and Room 314, (903)886-5133.

NOTICE: this syllabus is a **guideline** of what I have planned for this course this semester.... it is always in a state of change. In the "real world" managers must react to change as situations dictate...this is how I teach this class. If I see an opportunity to improve the learning experience by adding or deleting an assignment (and making the necessary points adjustments), I will not hesitate to make any changes that I feel are necessary.

Case Analysis, Individual Assignment and Semester Project Rubric

Proficient	Needs Improvement	Unacceptable
Utilized appropriate theories and concepts and applied them correctly (25-30 points)	Minor errors in utilization of theories and concepts with limited application (20-25 points)	Did not utilize or apply theories or concepts correctly (10-20 points)
Appropriately addressed key requirements and/or questions of the case (55-60 points)	Addressed some of the key requirements and/or questions of the case (45-55 points)	Did not address the key requirements and/or questions of the case (40-45 points)
No errors in spelling, grammar, or APA formatting (10 points)	Minor errors in spelling, grammar, or APA formatting (5-9 points)	Major errors in spelling, grammar, or APA formatting (0-4 points)
100 - 90	89 - 70	69 - 50

