MKTG 3140.001 – Advertising and Sales Promotion – Spring 2010
T, 7:10pm to 10:10pm; FCBE Classroom Bldg, Room 119

Instructor: Mary Caywood
Office: Room 210, Fogelman College of Business
Phone: 901-678-4908 (it is always best to email me first)
Email: M.Caywood@memphis.edu or marycaywood@att.net
Office Hours: 3:00pm to 6:00pm, Tuesdays
3:00pm to 4:00pm, Thursdays, or
By appointment
Text: O’Guinn, Thomas C., Chris T. Allen and Richard J. Semenik,
Advertising and Integrated Brand Promotion, 5th ed.
(Southwestern, 2006)

Powerpoints, Quizzes, Study Guides, Announcements, Grades, etc.: elearn.memphis.edu – MKTG 3140.001

Course Objective
This course offers a comprehensive view of advertising as it relates to a company’s marketing and/or business issues and hands-on experience of advertising campaign development and the creative process. You will learn:

- The step-by-step process for developing an advertising campaign
- How to write a creative brief
- The importance of media planning and selection
- The types, structure and function of advertising agencies
- How to work as a team, communicate, divide responsibilities and be successful.

Course Requirements
You must have passed Principles of Marketing, MKTG 3010, to be registered for this course. Your performance will be determined based on your team project, team evaluations, team presentation, graded assignments, and exam scores.

Grading

<table>
<thead>
<tr>
<th>Grade Portion</th>
<th>Percent of Final Grade</th>
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<tbody>
<tr>
<td>Team Project (150 pts written + 50 pts presentation/evaluation = 200 pts)</td>
<td>40%</td>
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<tr>
<td>Assignments (4 graded at 25 pts each = 100 pts)</td>
<td>20%</td>
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<tr>
<td>Exam (100 pts)</td>
<td>20%</td>
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<tr>
<td>Exam (100 pts)</td>
<td>20%</td>
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<tr>
<td>Total (500 pts)</td>
<td>100%</td>
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**Grading Scale**
A = 90% to 100%
B = 80% to 89%
C = 70% to 79%
D = 60% to 69%
F = 0% to 59%

**Team Project**
You will be assigned to a team. It is your responsibility to gain the contact information (phone and/or email) of all your team members. The project outline will be distributed that explains the purpose and deliverables of the team project. You must be on a team, no exceptions. If for some reason you are not present when your team is formed, you must see me as soon as possible for your team assignment.

The project will be related to course material and it is important that you attend class to learn about the material in order to apply to your team project.

**The written team project is due at the beginning of class on the day of your presentation, no exceptions.** Please refer to the syllabus for the presentation schedule. Each team will present for 15 minutes.

If you are having problems with your team or a team member, solve it or come to me for advice on how to solve it. Do not wait until the last day of class to advise me of a problem.

**Assignments**
Four assignments will be given during the semester. Any material from the textbook, class lectures and discussions, guest speakers, videos and supplemental materials made available in class will serve as the basis for the assignments. The specifics of these assignments will be given in class and may include essay, research and/or online quizzes through elearn. Assignments cannot be made up and late assignments will not be accepted. Each graded assignment is worth 25 points for a total of 100 points

**Attendance**
Attendance will be taken randomly during the semester. You must be in class to sign the attendance sheet. You will receive credit for attendance on that day which may play a factor in your final grade.

**Exams**
There will be three exams. **You must take the first two exams.** If you feel your grade after the second exam meets your expectations, then you are not required to take the third exam. Any material from the textbook, other texts, class lectures and discussions, guest speakers, assignments, videos and supplemental materials made available in class...
will serve as the basis for the exams. Format for the exams will be multiple choice questions and may or may not include short essay questions.

**Study Guides**
A study guide will be available prior to every exam. The guides will be available on elearn where the Chapter Powerpoints are located. It is your responsibility to download the study guides.

**Make-up Exams**
Make-up exams will be given only in the following situations:
1) The student is an athlete and has an official university excuse provided to the instructor in advance of the exam.
2) The student is traveling on official university business and can provide an official university excuse to the instructor in advance of the exam.
3) The student is sick and the sickness requires a doctor’s visit; a doctor’s excuse must be provided prior to taking the make-up exam. The student must contact me prior to the exam or within 24 hours of missing the exam.
4) There is an unplanned emergency. In this case, the student must contact me within 36 hours and eventually provide written documentation of the emergency prior to taking a makeup exam.

Make-up exams consist of a series of essay questions and must be completed prior to taking the next scheduled exam. It is the student’s responsibility to schedule all make-up exams. If the student does not contact the instructor in a timely fashion, and fails to take the make-up exam before the next scheduled exam, a zero will be assigned for the missed exam.

**Making the Grade**
If you feel at anytime you are falling behind and will not make the grade you are expecting to make, please meet with the instructor as soon as possible and do not wait until the end of the semester.

**Classroom Standards**
- Attendance is expected; punctuality is required. Do not make a habit of coming to class late, especially when guest speakers are present. I will make note of those who are habitually late and consider your lateness into your final grade.
- Disruptions are unacceptable. Turn off all cell phones, ipods, beepers, pagers, etc. No crossword puzzles, sudoku, etc., while in class.
- Class schedule may change. It is your responsibility to be aware of any changes that may occur to this class schedule.
- Cheating, plagiarism or any student misconduct will not be tolerated. The University’s policy regarding academic dishonesty is available online. Read it and understand it. [http://saweb.memphis.edu/judicialaffairs/](http://saweb.memphis.edu/judicialaffairs/)
- Take responsibility.
Tentative Schedule
While we will try to follow this outline, deviations are possible. Any changes will be announced in class. It is your responsibility to attend class to receive these announcements.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Tuesday, January 19, 2010</td>
<td>Introductions and Syllabus Review, Chapters 1 &amp; 2</td>
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<td>2</td>
<td>Tuesday, January 26, 2010</td>
<td>Introduce Team Project, Assign Teams, Chapter 5 - Advertising, IBP and Consumer Behavior</td>
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<tr>
<td>3</td>
<td>Tuesday, February 02, 2010</td>
<td>Team Project - Guest Speakers; Chapter 6 - Marketing Segmentation, Positioning and Value Proposition</td>
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<td>4</td>
<td>Tuesday, February 09, 2010</td>
<td>Chapter 7 - Advertising and Promotion Research, Chapter 8 - Planning, Review Exam 1, Assignment #1 Due</td>
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<td>5</td>
<td>Tuesday, February 16, 2010</td>
<td>EXAM 1 - Chapters 1, 2, 5, 6, 7, 8</td>
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<td>6</td>
<td>Tuesday, February 23, 2010</td>
<td>Ideation Session; Project Status</td>
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<td>7</td>
<td>Tuesday, March 02, 2010</td>
<td>Chapter 14 - Media Strategy and Planning; Chapter 15 - Media Planning; Chapter 16 - Media Planning</td>
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<td>8</td>
<td>Tuesday, March 09, 2010</td>
<td>Spring Break - No Class</td>
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<tr>
<td>9</td>
<td>Tuesday, March 16, 2010</td>
<td>Chapter 16 - Media Planning; Project Status - Approval of team creative strategy</td>
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<td>10</td>
<td>Tuesday, March 23, 2010</td>
<td>Chapter 11 - Message Strategy; Chapter 12 - Copywriting; Assignment #2 Due</td>
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<td>12</td>
<td>Thursday, April 01, 2010</td>
<td>Exam 2 - Chapters 11, 12, 13, 14, 15, 16</td>
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<td>13</td>
<td>Tuesday, April 06, 2010</td>
<td>Chapter 17 - Support Media; Project Status</td>
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<td>14</td>
<td>Tuesday, April 13, 2010</td>
<td>Chapter 18 - Sales Promotion and POP; Chapter 19 - Direct Marketing</td>
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<td>15</td>
<td>Tuesday, April 20, 2010</td>
<td>Chapter 20 - PR, Review Exam 3, Assignment #3 Due</td>
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<td>16</td>
<td>Tuesday, April 27, 2010</td>
<td>Team Project Papers Due and Presentations - 20 minutes each</td>
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<td>17</td>
<td>Tuesday, May 04, 2010</td>
<td>Exam 3 - Chapter 17, 18, 19, 20; 7:00pm to 9:00pm</td>
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