MARKETING 3140.U50  
FALL 2015  
ADVERTISING AND SALES PROMOTION  
(3 credit hours)

Professor:    Dr. Marla Royne Stafford  
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Preferred Communication:  Email is the best way to contact me; but please do NOT use the email in ecourseware  
Office Hours: By appointment; door usually open and generally available through UM email  
URL:         http://www.memphis.edu/mscm/faculty/mstaffrd.php

Course Overview  
This course emphasizes the managerial aspects of planning, implementation and control of advertising and promotion. Not only will students find the course helpful to them as they embark on their marketing careers, but it will provide them with an interesting perspective on current advertising. Active student participation is necessary for making the class a meaningful learning experience.

Please remember, it is YOUR responsibility to keep up with assignments, all reading and all exams. Being in an online class is not easier than an on-ground class. In fact, it is more challenging because you must be self-motivated. If you feel that you do not have the discipline required for an online course, I suggest that you switch into the on-ground course.

Pre-Requisites/Co-Requisites:  
You must have passed Principles of Marketing to be registered for this course. If you have not, please contact me.

Required Texts (and Related Materials):  
O’Guinn, Thomas C., Chris T. Allen and Richard J. Semenik, Advertising and Integrated Brand Promotion, 6th ed. (Southwestern, 2012) (I am recommending the older book because it is much less expensive than the newer edition and I will put updates in my slides.)
**Location of Course Materials:**
This is a fully online course and all course materials (lectures, discussion topics, news, etc.) are located on the [eCourseware website](http://www.eCourseware.com).

**Course Objectives:**
There are several course objectives for MKTG 3140. They are as follows: 1. Understand the concepts of advertising and integrated brand promotion management; 2. Have opportunity to apply advertising and integrated brand promotion concepts and principles; 3. Improve written and oral communication skills; 4. Enhance teamwork skills by working within a team tasked with building an ad and promotion plan; and 5. Understand the role(s) of various media, including digital, in building integrated marketing communication.

**Fogelman College: Learning Outcomes for Your Degree**

**Course Methodology**
This is an online course and much of the learning will be self-managed and self-paced. This has the benefit of accommodating each student’s unique schedule and learning style. Everything will be done fully online and asynchronously (meaning the class will not meet at specific times). However, that means you MUST stay on top of things.

**Professor’s Expectations of Students:**
My expectations are clear and simple. Please assist me in creating a positive, supportive environment for learning by staying engaged in the course and actively participating in all online discussions.

**Student's Expectations of the Professor:**
As your instructor, there are certain things you can expect from me. This includes a well-organized and engaging learning experience, response to emails within two (2) business days, and feedback on all work submitted within 7-10 calendar days.

**Grading and Evaluation Criteria**
During the semester, there will be a variety of opportunities to earn points toward your final (overall) letter grade in this course. The next sections of the syllabus describe the assessed work you will be doing and how overall (final) letter grades will be computed.

**Final Course Grades**
Final course grades are earned according to the following table:

<table>
<thead>
<tr>
<th>Grading Scale</th>
<th>Description</th>
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<tbody>
<tr>
<td>A = 90% and above</td>
<td></td>
</tr>
<tr>
<td>B = 80% - 89.9%</td>
<td></td>
</tr>
<tr>
<td>C = 70% - 79.9%</td>
<td></td>
</tr>
<tr>
<td>D = 60% - 69.9%</td>
<td></td>
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<tr>
<td>F = Under 60%</td>
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</tbody>
</table>
I reserve the right to curve the final grade structure so that students may benefit. In addition, minuses and plusses may be assigned in the students’ favor.

Your overall grade for the semester is based on how well you perform on a mixture of formal activities including discussions, quizzes and projects. A detailed description of each of the assessed activities can be found after the scoring summary table below.

**Summary of Graded Activities**

Grades earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Percent of Grade</th>
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</thead>
<tbody>
<tr>
<td>Exams (3 – at 20% each)</td>
<td>60%</td>
</tr>
<tr>
<td>Advertising Project</td>
<td>20%</td>
</tr>
<tr>
<td>Assignments</td>
<td>10%</td>
</tr>
<tr>
<td>Class Attendance/Contribution/Discussion</td>
<td>10%</td>
</tr>
<tr>
<td>Final Exam (optional – replaces one exam)</td>
<td>20% (optional)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100 %</strong></td>
</tr>
</tbody>
</table>

**Assessed Activities**

**Exams (3 Exams – 60% of your grade)**

Three exams will be given. Exams will cover material from the book, class discussions, Powerpoint slides, message board discussions, and supplementary materials. This includes any material linked from the course website.

**Advertising Project (20% of your grade)**

As part of the course, you will be required to complete a project. You may do this project with a partner or with two others. Details about the project and the requirements are in the project section of the course website.

**Assignments (10% of your grade)**

Several individual assignments will be due during the semester. These are non-graded assignments that **must** be completed by the due date or in class for the student to get credit. Late assignments will **not** be accepted. (See the section below on late work.) However, you may turn in any assignment early.

**Class Contribution/Discussion (10% of your grade)**

As part of the class, you must participate in the online discussions. Being proactive and involved will help improve your grade in this area. This portion of your grade is based on the quality and quantity of your contribution to this class. Adding one simple comment online the day the discussion question is posted will **NOT** earn you a high grade in class contribution. Consistent, thoughtful, insightful comments and questions WILL help your grade.

You may also start a new discussion at any time about anything related to advertising.
Schedule of Activities
For a complete semester schedule of readings, activities, and due dates for assignments, please refer to the “Semester Calendar” that can be found in the online course area under “Getting Started.”

Final Exam Schedule
The final exam is optional. It will be available for 48 hours beginning on December 7 and ending on December 8 at 11:59 pm.

Course Policies
Email:
All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is the student’s responsibility. As stated earlier, please use my direct Memphis email (mstaffrd@memphis.edu) and NOT the one in ecourseware.

Attendance:
Because this is an online class taught asynchronously, there are no scheduled meeting times. Therefore, formal attendance will not be taken. However, you are expected to stay active and engaged throughout the academic term and keep up with the schedule of activities. Your full engagement in the class begins on the first day of the semester and should be maintained until the last exam is submitted. For students receiving federal student loans, any lack of engagement in the course may be treated as non-attendance and can potentially impact access to student loans in the future.

Adding / Dropping:
If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website.

Academic Integrity:
The University of Memphis has clear codes regarding cheating and classroom misconduct. If interested, you may refer to the Student Handbook section on academic misconduct for a discussion of these codes. Note that using a “Solutions Manual” is considered cheating. Should your professor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website. If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College's Website on Academic Integrity.

Participation:
To be successful in this course as a student, you must stay active and involved throughout the entire semester. Students are expected participate in all interactive aspects of the course. You should also regularly communicate with the instructor as part of your overall learning experience, check into the course frequently for announcements (usually on the course home page), and actively participate in threaded discussion events (both formal and informal). You should plan on logging into the course at least three times each week.
**Course/Online Behavior:**
All participants in the course should be considerate of the other course participants and treat them (as well as their opinions) with respect. The class will operate under the assumption that any and all feedback offered is positive in nature and that the intentions of the person(s) providing feedback are strictly honorable. Insensitivity in this area will not be tolerated. If you have any questions about online communication, you should review the [Fogelman College's Netiquette website](#).

**Late Assignments:**
Many reasons are given for late work (e.g., flat tires, printer problems, illness, oversleeping, etc.) No matter the reason, the bottom line is 1) the work was completed and turned in on time or 2) the work was not completed and not turned in on time. There is, therefore, no provision for late work on any assignments. Plan and schedule your time and have back-up systems in place so you can complete your work on time. Meeting deadlines is critical to success in business. I suggest you begin now to develop good work habits. In the case of truly extenuating circumstances, please email me as soon as possible!

**Extra Credit:**
I may choose to offer an extra credit assignment during the semester. Any extra credit assignments will be posted at the course website. Please do not email me at the end of the semester asking for additional extra credit assignments.

**Reporting Illness or Absence:**
Due dates and deadlines have been established for each graded assignment. In this course, deadlines are taken very seriously. Please do not wait until the last day to submit assignments or to take quizzes and exams. If an emergency should arise, it is the student’s responsibility to contact the instructor prior to the deadline to discuss the matter. A deadline extension will be considered only if all of the following conditions are met:
1. Extreme (documented) emergency and
2. Instructor contacted prior to the due date.

**Inclement Weather:**
In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, The University of Memphis has established an Inclement Weather Hotline at 678-0888 as well as [TigerText](#), an emergency alert text messaging service to students, faculty and staff. This optional service is used in the event of an on-campus emergency, an unscheduled university closing, or a delay or cancellation of classes due to, for instance, inclement weather. Click [Here](#) for information on TigerText.

**Syllabus Changes:**
The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes by posting both notification and nature of the change(s) at the course website.

**Student Services**
Please access the [FCBE Student Services](#) page for information about:
- Students with Disabilities
- Tutoring and other Academic Assistance
• Advising Services for Fogelman Students
• Technical Assistance