Course Syllabus

MKTG 3140 – Advertising and Sales Promotion (3.0 Credits)
Spring Semester, 2016
TR 11:20 am-12:45 pm FCBE 131

Instructor: Adrienne E. Zaitz
Phone: 901.678.2477
E-Mail: University email system only (Do not use elearn email to communicate)
E-Mail: azaitz@memphis.edu
Office: FCBE Rm#242
Office hours: M & W 10-1

Contact: Office hours are Mondays and Wednesdays from 10:00 am-1:00 pm or by appointment. Use the azaitz@memphis.edu address to communicate preferably within the UM mail system. Ecourseware email will not forward to my mobile device and will not be received. Voicemail messages in my phone system will be answered during office hours. Email messages are checked daily by 7:00pm.

Course Overview:

This course is a lecture/discussion/participatory class that emphasizes the managerial aspects of brand building through the planning and execution of effective 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 developments in advertising and promotion.

Pre-Requisites/Co-Requisites:

It is assumed that all students who are registered for this class have successfully completed Principles of Marketing or are enrolled currently in any co-requisite associated with this course.

Required Text:

Note: CourseMate access is not a requirement for this class.
Publisher website: http://www.cengage.com
Location of Course Materials:
This course will be managed through Marketing 3140 at https://elearn.memphis.edu. You are expected to check the eCourseware website for announcements, assignments and grades. You will be required to use the website to view PPT presentations, obtain supplemental reading materials, submit assignments, contact other students and fully participate. You must be adept at using elearn in this course. This includes having access to a laptop throughout the semester.

If you are having technical problems please contact the 24 hour helpdesk at 901 678 8888.

Learning Tools:
This course utilizes a variety of learning tools including the text, PPT presentations, exams, and in and out of class experiential activities and assignments. Each student is expected to actively engage in class discussions and will be assigned as a team member tasked with completing team assignments and a final Ad and Promotion Plan.

Course Objectives:
By successfully completing this course, students will:

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
5. Understand the role(s) of various media, including digital, in building integrated marketing communication

In addition, you will increase your ability to:

1. Think critically and analyze information
2. Develop skills in learning independently as well as a member of a team
3. Develop self-management skills including the ability to provide high quality deliverables on time

Fogelman College: Learning Outcomes for Your Degree
This course is designed to help you to meet the overall learning objectives for the BBA degree offered by the Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the BBA program:

Course Methodology

This is a lecture course and attendance and participation are important to success in this course. Each student is expected to actively engage in class activities and assignments.

Professor's Expectations of Students:

In general, you should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course and actively participating.

Student’s Expectations of the Professor:

In my role as your instructor, there are certain things you should expect from me including organized and engaging learning experiences, responses to emails within two (2) business days, and feedback on work submitted within (10) calendar days.
Grading and Evaluation Criteria

Over the semester, you will have a variety of opportunities to earn points towards your final (overall) letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grades will be computed.

There will be no make-up for late assignments. Pre-notification is required for exams missed and the reason must be substantiated.

Final Course Grades

Final course grades are earned according to the following table:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90% or above</td>
<td>A</td>
</tr>
<tr>
<td>80%-89.9%</td>
<td>B</td>
</tr>
<tr>
<td>70%-79.9%</td>
<td>C</td>
</tr>
<tr>
<td>60-69.9%</td>
<td>D</td>
</tr>
<tr>
<td>Below 60%</td>
<td>F</td>
</tr>
</tbody>
</table>

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

Summary of Graded Activities

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

<table>
<thead>
<tr>
<th>Assignment Deliverables</th>
<th>48%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team drop boxes (7 @ 3%)</td>
<td>21</td>
</tr>
<tr>
<td>Team Project</td>
<td>15</td>
</tr>
<tr>
<td>Class Participation/Attendance</td>
<td>12</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Exams</th>
<th>52%</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Exam 1</td>
<td>13%</td>
</tr>
<tr>
<td>- Exam 2</td>
<td>13%</td>
</tr>
<tr>
<td>- Exam 3</td>
<td>13%</td>
</tr>
<tr>
<td>- Final Exam 4</td>
<td>13%</td>
</tr>
</tbody>
</table>

Total | 100% |
Course Topics and Agenda:

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>ASSIGNMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 19/25</td>
<td>Course Introduction/World of Advertising &amp; IBP</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>Jan 26/ Feb 1</td>
<td>Structure of Industry /Social, Ethical, Legal Issues</td>
<td>Chapter 2 &amp; 4</td>
</tr>
<tr>
<td>Feb 2/8</td>
<td>Consumer Behavior</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>Feb 9/15</td>
<td>Market Segmentation</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>Feb 16/22</td>
<td>EXAM 1- 2/16 (ch 1-6)/ Ad Research</td>
<td>Chapter 7</td>
</tr>
<tr>
<td>Feb 23/29</td>
<td>Planning Ad &amp; IBP</td>
<td>Chapter 8</td>
</tr>
<tr>
<td>Mar 1/7</td>
<td>Creativity/Message Strategy</td>
<td>Chapter 9-11</td>
</tr>
<tr>
<td>Mar 8/14</td>
<td>SPRING BREAK (3/7-3/13)</td>
<td></td>
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<tr>
<td>Mar 15/21</td>
<td>EXAM 2-3/15 (ch 7-11)/Media Planning</td>
<td>Chapter 12</td>
</tr>
<tr>
<td>Mar 22/28</td>
<td>Traditional Media &amp; New Media</td>
<td>Chapter 13 &amp; 14</td>
</tr>
<tr>
<td>Mar 29/Apr 4</td>
<td>Sales Promo/Sponsorship</td>
<td>Chapter 15 &amp;16</td>
</tr>
<tr>
<td>Apr 5/11</td>
<td>Direct Marketing (IMC) /Public Relations</td>
<td>Chapter17 &amp;18</td>
</tr>
<tr>
<td>Apr 12/18</td>
<td>Team Workshop/ EXAM 3-4/14 (ch 12-18)</td>
<td></td>
</tr>
<tr>
<td>Apr 19/25</td>
<td>PRESENTATIONS (4/19, 4/21)</td>
<td></td>
</tr>
<tr>
<td>Apr 26/27</td>
<td>PRESENTATION (4/26)</td>
<td></td>
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<tr>
<td>Exam Week</td>
<td>FINAL EXAM (MAY 5)</td>
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(This schedule is subject to change. Any changes will be announced in newspost.)
Description of Assessed Activities

A complete description of assessed activities for the semester is provided below:

(7) Team Drop box Assignments (21%)

These assignments will be administered via ecourseware and require on time submission within the system. Please use .doc or .docx formats for written submissions. Some file types are not accepted by elearn so check with tech support if you have questions regarding file types. There will be seven drop box assignments. Team drop box assignments will be submitted by one team member only into the team dropbox.

These assignments will be based on your adopted organization and must be completed as a team. These assignments use the text, research, and secondary information. They should be submitted by one team member only. Team contributor names must be listed for the team members to receive credit. I advise delegating portions of the assignment early and leaving time to proof the deliverable. I will not accept assignments delivered outside the system.

All Get Out assignments should be proofread for typos and grammatical errors as I will deduct points. Team Get Out due dates are provided below.

Team Get Out 1: Category/Client Analysis (ch 1-4) (2/2)
Team Get Out 2: Market Research (ch 7) (2/23)
Team Get Out 3: Ad & Promo Planning (ch 5-8) (3/1)
Team Get Out 4: Ad Portfolio (ch 9-11) (3/22)
Team Get Out 5: Digital/Social Media Analysis (ch 12-14) (3/29)
Team Get Out 6: Media Plan (ch 12-14) (4/5)
Team Get Out 7: Event Sponsorship/Direct (ch 15-18) (4/12)

If you have a problem submitting an assignment via drop box, call the tech people at 901-678-8888. Do not wait until the last minute to submit your assignment. I will not accept a late assignment even if a technical problem causes you to miss the deadline. You can access your assignments from the Content page or go to Dropbox. You can access drop box instructions by going into the drop box. The system accepts multiple entries if needed but mark the one you want graded.

Team Advertising & Promotion Plan Project (15%)

You will be required to complete a team project due within the ecourseware team drop box on April 19. The Team Get Outs will help you to prepare the plan. Your team will be asked to present highlights of your Ad Plan on one of the following dates – April 19, April 21 or April 26.

It is your responsibility to ensure that you are a member of a group. If you are not in class the day groups are formed, please see me at the beginning of class during the next class period. Each student team will be asked to adopt a local firm based on selection criteria provided by the instructor and deliver a final Advertising and Promotion Plan. Your name must be listed on the document as a contributor and you must participate in the final presentation to receive your grade for the project. The team project grade will be based on the results of the team written presentation and team oral presentation. Please proofread and rehearse your presentation.
You will also be asked to evaluate competing teams on your assigned date. The winning team for the day will have two points added to the instructor project team grade.

**Ecourseware submissions must be received by 11:59 pm on the date due.** Late assignments or assignments submitted outside the ecourseware system will not be accepted and partial credit will not be given.

**Peer to Peer Evaluations**
Teams will be asked to complete anonymous peer evaluations on each of the other team members at the close of the semester. The final project grade will be adjusted based on the result of the peer evaluations. Team members flagged as low or non-contributors by all members will not receive the full grade points allocated to the team project.

**Group Challenges**

Please remember that working in teams despite its many advantages can sometimes pose challenges. Only in the case of serious group problems (e.g., an individual failing to attend class, failing to contact group members, etc.) should the instructor be consulted. I recommend assigning team members to various components in time for review and improvement.

Working in teams successfully is important for success in business and in this field of endeavor. A highly functional team will take advantage of the strengths of each member. The team lead should do what is necessary to protect the quality and timeliness of the deliverable. Respect should be shown toward all team members and their contributions and ideas.

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**Class Participation/Attendance (12%)**

I capture attendance at each class session. On time attendance is expected. Please complete the attendance sheet provided at the start of class. It is disruptive to the class if you are late. On test days you should be seated within 15 minutes of the start of class. During class please turn off cell phones and other electronic devices.

Participation is an important component of the class. I will notify you only if your participation level appears to be a potential issue impacting grades or group performance. The participation grade will be provided at the close of the course.

Note: If you request a class member to sign your name on your behalf you and the signing member will be penalized.

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**Exams (52%)**

Four closed book exams will be given. The dates are **February 16, March 15, April 14 and May 5**. Exams will be administered at regularly scheduled class times except for the final exam.

The final exam will take place in FCBE room 131 on December 10 from 8:00am - 10:00am as is required according to the [Registrar’s academic calendar website](https://www.registrarwebsite.com).
Exam format will be True/False and Multiple Choice questions. Under no circumstances will a test be administered on a day different from the date scheduled for the entire class. If you fail to show up for an exam without contacting me prior to the exam, you will receive a zero. Even in the case of an emergency, please contact me within 24 hours of the scheduled exam or a zero will be assigned.

A make-up exam for individuals missing any exams will be available only under the following conditions: 1) The individual has notified the instructor before the exam date or 2) has an official university excused absence or a written doctor’s excuse. The make-up exam will be scheduled at the professor’s discretion.

Care will be given during the preparation of exams to avoid typographical and other errors. However, mistakes do happen, and the instructor may choose to exclude any questions that may contain inadvertent errors. This is dependent solely on the discretion of the instructor.

__________________________________________________________________________

**Student to Student Discussion Forums and Technical Questions**
I have set up a Student-to-Student Discussion Forum. You may utilize the Student-to-Student Discussion Forum within eCourseware for technical questions or general questions as your peers may have experienced a similar issue and can offer suggestions and advice.

__________________________________________________________________________

**Group Discussion Forums** will also be established to help you communicate with your assigned team members.

__________________________________________________________________________

**Course Policies**

**E-MAIL:**
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.

**Federal Student Loans and Attendance:**
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 assignment is submitted. For students receiving federal student loans, any lack of engagement in the course may be treated as non-attendance and 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.

Classroom or 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:
Assignments and projects may be submitted anytime up to and including the date due. Please review all information in this syllabus for all due dates for formally assessed work. If your work is not submitted on time, the instructor reserves the option to deduct a percentage of the grade value for tardiness depending upon the circumstances and appropriate communication between the student and the instructor.

Extra Credit:
There is no extra credit offered in this course. Your final grade will be computed based on your work on the formal/assessed activities previously described in this syllabus.

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.

Syllabus Changes:
The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term, the instructor will immediately notify students of such changes both by email and news post notifying the nature of the change(s).
Plagiarism:

Plagiarism is “stealing the ideas or words of another’s and passing it off as one’s own.” It includes using someone else’s work and not crediting the source properly. This means that anything published anywhere – including a Website – cannot be lifted and put in a paper with your name on it. For example, a discussion of the General Mills Company at the GM website cannot be copied and pasted into your report. This is plagiarism and will be treated as such. What you can do is rewrite the paragraph IN YOUR OWN WORDS. Another option is to use a sentence as is and put it in quotes, and cite the source and page number. You MUST include the site name in your reference list regardless of how you use the information, as long as the information is in your report.

Your written work may be submitted to Turnitin.com or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com’s restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all.

Students with Disabilities

Under Section 504 of the Rehabilitation Act and the Americans with Disabilities Act, qualified students with disabilities are entitled to equal access and opportunity to participate in all University programs, services and activities. A qualified student with a disability is one who has a physical or mental impairment that substantially limits one or more of the major life activities and who, with or without reasonable accommodation, meets the essential eligibility requirements for the programs, services and activities offered by the University. Please see me if you have a disability for which I need to make special arrangements for you.

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