Course Syllabus
MKTG 3140-001 – Advertising and Sales Promotion
Fall Semester, 2018
3.0 Credit Hours
(Last updated: 8/23/2018)

Instructor: Amy Rebecca Jones (Becca)
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E-mail: rjones39@memphis.edu
Communication: Email is the best way to contact me, but please DO NOT use the email in ecourseware.
Office: FCBE 359
Office Hours: As we will be meeting two mornings each week, the best way to connect with me for general conversation or questions is before/after standard class time. I will be more than happy to stay after class for questions! However, I will hold standard means for communicating with the instructor via course email throughout the semester. PLEASE DO NOT EMAIL ME THROUGH ECOURSEWARE AS IT DOES NOT NOTIFY THE INSTRUCTOR UNLESS THEY ARE SIGNED IN! I will also schedule office meetings or phone meetings as needed by the individual student. If you have an emergency that you would like to notify me about, please contact me via phone.

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 all assignments, readings and exams.

Pre-Requisites/Co-Requisites:
You must have passed Principles of Marketing (MKTG 3010) 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, Richard J. Semenik and Angeline Close, Advertising and Integrated Brand Promotion, 7th ed. Cengage Learning. (If you choose to get an older edition, you will probably be fine as long as you stay up to date with the PowerPoint slides. YOU WILL NOT NEED THE CODE THAT COMES WITH THE BOOK SO YOU CAN BUY A USED VERSION!

Location of Course Materials

Although, this is an on-ground class, all additional course materials needed outside of class (lectures, quizzes, discussion topics, news, etc.) are located on the eCourseware website.

Course Objectives

By successfully completing this course, students will be able to:

- Understand the concepts of advertising and integrated brand promotion management.
- Apply advertising and integrated brand promotion concepts and principles.
- Improve written communication skills.
- Enhance teamwork skills in a digital environment by working with a partner or group on an applied project.
- Understand the role(s) of various media, including digital, in an integrated marketing communications plan.

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 degree program.

- BBA Program Outcomes (opens in new window)

Professor’s Expectations of Students:

My expectations are simple. Students should assist me in creating a positive, supportive environment for learning by staying engaged in the course and actively participating in all in-class and online discussions.

Student’s Expectations of the Professor:

In my role as your instructor, there are certain things you can expect from me including: 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

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.

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% and 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>Under 60%</td>
<td>F</td>
</tr>
</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 student’s favor.

Your overall grade for the semester is based on how well you perform on a mixture of formal and informal activities, including: four exams, a media project, four group exercises (three in class, one online), sixteen quizzes (online), and attendance/discussion/participation. A detailed description of each of the assessed activities can be found below.

Summary of Graded Activities

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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams (4)</td>
<td>40</td>
</tr>
<tr>
<td>Media Project</td>
<td>15</td>
</tr>
<tr>
<td>Group Exercises (4)</td>
<td>15</td>
</tr>
<tr>
<td>Quizzes (16)</td>
<td>20</td>
</tr>
<tr>
<td>Attendance/Discussion/Participation</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100 pts</strong></td>
</tr>
</tbody>
</table>
Assessed Activities:

Exams (4 Exams – 40% of your grade)
Four multiple choice/true-false exams will be given. Exams will cover material from the PowerPoint slides, lectures, discussion posts, quizzes, and any supplementary materials. This includes any material linked from the course website. For the four exams, you will have the usual class time in which to take the test. These will be taken online, so please bring your computer to class.

Media Project (15% of your grade)
As part of the course, you will be required to complete a project by yourself or with a partner. Once grouped, changes will not be allowed unless somebody drops the class and a person is left alone to complete the project. Please remember that we live in a global society, and people work together on a daily basis. Hence, as you enter the workforce, you will likely be placed in a similar situation. Details about the project and the requirements will be available in the project section of the course website.

Group Exercises (15% 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 for the student to get credit. Late assignments will not be accepted, so do not ask for an extension. (See the section below on late work.) However, you may turn in any assignment early. And completion of all assignments can boost your grade significantly.

Quizzes (20% of your grade)
A quiz will be assigned after every class lecture where we have covered new material. There will be sixteen quizzes total. These are online, open book/open PowerPoint style. This is an opportunity to assess what you learned in class and from the reading. These quizzes will be taken outside of the classroom. Please allow adequate time to take the quizzes soon after the lecture so that the material is still fresh in your mind. Be sure to take these by their due date. No late quizzes will be accepted.

Attendance/Discussion/Participation (10% of your grade)
As part of the class, you must participate in the in-class and 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 contribution to this class. Consistent and insightful comments and questions WILL help your grade. Relevant discussion in the class is highly encouraged!

You may also start a new discussion at any time about anything related to advertising and the topic that we are reviewing that day.

List of Formal Assessed Activities
For a complete description of the assessed activities for the semester, please refer to the “List of Assessed Activities” page that can be found in the online course area under “Getting Started”.
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

There is no “final exam” for this class. However, the 4th exam will be held during regular class hours and not during the final exam week.

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. As stated earlier. Please use my direct Memphis email (rjones39@memphis.edu) and not the one in ecourseware, as I will not respond from that email.

Attendance

Scheduled meeting times for class are listed online. These meeting times include every Tuesday and Thursday starting with 08/28/2018 to 12/04/2018. Most of these classes will be held in room FCB 125 from 11:20 AM - 12:45 PM however some class days during the semester will only require interaction online to submit or discuss the material. The outline for the classes is subject to change throughout the semester. Formal attendance will be taken. 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.

Adding / Dropping

If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website (opens in new window).

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).

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 in class or online communication, you should review the Fogelman College’s Netiquette website (opens in new window).

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. All dates are on the course schedule and the Dropbox is open for all assignments, so feel free to read and work ahead if needed to make sure you meet these due dates. 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

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.

Lack of Test Taking or 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 the following conditions are met: (1) Extreme (documented) emergency and (2) Instructor contacted prior to the due date. If the emergency occurs on the day of the exam, the student must contact the professor within 24 hours of the test’s deadline.

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. Additional 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 both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

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