Course Syllabus

MKTG 3140-001 – Advertising and Sales Promotion
Spring Semester, 2019
3.0 Credit Hours
(Last updated: 01/05/2019)

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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.

Pre-Requisites/Co-Requisites:
Principles of Marketing (MKTG 3010)

Required Texts (and Related Materials)

- O’Guinn, Thomas C., Chris T. Allen, Richard J. Semenik and Angeline Close, Advertising

Recommended Texts (and Related Materials)

It is recommended (but not required) that students have access to at least one periodical that
includes business news (Commercial Appeal, Wall Street Journal, Bloomberg, etc.)
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.

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)

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). This means you MUST stay on top of assignments. Let me stress the importance of self-discipline in this course. If you feel you do not have that self-discipline, then I suggest you consider the on-ground section of this class.

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 online discussions.

Student’s Expectations of the Professor:
In my role as your instructor, there are certain things you can expect from me including: 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>
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<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>

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.

Assessed Activities:

Exams (4 Exams – 60% of your grade)
Four multiple choice/true-false exams will be given. Exams will cover material from the PowerPoint slides and the book. This includes any material linked from the course website. For the four exams, you will have a 24-hour window in which to take the test. Please refrain from waiting until the last minute to take the tests because if you run into problems, you will not have time to resolve them.

Advertising Project (20% of your grade)
As part of the course, you will be required to complete a project with a partner or two other people. 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 via the web just as this course is online and available globally. 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.

Chapter Quizzes (10% of your grade)
There is a 10-question quiz for every chapter we will cover. 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. Because all assignments are already listed at the course website and you can read ahead, there should be no issues with meeting assignment dates. And completion of all assignments can boost your grade significantly.

Class Contribution/Discussion (5% 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 contribution to this class, but you must make at least one comment per question to get any credit. Adding one simple comment online the day the discussion question is due will NOT earn you a high grade in class contribution. Consistent, thoughtful, insightful comments and questions WILL help your grade. If someone responds to your comment, I suggest you respond back.

You may also start a new discussion at any time about anything related to advertising.

**Assignments/Homework (5% of your grade)**

Small homework assignments will be assigned during the semester that will reinforce the student’s knowledge of some aspect of advertising and integrated brand promotion.

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**Course Schedule** – Below is a general guide for the course. For specifics refer to the “Content” portion of the E-courseware class. The “week” for this course will be Monday to Sunday. Please feel free to read ahead of the schedule, but quizzes will not be released until Tuesday of that week (for example: Week 2 covers chapters 2 and 4 and the quizzes will be available Tuesday of that week and due by midnight Sunday of that same week).

- **Week 1** - Introductions and Chapter 1
- **Week 2** – Chapters 2 and 4
- **Week 3** – Chapter 5 and 6
- **Test 1**
- **Week 4** – Chapter 7
- **Week 5** – Chapter 8
- **Week 6** – Chapters 10 and 11
- **Test 2**
- **Week 7** – Chapter 12
- **Week 8** – Chapter 13
- **Week 9** – Chapter 14
- **Test 3**
- **Week 10** – Chapter 15
- **Week 11** – Chapters 16 and 17
- **Week 12** – Chapter 18
- **Test 4**
- **Week 13** – Project prep week
- **Week 14** – Projects Due

**Final Exam Schedule**

There is no final exam for this class.
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 (mshoustn@memphis.edu) and not the one in ecourseware, as I will not respond from that email.

Attendance

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. 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.

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.

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

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

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.

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 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. 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