Course Syllabus

MKTG 3140-001 – Advertising and Sales Promotion
T/R 11:20am – 12:45pm; FCB 127
Fall Semester, 2020
3.0 Credit Hours
(Last updated: 7/23/2020)

Instructor: Michael S. Houston
Phone: 901.491.8462
Email: mshoustn@memphis.edu
Communication: Email is the best way to contact me: but please do NOT use the email in ecourseware as I will not respond to that address.
Office: FCB 359
Twitter: @MISDUDE1969
LinkedIn: Michael Houston
Office Hours: T/R 12:45 – 2:00

COVID-19 Health and Safety Policy - Masks and Social Distancing

All students, faculty and staff will wear masks in all public spaces, including our classroom (lab) per the COVID-19 policy. The first time a student enters a classroom without wearing a face covering, the student will be asked to leave the class until they return a covering. Further violations will be referred to the Office of Student Accountability. Students who repeatedly or flagrantly violate these community expectations may be referred for discipline under the Student Code and, if appropriate, immediately removed from campus by the Dean of Students. Additional information can be found at https://www.memphis.edu/fcbe/faculty/covid_19_notice.php.

Student Health

Students who are experiencing symptoms such as sneezing, coughing or a higher than normal temperature should inform me by email so they can be excused from class and should stay home. Students should contact their health care provider or the Student Health Center at https://www.memphis.edu/health/.

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu.

Student Accommodations
If and when we return to class, students seeking to remain remote for health or other serious reasons should discuss their options with me. Students with accessibility issues or with other learning

**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, Allen, Close Scheinbaum and Semenik, *Advertising & Integrated Brand Promotion, eighth edition* (Cengage Learning, 2019) is the assigned text. It is available at the UM bookstore new or used, for purchase or rent. It is also available as a digital text. Note: Any print or digital version will be fine as long as you have the 8th edition. **Any software access if provided is NOT a requirement for this class.**

**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**

Any materials other than the required text (lectures, discussion topics, news, etc.) will be located on the [eCourseware website](#).

**Course Objectives**

Successful completion of this course will be evidenced by the students' ability 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.

**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 degree program.

- BBA Program Outcomes (opens in new window)

Course Methodology

As this course is face to face, much of the learning will be discussion-based and assumes the student has done the reading before class so they can participate in the discussion. Reading before class has the benefit of developing a situation where dialogue can occur and help form relationships with each student and get to know each of you. Most assignments will be completed online with associated deadlines; therefore, you MUST stay on top of assignments. This course will be taught using a mixed methodology of lecture, discussion, and digital content. Assessment will be in the form of chapter quizzes meant to reinforce content, exams to measure retention and recall, and a group project meant to sharpen the students; communication skills, as well as their application of the material, learned throughout the semester. Given the uncertainty associated with COVID-19, I suggest each of you approach this class as if it could go online at any time. This means keeping up with the reading and assignments and not falling behind.

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 classroom/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 determined 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>
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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 below.

Assessed Activities:
Exams (5 Exams – 60% of your grade)
Five multiple choice exams will be given during the semester. The exams will cover material from the PowerPoint slides and the text, this includes any content linked from the course website. For the five exams, you will have a window in which to take the test. This window will open at 8 AM on the Friday the exam is due and closes at 11:59 PM on that Sunday. **Once you begin the test, you will have 2 hours to complete the test.** For example, Exam 1 will be available on Friday, August 28th, and will be due by 11:59 PM Sunday, August 30th. 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 (25% of your grade)
As part of the course, you will be required to complete a group project. Once groups have been selected, 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 to complete projects via many mediums, including the web, Face Time, Zoom, and in-person if conditions allow. 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.) You will have three attempts at each quiz, and only the highest grade will count. The quizzes are composed of multiple-choice and true/false questions. Think of these quizzes are miniature versions of the exams (questions are pulled from the same pool), so I strongly suggest using them as study tools since the exams will be in the same format. **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 discussions. Being proactive and involved will help improve your grade in this area. This portion of your grade is based on the quality of your comments and their contribution to this class. Should we not be able to finish the semester in a face to face format. Discussion questions will be posted on the course website, and expectations, in that case, will be discussed when and if it should occur. Consistent, thoughtful, insightful comments and questions WILL help your grade.

**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 be due at the same time as their associated tests. So the quizzes for chapters 1-4 will be due by 11:59 PM Sunday, August 30th.**

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topics</th>
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<tbody>
<tr>
<td>1</td>
<td>(August 17 – August 23)</td>
<td>Introduction and Chapters 1, 2</td>
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<tr>
<td>2</td>
<td>(August 24th – August 30th)</td>
<td>Review last week’s highlights, Chapters 3 and 4</td>
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<td></td>
<td><strong>Test 1 (Available Friday August 28th; Due by 11:55 PM Sunday August 30th)</strong></td>
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<tr>
<td>3</td>
<td>(August 31st – September 6th)</td>
<td>Review and discuss Test 1, Chapter 5 and 6</td>
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<td>4</td>
<td>(September 7th – September 13th)</td>
<td>Review, Chapter 7 and 8</td>
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<td><strong>Test 2 (Available Friday September 11th; Due by 11:55 PM Sunday September 13th)</strong></td>
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<td>5</td>
<td>(September 14th – September 20th)</td>
<td>Chapter 9 and 10</td>
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<td>6</td>
<td>(September 21st – September 27th)</td>
<td>Chapter 11 and project work</td>
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<td><strong>Test 3 (Available Friday September 25th; Due by 11:55 PM Sunday September 27th)</strong></td>
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<td>7</td>
<td>(September 28th – October 4th)</td>
<td>Review any questions RE Project work, Chapter 12 and 13</td>
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<td>8</td>
<td>(October 5th – October 11th)</td>
<td>Chapter 13 and 14</td>
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<td><strong>Test 4 (Available Friday, October 9th; Due by 11:55 PM, Sunday October 11th)</strong></td>
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<tr>
<td>9</td>
<td>(October 12th – October 18th)</td>
<td>Chapter 15 and Project Work</td>
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<tr>
<td>10</td>
<td>(October 19th – October 25th)</td>
<td>Project Work</td>
</tr>
<tr>
<td>11</td>
<td>(October 26th – November 1st)</td>
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Final Exam Schedule
Project presentations will serve as a final exam for this class but will be part of the project grade and not a separate graded activity.

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 (mshoustn@memphis.edu) and not the one in ecourseware, as I will not respond from that email.

Attendance

Attendance is not required but will be used to grant extra credit. Up to 5 points will be added to one (or more) of your test scores using attendance data and timely access (and duration of access) to online course materials. I will take roll at random and use such data to benefit those who attend regularly.

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 to 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

See the attendance policy above.

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 before 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 before 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 before 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 before the due date.

Inclement Weather

If 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 LiveSafe, 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 is available on LiveSafe.

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.

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.
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