Course Syllabus
MKTG 3140 M50 – Advertising and Sales Promotion (3.0 Credits Hours)
Fall Semester, 2020

Instructor: Jennifer H. Tatara
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Office: FCBE 359
Office hours: As this is a fully online class, the standard means for communicating with the instructor is via email throughout the semester. However, phone calls or Zoom virtual meetings can be scheduled as necessary.

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 also 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:
It is assumed that all students who are registered for this class have successfully completed Principles of Marketing (MKTG 3010) or are enrolled currently in any co-requisite associated with this course.

Required Text:
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.

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.
Required Technology:
You will need access to a computer with the appropriate internet service and bandwidth. If you are having technical problems, please contact the 24-hour helpdesk at (901) 678-8888.

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 media, including digital and social, 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 Outcomes

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.

Assessment will be in the form of chapter quizzes meant to reinforce content, exams to measure retention and recall, discussion posts and a group project meant to sharpen the students; communication skills, as well as their application of the material learned throughout the semester.

You absolutely NEED to read the book to do well on the tests, quizzes and other assignments. You will find it difficult to succeed on tests by only reading through PowerPoint slides. There is no reason why everyone cannot be successful in this course. With that said, it may be that a handful of you will have competing obligations or not a lot of sufficient resources to devote to the course.
Please do not hesitate to get in touch if you feel like you are not performing up to your expectations.

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 in all online discussions and teamwork.

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.

Summary of Graded Activities
Each student’s performance in this course will be evaluated based on:

a) Four (4) Exams @ 100 points each          400 points  40%
b) Eighteen (18) Quizzes @ 10 points each    180 points  18%
c) Five (5) Discussion Posts @ 24 points each 120 points  12%
d) Three-Part Advertising Project @ 100 points per part 300 points  30%

Total: 1000 points  100%

Final Course Grades
A total of 1000 points will be allocated over a variety of different activities during this class. Final grades for this class will be assigned as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percent Range</th>
<th>Points Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>98 – 100%</td>
<td>980 – 1000</td>
</tr>
<tr>
<td>A</td>
<td>93 – 97.99%</td>
<td>930 – 979.99</td>
</tr>
<tr>
<td>A-</td>
<td>90 – 92.99%</td>
<td>900 – 929.99</td>
</tr>
<tr>
<td>B+</td>
<td>88 – 89.99%</td>
<td>880 – 899.99</td>
</tr>
<tr>
<td>B</td>
<td>83 – 87.99%</td>
<td>830 – 879.99</td>
</tr>
<tr>
<td>B-</td>
<td>80 – 82.99%</td>
<td>800 – 829.99</td>
</tr>
<tr>
<td>C+</td>
<td>78 – 79.99%</td>
<td>780 – 799.99</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, exams, quizzes, and projects.

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**Course Schedule**

Below is a general guide for the course. For updates, please review the schedule posted on eCourseware. The "week" for this course is Monday to Sunday. Assignments are always due by Sunday night no later than 11:59 PM. **Note** that on exam weeks, you also have quizzes due. Make sure to read those chapters and complete their associated quizzes in sufficient time to be fully prepared to take the exams.

<table>
<thead>
<tr>
<th>DATES (Mon-Sun)</th>
<th>TOPIC</th>
<th>ASSIGNMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Ch 1: World of Advertising &amp; IBP</td>
<td>Ch. 1 Quiz; DP 1; Email professor about group preference</td>
</tr>
<tr>
<td>Aug 17-23</td>
<td>Ch 2: Structure of the Industry Ch 3: The History of Advertising</td>
<td>Ch. 2 &amp; 3 Quiz; DP 2</td>
</tr>
<tr>
<td>Week 2</td>
<td>Ch 4: Social, Ethical &amp; Legal Issues Ch 5: Consumer Behavior <strong>EXAM 1</strong></td>
<td>Ch. 4 &amp; 5 Quiz; DP 3; Exam 1 (Ch 1-5) Closes 9/6</td>
</tr>
<tr>
<td>Aug 24-30</td>
<td>Ch 6: Segmentation &amp; Value Proposition</td>
<td>Ch. 6 Quiz; <strong>Part 1 Project</strong></td>
</tr>
<tr>
<td>Week 3</td>
<td>Ch 7: Ad Research Ch 8: Planning Ad &amp; IBP</td>
<td>Ch. 7 &amp; 8 Quiz; DP 4</td>
</tr>
<tr>
<td>Aug 31-Sep 6</td>
<td>Ch 9: Managing Creativity in Ad &amp; IBP Ch 10: Creative Message Strategy <strong>EXAM 2</strong></td>
<td>Ch. 9 &amp; 10 Quiz; Exam 2 (Ch 6-10) Closes 9/27</td>
</tr>
<tr>
<td>Week 4</td>
<td>Ch 11: Executing the Creative</td>
<td>Ch. 11 Quiz; <strong>Part 2 Project</strong></td>
</tr>
<tr>
<td>Sep 7-13</td>
<td>Ch 12: Media Planning Ch 13: Traditional Media Planning</td>
<td>Ch. 12 &amp; 13 Quiz</td>
</tr>
</tbody>
</table>
Description of Assessed Activities

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

Exams (40%) 400 points total (100 points each)

Four open book, timed exams will be given. Exams will be available for a one-week window. Once you begin the test, you will have 120 minutes (2 hours) to complete the test. In other words, once you start the test, you must be ready to finish it. The last days of each of the exams are September 6th, September 27th, October 18th, and November 15th. Exams will be administered via eCourseware and are open for one week starting Monday at 12:01 AM and ending that Sunday at 11:59 PM. You must start every exam with enough time to submit it before the deadline. I highly recommend not waiting to start your exam at 10:00 PM the night it is due. Exams are open book and individual effort. Be sure to save answers along the way. Again, once you start you must finish the exam—you cannot pause the timer.

Exams will consist of 50 questions worth 2 points each. Each chapter will contain 2-3 True False questions and 8-10 multiple choice questions.

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.
Due by 11:59 PM on | Exam | Chapters | Points
---|---|---|---
9/6/20 | 1 | 1, 2, 3, 4, 5 | 100 points
9/27/20 | 2 | 6, 7, 8, 9, 10 | 100 points
10/18/20 | 3 | 11, 12, 13, 14 | 100 points
11/15/20 | 4 | 15, 16, 17, 18 | 100 points
TOTAL | | | **400 points**

**Quizzes (18%) 180 points total (18 quizzes - 10 points each)**

Quizzes are assigned each week for every chapter and cover the reading assignments. Some weeks we will be going over two chapters and therefore there will be two quizzes for that week. You are expected to take all quizzes. A zero is assigned for a missing quiz. Quizzes are administered via eCourseware and are open book. You will have **three attempts** at each quiz, and only the **highest** grade will count.

Quizzes are open for one week and close on Sundays at 11:59 PM. There is no time limit. They contain 10 questions including both True False and/or Multiple Choice. All quizzes are randomized meaning every student quiz will be different. In order to prepare for the exams, quizzes should be completed before taking the exam. **There are no make-up quizzes so be sure not to miss a quiz.**

If you have technical problems call the tech help desk at (901) 678-8888. **You cannot stop and restart a quiz. Be sure to save your answers as you go along.**

<table>
<thead>
<tr>
<th>Due by 11:59 PM on</th>
<th>Quiz Chapters</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/23/20</td>
<td>1</td>
<td>10 points</td>
</tr>
<tr>
<td>8/30/20</td>
<td>2 &amp; 3</td>
<td>20 points</td>
</tr>
<tr>
<td>9/06/20</td>
<td>4 &amp; 5</td>
<td>20 points</td>
</tr>
<tr>
<td>9/13/20</td>
<td>6</td>
<td>10 points</td>
</tr>
<tr>
<td>9/20/20</td>
<td>7 &amp; 8</td>
<td>20 points</td>
</tr>
<tr>
<td>9/27/20</td>
<td>9 &amp; 10</td>
<td>20 points</td>
</tr>
<tr>
<td>10/04/20</td>
<td>11</td>
<td>10 points</td>
</tr>
<tr>
<td>10/11/20</td>
<td>12 &amp; 13</td>
<td>20 points</td>
</tr>
<tr>
<td>10/18/20</td>
<td>14</td>
<td>10 points</td>
</tr>
<tr>
<td>10/25/20</td>
<td>15</td>
<td>10 points</td>
</tr>
<tr>
<td>11/01/20</td>
<td>16</td>
<td>10 points</td>
</tr>
<tr>
<td>11/08/20</td>
<td>17</td>
<td>10 points</td>
</tr>
<tr>
<td>11/15/20</td>
<td>18</td>
<td>10 points</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>180 points</strong></td>
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**Discussion Post Assignments (12%) 120 points total (5 posts - 24 points each)**

You are expected to individually participate fully in discussion assignments related to your studies. Although these are not formal written assignments, the ideas and communication should be grammatically correct with spelling checked or points will be deducted. This is an opportunity to understand other points of view and perspective beyond our own.
Discussion Post Assignments are due as follows:

<table>
<thead>
<tr>
<th>Due by 11:59 PM on</th>
<th>DP</th>
<th>Topic</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/23/20</td>
<td>1</td>
<td>Introduce Yourself</td>
<td>24 points</td>
</tr>
<tr>
<td>8/30/20</td>
<td>2</td>
<td>Favorite Ad Campaign</td>
<td>24 points</td>
</tr>
<tr>
<td>9/06/20</td>
<td>3</td>
<td>Advertising Pros, Cons, &amp; Role</td>
<td>24 points</td>
</tr>
<tr>
<td>9/20/20</td>
<td>4</td>
<td>Brand Repositioning</td>
<td>24 points</td>
</tr>
<tr>
<td>11/15/20</td>
<td>5</td>
<td>Public Relations</td>
<td>24 points</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>120 points</strong></td>
<td></td>
</tr>
</tbody>
</table>

You can access discussion assignments via the Content Page or through Discussions on eCourseware.

**Advertising Project – 3 Parts (30%) 300 points total (100 points per part)**

You will be required to complete a team project in three parts due in a PowerPoint format within the eCourseware drop box on **September 13th, October 4th, and November 22nd by Sunday, 11:59 PM**. Late projects will not be accepted. There is a description of the project located in eCourseware. **One team member submits the plan. Names of team contributors must be listed on the document to receive a grade.**

If you would like to request a specific group, those requests must be submitted by **August 23rd**. **After August 23rd**, I will randomly assign groups of 4-5 members. Once a group is formed, 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 are available in the project section of the course website.

<table>
<thead>
<tr>
<th>Due by 11:59 PM on</th>
<th>Project Part</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/13/20</td>
<td>1</td>
<td>100 points</td>
</tr>
<tr>
<td>10/04/20</td>
<td>2</td>
<td>100 points</td>
</tr>
<tr>
<td>11/22/20</td>
<td>3</td>
<td>100 points</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>300 points</strong></td>
</tr>
</tbody>
</table>

**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 team 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 participate, failing to contact group members, etc.) should the instructor be consulted. I recommend assigning team members to various components with enough 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. Remember “netiquette” as you communicate online within the course and among team members via other platforms. Be respectful at all times!

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.

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

Federal Student Loans and Attendance:
Since this is an online class taught asynchronously, there are no scheduled meeting times. Thus, 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 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.

Plagiarism, cheating and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly, through participation or assistance, are immediately responsible to the instructor of the class in addition to other possible disciplinary sanctions which may be imposed through the regular institutional disciplinary procedures. (https://www.memphis.edu/osa/students/academic-misconduct.php)

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 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.

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, 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 Accommodations:**

Students with accessibility issues or learning accommodation issues due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at drs@memphis.edu. ([https://www.memphis.edu/drs/index.php](https://www.memphis.edu/drs/index.php))

**Student Resources**

Students who need additional resources can visit the Dean of Students Office website at [https://www.memphis.edu/deanofstudents/crisis/index.php](https://www.memphis.edu/deanofstudents/crisis/index.php).

**Student Health**

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu. For additional information, please visit the University’s COVID-19’s Notice page at [https://www.memphis.edu/fcbe/faculty/covid_19_notice.php](https://www.memphis.edu/fcbe/faculty/covid_19_notice.php).

**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