***Marketing 12 – Spring 2013***

***Instructor:*** *Ms. Cari Tollefson*

***Office****: Arranged*

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***Office Hours: Arranged***

**Course Title & Code #: MKTG 12 – Advertising & Promotion**

**Meeting Day, Time & Location: Web – no specific meeting times**

**Course Description:** This course reviews the changes seen in the world of advertising, including the impact of modern technology and the Internet, the global significance of advertising and the importance of planning, relationship building and creativity. Students will explore the various forms of media used today and will have the opportunity to let their creative personality shine, through class projects.

**Prerequisites:** None. Advisories include: Eligibility for ENGL 125 & 126 and MATH 101

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| **Learning Objectives:** | **Learning Outcomes:** |
| **In the process of completing this course, students will:**  A. recognize the important role advertising plays in marketing.  B. discuss and utilize the various methods of establishing advertising budgets.  C. use design layout concepts discussed in class when creating various advertising projects .  D. understand and properly use language or expressions used in advertising.  E. review and develop an appreciation for the services offered by advertising businesses.  F. identify target markets and select the appropriate media for reaching their target market.  G. design and construct various advertising and promotional products.  H. evaluate the differences in ethics among cultures.  I. compare and contrast cultural issues affecting advertising across borders. | **Upon completion of this course, students will be able to:**   1. analyze the target market in order to choose the appropriate media in which to advertise. 2. display an increased awareness of the regulations and regulators of advertising. 3. develop the appropriate strategy to make buyers aware of products, choosing the best approach for the particular situation. 4. outline and discuss the consumer perception process and discuss the importance of perception in advertising. 5. debate the pros and cons of advertising. 6. distinguish the differences in ethical standards across borders. 7. understand international issues affecting advertising. 8. Explain the differences between cultures and the impact of those differences on advertising. 9. complete a thorough SWOT analysis. 10. explain the difference between advertising and public relations. 11. understand and capitalize on the various cultural factors that influence advertising in the national and international arenas. 12. identify, discuss and select the appropriate forms of media for an effective advertising campaign. |

**Learning Methods & Course Activities:**

* Lectures based on textbook materials
* Required readings and class discussions
* Problem solving
* Internet Research

**Assessment:** Students completing all exams, assignments, and activities with a cumulative, average grade of "C" or better will be deemed as having achieved the course objectives previously stated.

**Textbook: PROMO** (1st edition) Thomas O'Guinn, Chris Allen, Richard J. Semenik  
ISBN-10: 1111826110  
ISBN-13: 9781111826116

**Grading**

Course Activities & Evaluations: Earned Percentage of Possible Points - Grade:

Participation/Discussions 25% 90 - 100% A

Homework Assignments 25% 80 - 89% B

Quizzes & Exams 40% 70 - 79% C

Final 10% 60 - 69% D

< 60% F

(weights are approximate)

**INTERNET & E-MAIL**

* Access to broadband Internet is required. If you do not have an Internet connection, you may use the resources in the Reedley College Library or at other computer labs on campus.
* **An email address is required for all students**.
* If you do not already have one, please either obtain an email address through the RC Library – or any one of the many free email services out there (gmail, hotmail, etc.).
* Please note: I teach multiple courses (and multiple sections of some courses) so I have some rather strict rules about email. They are as follows:
  + \*Use the subject line correctly. Each e-mail you send to me must include the following subject line:
  + **Course number, your first and last name, and the subject you are writing about**
  + *For example, if I was a student in BA 39 ( Finite Math), the subject line on my email would be as follows: BA 39 Cari Tollefson Question about homework*
* Use the spell checker.
* Your e-mail messages represent you. Be accurate and be professional.
* Use proper grammar.
* Make a habit of constantly improving the way you communicate.
* Do not type in all capital letters.
  + That is the same as yelling.

Please remember that you are in training for your professional career. One of the best places to start practicing is in this class.

\*if your e-mail does not have the required information in the subject line, your email may not be read.

**BLACKBOARD**

* The website is:
  + [http://blackboard.reedleycollege.edu](http://blackboard.reedleycollege.edu/)
* The standard Blackboard login is:  
  **Username**: your student id number  (example: 0123456)  
  **Password**:  your student id number
* Blackboard help is available 24/7

The phone number is 1.866.401.7784

**GRADING**

* Your course grade will be based on the percentage of points (total earned / total possible), and **grades are weighted** based on type of assignment. Please see specific grading weights on page one of your course syllabus.

**ATTENDANCE & PARTICIPATION (online classes)**

* You are not expected to log on every day at a specific time. However, I may post extra credit assignments, announcements, assignment files, etc. so it is a good idea to get in the habit of logging into your Blackboard page for your course on a daily basis.
* Your attendance and participation will be graded based on the Discussion Board feature in Blackboard. You are required to post an original response to each discussion prompt by Wednesday at midnight each week. You are also required to post at least four “follow-up” responses to your classmates’ original postings (5 total posts for each topic) by Sunday at midnight. Please be thorough when you post, as menial posts may not be counted for credit.
* Discussion prompts will be posted weekly. Some weeks may only have one prompt, while others may have two or three.

**HOMEWORK, QUIZZES, & EXAMS**

* Homework assignments are a way for you to dig deeper into the course materials and prepare for the tests and exams. **Homework will not be accepted late**. You are welcome to turn in your homework early if you think you might miss class.
* **Please make sure to submit assignments in Microsoft Office compatible form. Assignments submitted in Word Perfect or other non-industry standard form will not be accepted. No make-ups will be given, so make sure you understand how to save files in .doc or .rtf formats.**
* If you are participating in school-sanctioned activities (sports, field trips, etc.) and find it necessary to miss class, it is your responsibility to make sure that all your work is turned in and tests/quizzes are taken prior to your departure. There will be no special dispensation for absences, homework & tests/quizzes missed.
* You will have a quiz for each chapter of the text. Each quiz will be 15 points. You will be given 15 minutes to complete each quiz. Please make sure to study before attempting each quiz.
* You will have a midterm and a final. The number of questions for each and the chapters covered will be determined on a class-by-class basis. More information will be given before you attempt each of these.
* Accommodations will be made for students with disabilities.

**Naming Homework files:**

Please use your first name, last name, and assignment title as the name for all homework files.

**Grades are final unless an error in math is found in the computation of your grade**

**Drop Policy:**

* If you decide to drop the course, please do not simply stop attending. In order to officially drop a class you must fill out a program change card, available in the Admissions and Records Office. Drop dates are listed in your Reedley College Class Schedule. If you simply stop attending, you will be assigned a letter grade.

**Student Conduct:**

* As stated in your schedule of courses, students are expected to conduct themselves in a responsible manner whenever they are on campus or representing the college in any activity. Board Policy 5410 states the specific rules and regulations and a copy of the policy is available in the college library, the admissions office, Dean of Students & Dean of Instruction offices as well as the student activities office.
* Conduct standards are designed to perpetuate the college’s educational purposes, allowing students to enjoy the right of freedom to learn. To that end, students who fail to meet the conduct standards, or who interfere with the rights of freedom to learn of others will be removed from class.

\***Ethics**:

* You will notice that we will discuss ethical issues, as such you should understand that cheating and plagiarism is not acceptable in this class (or any other).

**\*Accommodations for students with disabilities**:

* If you have a verified need for an academic accommodation or materials in alternate media (i.e.: Braille, large print, electronic text, etc.) per the Americans with Disabilities Act (ADA) or Section 504 of the Rehabilitation Act, please contact me, or the **DSPS office - ext 3332**  as soon as possible
* \*Please see the Reedley College catalog for clarification of issues and additional guidelines.

**General Guidelines for Online Classes:**

Discussion Boards: Each week, students will take part in discussions based on the topics covered in the text. In order to receive credit for discussion board topics, students must post an original response by Wednesday at midnight and must respond a minimum of four times to other students’ posts. In other words, students will post at least five responses (one of which is a response directly to the discussion prompt) for each discussion topic.

Quizzes & Exams: You’ll notice that there are time limits for taking quizzes and exams online. The time limits have been established to accurately assess a student who studies the material prior to completing the quiz/exam. Points will be taken from students who go over the time limit. This is to ensure that students do not have time to simply look up all answers in the text. Please make sure to be prepared **before** taking a quiz/exam.

Submitting Assignments: Assignments will be accepted only through the Blackboard system. Please submit assignments in the Assignments section of Blackboard. There should be a link to submit each individual assignment. **Do not use the Digital Drop Box. Do not e-mail your instructor assignments**. Neither will be accepted. Assignments will not be accepted late. Make sure to label assignments correctly.

Course Resources: In general, students will be able to find resources needed for assignments and projects in the Resources section of Blackboard. Students who have oral presentation requirements should have access to equipment and software for recording and uploading video. This can be as simple as a webcam with microphone. Other students may decide to use a digital camera (video) and upload video. Either way is adequate.

Grading: Although assignment grades are posted on Blackboard, calculations in Blackboard are not accurate with overall grades. Student grades are weighted by category. There is a document in the Resources section of Blackboard that explains how to calculate your current, overall grade.

THIS SYLLABUS AND THE COURSE ACTIVITIES SCHEDULE ARE SUBJECT TO CHANGE AS DEEMED NECESSARY BY THE INSTRUCTOR.