

**Course Syllabus- Spring 2009**  
**Instructor: Mr. Eric Nasalroad**  
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**Office Hours: Posted on Office Door**

**Course Title & Code #:** MKTG 12 – Advertising & Promotion - Schedule # 51884  
**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

**Learning Objectives:**

**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.

**Learning Outcomes:**

**Upon completion of this course, students will be able to:**

- A. analyze the target market in order to choose the appropriate media in which to advertise.
- B. display an increased awareness of the regulations and regulators of advertising.
- C. develop the appropriate strategy to make buyers aware of products, choosing the best approach for the particular situation.
- D. outline and discuss the consumer perception process and discuss the importance of perception in advertising.
- E. debate the pros and cons of advertising.
- F. distinguish the differences in ethical standards across borders.
- G. understand international issues affecting advertising.
- H. Explain the differences between cultures and the impact of those differences on advertising.
- I. complete a thorough SWOT analysis.
- J. explain the difference between advertising and public relations.
- K. understand and capitalize on the various cultural factors that influence advertising in the national and international arenas.
- L. 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:** Contemporary Advertising by William Arens

**Grading**

Course Activities & Evaluations:

Earned Percentage of Possible Points - Grade:

Participation/Discussions	15%	90 - 100%	A
Homework Assignments	15%	80 - 89%	B
Project Work	20%	70 - 79%	C
Quizzes & Exams	40%	60 - 69%	D
Final	10%	< 60%	F

(weights are approximate)

## PAPER & SUPPLIES (Not applicable to online classes):

- **Non-spiral** edge, lined paper (**8.5 x 11 in**).
- A supply of quiz strips (15 questions → **815-E**)
- A supply of scantron answer sheets for tests (100 question → **882-E**)

## 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:

1. \*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 Eric Nasalroad Question about homework*

2. Use the spell checker.
  - a. Your e-mail messages represent you. Be accurate and be professional.
3. Use proper grammar.
  - a. Make a habit of constantly improving the way you communicate.
4. Do not type in all capital letters.
  - a. 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 will not be read.

## BLACKBOARD

- The website is:  
<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.

## EXTRA CREDIT – BIO SHEET

- Each semester, I give one opportunity for extra credit. That opportunity must be exercised within the first week of class and it will not be repeated later in the term. If you choose to take advantage of this assignment, you must create a “Bio Sheet” that will help me get to know you. I will keep the sheet in a course binder and use it to learn your name and face more quickly than if I did not have them.
- This “use it or lose it” extra credit opportunity is worth 10 points and it must meet the very specific guidelines that follow:
  - Please submit a full-page sheet. Please do not submit an index card or hand-written work.

- Must include: at least one current picture of yourself, your correct, current e-mail address, your major, and a brief bio (description) of yourself (include things that you are good at, passionate about, or things that make you “you”).
- Full credit will be given to those who make me laugh, impress me with their design, or whose Bio Sheets greatly exceed general expectations.
- Please see examples on Blackboard of good and bad Bio Sheets.

### **ATTENDANCE & PARTICIPATION (face-to-face classes)**

- Your attendance and participation are important. Attendance will be taken at the beginning of each class period. You will be given a “free ride” for up to three (3) class hours (50 minutes each).
- Students missing **six (6)** or more hours may be dropped from the course for non-attendance. For classes that meet two times per week, students missing **four (4)** or more classes may be dropped for non-attendance. For classes that meet once per week, students missing **two (2)** or more classes may be dropped for non-attendance. For online classes, students missing **two (2)** weeks of discussion or assignments may be dropped for non-attendance.
- Unless you regularly prepare for and attend class you can not participate fully in the course. Your success in this course depends on your active participation. In fact, your participation and homework is worth a portion of your grade. There will be no opportunity to make up missed participation points.
- Participation points will be earned for activities such as:
  - Participating in group discussions
  - Participating in group projects
  - Demonstration of skills at the board
  - Oral presentations
  - In class projects and work papers
  - Many other activities
- Students entering or leaving the classroom at times other than the scheduled start/end of class cause a disruption to students and instructors, and it is rude. Class begins on the hour (or half hour – depending on the scheduled start time) not 10 minutes past the hour. In an effort to be courteous to your fellow students and the instructor, please make sure that you are in your seat and ready to “get to work” on time. Students who are habitually tardy (3 or more times per term) will be penalized, as will those who leave class early (without making prior arrangements).
- Students attending less than 30 of the normal 50 minutes of class per hour will be counted as absent and subject to the drop policy if 6 or more days are counted as absent. You should be aware that participation points and quiz points are often earned at the beginning or end of the class session and there will be no opportunity to make up those points once they are missed.

### **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. You are also required to post at least four “follow-up” responses to your classmates’ original postings. 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. If you must miss class, you may also e-mail me homework assignments as long as they are submitted prior to when they are due. Please do not e-mail homework assignments unless you are doing so because you must miss class.
  - All homework assignments that are submitted via Blackboard or e-mail must be named correctly. Homework that is not submitted with the correct name will not be accepted. When naming a homework assignment, make sure to include your first and last name, the course abbreviation, official assignment title.

- **For example:** if I were submitting my Syllabus Hunt homework assignment for my Introduction to Business class, I would save it as “Eric Nasalroad BA 10 Syllabus Hunt.”
- **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.
- 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.
- Exam dates and chapters to be covered are clearly identified in the Course Schedule. Each test is worth approximately 50 points (depending on the number of chapters covered) and may consist of true/false, multiple choice, completion questions, and problems and case study questions. In most instances, you will need to provide a scantron and a #2 pencil for tests and exams. In some cases you will be asked to write your answers directly on the test form provided. Other times, you will be required to complete quizzes and exams online. All written answers must be neat and legible in order for you to receive full credit for your correct answers. Accommodations will be made for students with disabilities.

### **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.

#### **APPROPRIATE APPAREL:**

- Please be aware that the role of the Business Department is to prepare you for the world of work. We are charged with teaching you about the various functional areas of business as well as appropriate behaviors and attire. To that end, and in order to better serve the entire class, please refrain from wearing inappropriate apparel to class – including, but not limited to, excessively low cut clothing and low-riding pants. Gentlemen will not wear hats indoors and no-one will wear sunglasses unless they have a medical directive stating the sunglasses are necessary for medicinal purposes.

#### **CELL PHONE USE:**

- \*Please, if you carry a cell phone or pager, turn the ringer off or to vibrate so the rest of the class is not disrupted by a ring or beep. If your cell phone/pager rings, beeps or makes any other audible sounds in class, you can expect to lose your points for the day – impacting your attendance/participation credit. If you are penalized more than once for a cell phone “violation,” you can expect to be asked to leave the class. A ringing cell phone or pager may also initiate a pop quiz for the entire class.

#### **\*ETHICS IN THE CLASSROOM:**

- You will notice that we will often 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 boards, 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).

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 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 Course Documents 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 Course Documents 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.