

# MKTG 12: Advertising | Course Syllabus

Reedley College

**Course:** MKTG-12-51343-2016SP: Advertising

Spring 2016

**Instructor:** Andrew Shinn, MBA

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**Office:** Virtual

**Text:** (559) 744-3740

**Classroom:** Online

**Meeting times:** Several virtual meetings TBA

**Holidays:** January 18 (Martin Luther King, Jr. Day) , February 12 (Lincoln Day),  
February 15 (Washington Day), March 21-25 (Spring Recess)

**Text:**

**Required**

**PROMO2** (with CourseMate printed access card) by o'Guinn, Allen, and Semenik

ISBN10: 1-133-62617-3

ISBN13: 978-1-133-62617-6

<http://www.cengagebrain.com/shop/search/9781133626176>

## 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.

## 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.

# MKTG 12: Advertising | Course Syllabus

Reedley College

- 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 Objectives

- A. In the process of completing this course, students will:
- B. Recognize the important role advertising plays in marketing.
- C. Discuss and utilize the various methods of establishing advertising budgets.
- D. Use design layout concepts discussed in class when creating various advertising projects .
- E. Understand and properly use language or expressions used in advertising.
- F. Review and develop an appreciation for the services offered by advertising businesses.
- G. Identify target markets and select the appropriate media for reaching their target market.
- H. Design and construct various advertising and promotional products.
- I. Evaluate the differences in ethics among cultures.
- J. Compare and contrast cultural issues affecting advertising across borders.

## 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.

## 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)

# MKTG 12: Advertising | Course Syllabus

Reedley College

## Prerequisites

- Advisory - Eligibility for ENGL 125 Writing Skills for College
- Advisory - Eligibility for ENGL 126 Reading Skills for College
- Advisory - Eligibility for MATH 101

## Learning Methods & Course Activities:

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

## Computer Requirements

For this course, you'll need a computer that can access the internet, and a web browser with which you can view Blackboard. You'll also need:

- Speakers capable of listening to audio
- A webcam and microphone for [Google Hangout](#) sessions
- A free Google account for Google Hangout sessions (You can sign up for one [here](#).)
- Broadband internet access

## Policies

### Late Work

Late work will only be accepted *at half-credit* with a 2-paragraph explanation. *Please include the explanation in the comments section of the assignment on Blackboard when you submit the assignment.* This explanation will cover the following two items:

1. Why the work is late
2. What the student plans to do to avoid turning in late work in the future

### Extra Credit

Extra credit will be awarded for work that goes above and beyond normal expectations. Anyone who does his or her work with excellence in a way that impresses the instructor may find himself or herself with extra credit. Except for extreme cases, extra credit projects aren't assigned to make up for other work that should have been done.

## MKTG 12: Advertising | Course Syllabus

Reedley College

### 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 AND the **DSPS office - ext 3332** as soon as possible.

Please see the Reedley College catalog for clarification of issues and additional guidelines.

### Internet and E-mail access

- 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, Yahoo, etc.).
- Make sure your e-mail address is updated in the Blackboard system. I use Blackboard to send out information for the course including opportunities for extra credit and reminders about large assignments.
- 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. Before you e-mail me, post a question on the Course Questions discussion board. If you don't hear from me there within 48 hours or your question pertains to confidential information, follow the steps below.
  2. \*Use the subject line correctly. If your e-mail does not have the required information in the subject line, your email will not be read. 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 Andrew Shinn Question about homework*
  3. Use the spell checker.
    - a. Your e-mail messages represent you. Be accurate and be professional.
  4. Use proper grammar.
    - a. Make a habit of constantly improving the way you communicate.
  5. 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.

### Blackboard

**ALL assignments are to be turned in via Blackboard.** Assignments e-mailed to the Instructor or submitted on paper will not be accepted.

The website is:

<http://blackboard.reedleycollege.edu>

- The standard Blackboard login is:  
Username: your student ID number (example: 0123456)  
Password: your student ID number

## **MKTG 12: Advertising | Course Syllabus**

*Reedley College*

Blackboard help is available 24/7. The Blackboard help phone number is 1.866.401.7784

### **Attendance and Participation**

Generally, there will be no weekly attendance requirement. There are a few exceptions to this:

- You must log on to the course in Blackboard by Thursday, January 14 at 12pm. If you have not logged in by this point (according to Blackboard's access logs), you'll be dropped you from the course.
- We will have a few online discussions using [Google Hangouts](#). These are mandatory. You'll need to attend at least two of these to pass the course.

### **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 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). All assignments will be checked using Turnitin.com, and plagiarism will earn an automatic 0 for the assignment. More than one incident of plagiarism per student will be cause for being dropped from the course.

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