

**MKTG 12: Advertising and Promotion**  
**Course Syllabus: Spring 2017**  
**Adjunct Instructor: Mark Oller**  
**Email: mark.oller@reedleycollege.edu**

**Course Title & Code #:** MKTG 12 #59904 Advertising and Promotion

**Meeting Day, Time & Location:** Online

**Course Description:** This course will explore the processes of brand promotion and marketing. Students will gain an understanding of the market and environment for brand promotion. Emphasis will be placed on the tools, evaluation, and measurement of advertising campaigns.

**Prerequisites:** Students *must* purchase *new* copy of PROMO2 for its online access code.  
Advisories include: Eligibility for ENGL 125 & 126 and MATH 101

**Course Overview**

The basic outline and direction of this course will be as follows:

Introduction  
Promotion Industry  
Evolution of Brand Promotion  
Market Segmentation, Targeting, Positioning  
Buyer Behavior  
Regulatory Environment  
International Marketing for Brand Promotion  
Messaging and Marketing Strategy  
Internet Marketing  
Direct Marketing  
Sales Promotion and Point of Purchase  
Sponsorships, Product Placement, Branding  
Public Relations, International Marketing, Social Media, Enter  
Personal Selling, Sales Management  
Measuring Effectiveness

**Learning Methods & Course Activities:**

Online course is self-directed with time-sensitive assignments, quizzes, and tests.

**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:** PROMO2, 2<sup>nd</sup> Edition: Thomas O'Guinn; Chris Allen; Richard J. Semenik  
Publisher: Cengage

<b>Course Activities &amp; Evaluations:</b>	<b>Earned Percentage of Possible Points</b>	<b>Grade:</b>	
Discussion Boards Participation	10%	90 - 100%	A
Assignments	40%	80 - 89%	B
Periodic Quizzes and Exams	16%	70 - 79%	C
Midterm and Final	34%	60 - 69%	D
		< 60%	F

**INTERNET & E-MAIL**

An email address is required for all students. Make sure your current, correct e-mail is updated in the Canvas system. I will use this system to contact you via e-mail. When emailing the instructor, please adhere to the following:

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 were a student in Mktg 12 (Advertising and Promotion), the subject line on my email would be as follows: MKTG 12 Mark Oller Question about assignment*
2. Use the spell checker. Be accurate and be professional. People judge you based on how well you control the English language, especially when it is written.
3. Use proper grammar. Make a habit of constantly improving the way you communicate. Don't use text message lingo. The grammar you use creates an impression for others. Give them the impression

that you are intelligent.

#### **CANVAS**

- The website is:  
<https://scccd.instructure.com/>

#### **GRADING**

- The course grade will be based on the student's total points as a percentage of total points available.

#### **PARTICIPATION (online classes)**

- Your participation in discussions and assignments is important. Missing assignments will be considered non-participation for purposes of attendance and grading.

#### **ASSIGNMENTS, QUIZZES, EXAMS**

- Assignments will be timely, that is, past due assignments will not be accepted.
- Assignments that are submitted must be properly identified with name, date, course, and assignment detail.
- **For example:** *Tomas Chavez, January 1, 2017, MKTG 12, Integrated Marketing.*

#### **DROP POLICY March 10, 2017**

- If you decide to drop the course, 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 do not actively drop a course, an instructor has no choice but to assign a letter grade—usually an F.

#### **STUDENT CONDUCT:**

- 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. The unique nature of online courses requires that any inappropriate comments by a student on class discussion boards will be justifiable cause for immediate dismissal from the Course, entirely at the Instructor's discretion.

#### **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.

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