

MKGT 12 - Course Syllabus

TERM Spring 2023 **SECTION #** 50057

Instructor: Ms. Chanell Marturana

Office Hours: By Appointment

Email: chanell.marturana@reedleycollege.edu

Meeting Day, Time & Location: **Web:** No specific meeting time, but you must log on frequently throughout each week.

COURSE OBJECTIVES

This course explores the process of brand promotion and marketing. Students will gain an understanding of the market and environment for brand promotion. Emphasis is placed on the tools, evaluation, and measurement of advertising campaigns. ADVISORIES: Eligibility for Mathematics 201. (A, CSU) Course Hours Per Week

Lecture 3

Lab 0

Semester Hours Credit 3

COURSE MATERIALS

Textbook required:

Advertising and Integrated Brand Promotion , 8th Edition

Thomas O'Guinn; Chris Allen; Angeline Close Scheinbaum; Richard J. Semenik

ISBN-10: 1-337-11021-3

ISBN-13: 978-1-337-11021-1

LEARNING OBJECTIVES AND OUTCOMES

1. Calculate the cost of various advertising campaigns
2. Create an advertising campaign
3. Read case studies
4. Complete written assignments
5. Study Claritas Prizm segments

Student Learning Outcomes (SLOs)

1. Analyze the target market and choose the appropriate media in which to advertise.
2. Define advertising and define public relations.
3. Identify and define steps in the consumer perception process.
4. Select an advertising strategy to make buyers aware of products that best fits a particular situation.

COURSE OUTLINE

A. Advertising perspectives

1. Dimensions of advertising
2. Economic, social and regulatory aspects of advertising
3. The scope of advertising

B. Crafting strategies

1. Foundations of Advertising
2. Segmentation and the marketing mix
3. Information gathering
4. Marketing and advertising planning
5. Media planning strategies

C. The communications mix

1. Relationship building
2. Creating ads and commercials
3. Media choices

D. The international aspect of advertising

1. Language barriers
2. Ethical issues

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, 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 MKTG 12 (Career Business), the subject line on my email would be as follows: MKTG 12 Chanell Marturana 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.

CANVAS

- We will use Canvas for our class management system. You can log in through the Reedley College home page.

HOMEWORK, QUIZZES, & EXAM

- 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.** Please do not e-mail homework assignments.
- **Please make sure to submit assignments in Microsoft Office compatible form (.doc) or rich text format (.rtf).** Assignments submitted in Word Perfect, Google docs, or other non-industry standard form will not be accepted. You must convert files to the proper format before submitting.
- Naming your assignments:

Every homework assignment should be named using your name in the title of the assignment file. For example: if I was submitting my Syllabus Hunt Assignment, I would name it: ChanellMarturanaSyllabusHunt.doc

If your name is not in the title of the assignment, it takes much longer to grade because of the way Canvas is set up. As such, you will lose valuable points by not naming your files correctly.

- 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.
- Quiz dates and chapters to be covered are clearly identified each week. Each quiz is worth approximately 100 points (depending on the number of chapters covered) and may consist of true/false, multiple choice, completion questions, and problems and case study questions. You will be required to complete quizzes and exams online. 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.

COURSE ACTIVITIES & EVALUATIONS:

Earned Percentage of Possible Points		Grade:	
Participation	18%	90 - 100%	A
Assignments	22%	80-89%	B
Exams	40%	70-79%	C
Final	20%	60-69%	D
		<60%	F

OFFICIAL CLASS DISCUSSION BOARDS & PARTICIPATION (18%)

- There is one "official class discussion" every week, Monday-Sunday
- Only postings in the "official class discussions" are graded
- Each student will be required to post an initial post by Wednesday of each week, in the designated discussion board, corresponding with each chapter for the week
- Each Student will need to reply to at least 2 other posts
- Participation is based off the following recommended Discussion Rubric:

9-10 pts	Timely discussion contributions. Comments are meaningful and show preparedness which reflect course readings. In-depth thought and contributions which add to the overall learning of the other individuals in the course. Demonstrates courtesy and respect to others.
7-8 pts	Timely discussion contributions. However, overall contribution is lacking in that readings are only sometimes incorporated into the discussions and postings do not always reflect questions posed or topics described. Individual participated in all but ONE of the discussion forums. Demonstrates courtesy and respect to others.
5-6 pts	Overall contributions not meaningful – type of comments for example ' <i>good idea</i> ' or ' <i>I agree</i> '. Very little evidence of having read course materials or giving any in-depth thought to the reading. Failed to participate in at least 2 discussions during the posting period.

<4 pts	Participation is erratic or non-existent. Little or no evidence of having read course materials and preparing for the discussion. Failed to participate in at least 3 discussions during the posting period.
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ASSIGNMENTS (22%)

All assignments are based on content, grammar, spelling, punctuation, and presentation. No late assignments will be accepted.

QUIZZES (40%)

- Quizzes will be available the week of each chapter session, beginning Thursday morning, and Due by midnight on Sunday
- Quizzes will be timed and graded on a point basis
- Each quiz is worth 100 points, and each student will get one attempt

FINAL (20%)

- The final will be available online in Canvas, the last week of the Semester on Monday, and due by midnight on Thursday
- You can only take the final once
- The final will only test you on material from the required textbook

DUE DATES

- Official class discussions are due at the end of every week, by midnight on Sunday
- Quizzes are due at the end of every week, by midnight on Sunday
- Assignments, are due accordingly as outlined in Canvas

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 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 2 times to other students' posts by Sunday at midnight. In other words, students will post at least three 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 answers in the text. Please make sure to be prepared **before** taking a quiz/exam.

Submitting Assignments: Assignments will be accepted only through the Canvas system. There should be a link to submit each individual assignment. Do not e-mail your instructor assignments. These will not be accepted. Assignments will not be accepted late. Make sure to label assignments correctly.

Course Resources: 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 Canvas, calculations in Canvas are not always accurate with overall grades.

Communication: You are welcome to e-mail me if you have questions or concerns. Please do so as early in the week as possible, as I generally do not log in to the system between Friday and Sunday. Unfortunately, sometimes we procrastinate, and complete assignments close to

deadlines, so if you do so and need help on a weekend, I probably will not be able to assist you in time. I will only be able to receive e-mails with the proper subject line, so make sure to check your syllabus to see what that means.

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

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 Canvas page for your course daily.
- Your attendance and participation will be graded based on the Discussion feature in Canvas. 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 (3 total posts for each discussion topic). 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.

STUDENT ENROLLMENT

If you wish to receive credit for this class, it is your responsibility to verify that you are enrolled in the class. To verify that you are enrolled in the class, please look at WebAdvisor online or visit the registrar’s office in the student service’s building at Reedley College.

STUDENT INITIATED DROPS

If you wish to drop this course, it is your responsibility to do so. The student has the ultimate responsibility for dropping the course. Drop deadline is the (end of 9th week for semester-length class.), noted in weekly assignments table.

INSTRUCTOR INITIATED DROPS

Students may be dropped for not showing up to class. In the online class, “showing up to class” means that you are at least posting to the “official class discussion” every week. If you do not post to the “official class discussion” during the first week, you may be dropped as a “no show.” If you do not post to the “official class discussions” for two consecutive weeks, you may also be dropped.

REINSTATEMENT

Reinstatement must be made by formal petition and is the responsibility of the student.

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 as soon as possible.

OTHER POLICIES

The instructor reserves the right to change the schedule, the number of assignments, the syllabus, and any other information related to the course or scheduling on this syllabus or otherwise. Changes will be announced via Canvas.

It is your responsibility to check your Reedley College email address. If you do not check your Student email, you may not receive emails from the instructor.

You are expected to conduct yourself with the highest moral and ethical behavior. Any cheating, plagiarism or offensive behavior will be dealt with according to campus policy (see college catalog for details of campus policy). The college regards cheating as a serious offense. More than intelligence, more than beauty, more than money, more than a good grade, more than anything else in the world – honesty and integrity are the most valuable qualities any individual can have.

WEEKLY CHECKLIST:

- Read assigned chapter text
- Post, reply, and participate in weekly discussion boards
- Participation is key for weekly attendance
- Completing quizzes and assignments on time

WEEKLY ASSIGNMENTS:

Week #	Month/Dates (Monday-Sunday)	Information/Assignments
Week 1	January 9-15	<ul style="list-style-type: none"> • First Day of Semester • Week 1 Starts • Syllabus Hunt • Weekly readings Chapter 1 • Discussion Board • Quiz
Week 2	January 16-22	<ul style="list-style-type: none"> • 1/16- Martin Luther King, Jr. Day observed (no classes held, campus closed) • Weekly readings Chapter 2 • Discussion Board • Quiz

		<ul style="list-style-type: none"> • 1/21 Last Day to Drop Full-term course
Week 3	January 23-29	<ul style="list-style-type: none"> • Weekly readings Chapter 3 • Discussion Boards • Quiz • 1/29- LAST DAY TO DROP A FALL 2021 FULL-TERM CLASS TO AVOID A “W” IN PERSON
Week 4	January 30- February 5	<ul style="list-style-type: none"> • Weekly readings Chapter 4 • Discussion Boards • Quiz • Assignment: Report 1
Week 5	February 6-12	<ul style="list-style-type: none"> • Weekly readings Chapter 5 • Discussion Boards • Quiz
Week 6	February 13-19	<ul style="list-style-type: none"> • Weekly readings Chapter 6 • Discussion Board • Quiz • 2/17 (Friday) Lincoln Day observance (no classes held, campus closed)
Week 7	February 20-26	<ul style="list-style-type: none"> • 2/20 (Monday) Washington Day observance (no classes held, campus closed) • Weekly readings Chapter 7 • Discussion Board • Quiz
Week 8	February 27-March 5	<ul style="list-style-type: none"> • Weekly readings Chapter 8 • Discussion Board • Quiz
Week 9	March 6-12	<ul style="list-style-type: none"> • 3/10 (Friday)-Last Day to drop a full-term class (letter grades assigned after this date) • Weekly readings Chapter 9 • Discussion Board • Quiz • Assignment: Report 2
Week 10	March 13-19	<ul style="list-style-type: none"> • Weekly readings Chapter 10 • Discussion Board • Quiz
Week 11	March 20-26	<ul style="list-style-type: none"> • Weekly readings Chapter 11 & 12 part 1 • Discussion Boards (2) • Quiz

Week 12	March 27- April 2	<ul style="list-style-type: none"> • Weekly readings Chapter 12 part 2 and Chapter 13 • Discussion Board • Quizzes
	April 3-9	<ul style="list-style-type: none"> • Spring recess (no classes held, campus open) • Good Friday observance (no classes held, campus closed) (classes reconvene April 10)
Week 13	April 10-16	<ul style="list-style-type: none"> • Weekly readings Chapter 14 • Discussion Board • Quiz
Week 14	April 17-23	<ul style="list-style-type: none"> • Weekly readings Chapter 15 • Discussion Board • Quiz
Week 15	April 24-30	<ul style="list-style-type: none"> • Weekly readings Chapter 16 • Discussion Board • Quiz
Week 16	May 1-7	<ul style="list-style-type: none"> • Weekly readings Chapter 17 • Discussion Board • Quiz
Week 17	May 8-14	<ul style="list-style-type: none"> • Weekly readings Chapter 18 • Discussion Board • Quiz • Assignment: Report 3 • Study for the final
Week 18	May 15-19	<ul style="list-style-type: none"> • Discussion Board • Final Exam Week • 5/18 (Thursday)- Final Exam Due • 5/19 (Friday) Last Day of the semester