

MKT 568.01W
Advertising and Promotion
Syllabus – Summer II, 2014

Instructor: Dr. Courtney Kernek, Ph.D.
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****VERY IMPORTANT**:** E-mail is my preferred method of contact as I am not always in the office. I regularly check my e-mail throughout the day so you should expect that I will reply to your e-mails within 24-48 hours. If your correspondence falls over the weekend or some unforeseen circumstance it may be longer. **ALL EMAILS MUST BE PREFACED WITH THE COURSE NUMBER FOLLOWED BY THE SUBJECT (EXAMPLE: MKT 568 Case 1).**

Required Textbook: Clow, Kenneth & Baack, Donald, *Integrated Advertising, Promotion, and Marketing Communications*, (5th Edition), Prentice Hall, 2010. [978-0-13-253896-1]

Course Description: An extensive study of the managerial role of decision-making in the promotion of commercial products and services. Contemporary problems of adaptation and development of promotional programs will be analyzed by institutions, government, nonprofit organizations, and consumers with emphasis on the relationship of company goals, ethics, and evaluation methods.

Course Objectives: Students should develop and demonstrate an understanding of the following:

- 1) Demonstrate an understanding of Integrated Marketing Communications and its role in achieving marketing objectives.
- 2) Understand and demonstrate the concept of branding and how advertising and promotions create and maintain brand equity.
- 3) Demonstrate an understanding of advertising and promotion techniques.
- 4) Analyze the importance of ethics in advertising and promotion and the types of regulation that affect advertising.
- 5) Recognize the complexities of IMC in business and international markets.

Course Grading: Final grades are based upon the Official University policy. There will be **NO** curve. A 79.9 average equals a "C." Your final course grade will be determined by dividing your total points earned by the course's total points.

- 5 Discussions (25 points each for a total of 125 points)
- 3 Cases (25 points each for a total of 75 points)
- 2 Creative Student Projects (50 points each for a total of 100 points)
- **Total (300 points)**

Course Requirements:

Discussion Board/ Participation: Students discuss topics posted by Dr. Kernek on the Discussion board. There are 5 discussion boards. This is the class participation component of the grade. If you were attending class, you would be expected to contribute to each week's class session, so you should treat the Discussion board as you would treat class participation. Please refer to the discussion board grading rubric as a general guideline.

Case Analyses: Case studies are posted under the Assignment unit. There are 3 cases. You are to read the case and answer the questions at the end of each case. Cases should be submitted as **text directly** to the **DROPBOX** (***DO NOT attach a word file, instead please type or copy cases into the Dropbox textbox. In addition, NO e-mail submissions will be accepted.***)

Participation/Creative Student Projects: There are 2 *individual* student projects. Each project offers the opportunity to creatively engage in advertising and promotional concepts in a variety of situations. Students are asked to read and execute the project described in each student project.

Comment on Late Assignments: Assignments are due by ***Sunday OF EACH WEEK***. Late submissions (after midnight) will be penalized.

“All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.” (*See Student’s Guide Handbook, Policies and Procedures, Conduct*)

Comment on Academic Honesty: There seems to be a belief among many that anything found on the Internet is free to use as one wishes. The "cut and paste" option also makes it quite tempting. However, information on the web must be properly cited just as you would any "hard copy" periodicals. Keep the following in mind:

1. It is generally not advisable to quote anything verbatim in a paper unless there is an overriding reason to do so, such as the use of a particular phrase or sentence that illustrates a point well and should not be changed. When you do so, you must provide place the statement in quotes in addition to a footnote at the end of the quote. Not placing the statement in quotes implies that the wording is your own.
2. Changing a few words in a sentence (for example, "large" to "big") may alleviate the need for quotes (depending on how much you change), but it is not the best way to go. If you are not going to provide a direct quote, then the material should be stated in your own terms. Changing a couple of words implies laziness.
3. Every idea you get from another source must be cited. Placing 100 citations in a paper does not imply that the work is not original, but that you did a proper job of giving credit where it was due.
4. The real danger in a "cut and paste" approach to report writing is that you end up including a lot of information that is related to the topic about which you are writing, but does not really address what you are trying to say. Putting things in your own words allows you to focus your comments more effectively.

Any deviation from the guidelines concerning quotes and citations constitutes plagiarism, as it suggests that you are trying to submit someone else's work and creativity as your own. If you have any questions, please let me know.

Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. For more information, please contact the Office of Advisement Services, Business Administration Building, and Room 314, (903)886-5133.

Marketing 568 Class Schedule:

Week	DUE Date	Chapter(s)	Activities / Assignments
1			Syllabus Review & Student Introductions
1	7/13	1	Discussion Board
1	7/13	2	Case 2: A Healthy Image (Page 49)
2	7/20	3	Student Project (Page 77)
2	7/20	4	Discussion Board
2		5	
3	7/27	6	Discussion Board
3	7/27	7	Case 1: Black-Eyed Marketing (Page 194)
3		8	
4	8/3	9, 10	Case 1: After the Rush (Page 280)
4	8/3	11	Discussion Board
4	8/3	12, 13	Student Project (Page 335)
5		14	
5	8/8	15	Discussion Board

GRADING:

The following rubrics will provide students a detailed look into how materials are graded.

RUBRIC FOR ASSIGNMENTS					
	Unacceptable 0 Points	Acceptable 3 Point	Good 4 Points	Excellent 5 Points	Assigned Grade
Effective demonstrated an overall understanding of the assignment					
Clearly demonstrated an understanding of the concepts within the assignment					
Effectively performed all tasks required in the assignment					
Presented information that was realistic, logical, and clearly communicated					
Presented well-organized and grammatically correct information					
Total Points Possible: 25					

RUBRIC FOR DISCUSSION BOARDS					
Criteria	Unacceptable 0 Points	Acceptable 3 Point	Good 4 Points	Excellent 5 Points	Assigned Grade
Frequency	Participates not at all.	Participates 1-2 times on the same day.	Participates 3-4 times but postings not distributed throughout week.	Participates 4-5 times throughout the week.	
Initial Assignment Posting	Posts no assignment.	Posts adequate assignment with superficial thought and preparation; doesn't address all aspects of the task.	Posts well developed assignment that addresses all aspects of the task; lacks full development of concepts.	Posts well developed assignment that fully addresses and develops all aspects of the task.	
Follow-Up Postings	Posts no follow-up responses to others.	Posts shallow contribution to discussion (e.g., agrees or disagrees); does not enrich discussion.	Elaborates on an existing posting with further comment or observation.	Demonstrates analysis of others' posts; extends meaningful discussion by building on previous posts.	
References & Support	Includes no references or supporting experience.	Uses personal experience, but no references to readings or research.	Incorporates some references from literature and personal experience.	Uses references to literature, readings, or personal experience to support comments.	
Clarity & Mechanics	Posts long, unorganized or rude content that may contain multiple errors or may be inappropriate.	Communicates in friendly, courteous and helpful manner with some errors in clarity or mechanics.	Contributes valuable information to discussion with minor clarity or mechanics errors.	Contributes to discussion with clear, concise comments formatted in an easy to read style that is free of grammatical or spelling errors.	
Total Points Possible: 25					