



TEXAS A&M UNIVERSITY COMMERCE

MKT 568
Advertising and Promotion
Web Enhanced-Web Based classes
FALL 2015

Professor:	Dr. Yasemin Ocal Atinc
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Office Hours:	(T) 12:15- 2:00 p.m.-office hours (other times by appointment)

General Course Information

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:
<ol style="list-style-type: none">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.
Required Text:
Clow, Kenneth & Baack, Donald, <i>Integrated Advertising, Promotion, and Marketing Communications</i> , (5th Edition), Prentice Hall, 2012. [978-0-13-253896-1]

Class Policies

Grading:

- Two Cases (25 points each for a total of 50 points)
- Midterm Exam (100 points)
- Group Student Project (125 points for project)
- Final Exam (100 points)
- Discussion Postings (25 points)
- **Total (400 points)**

Your final grade will be based on the following scale:

A=360-400

B=320-359

C=280-319

D=240-279

F=239 and below

* Unexcused absences for exams or other assignments will result in a grade of zero. Academic regulations and procedures as found in the Texas A&M-Commerce govern all grading and academic policies.

All of the grading rubrics will be uploaded to Dropbox Doc Sharing folder.

Attendance & Class Participation:

Attendance and participation are vital to the success of your learning experience. The roll will be taken during the first 5-10 minutes of the class. If you are not in class when the roll is taken you will be marked as absent. Students who leave early without advance notice to the instructor and sleeping during the class session will be marked as absent.

Please note you will not be allowed to make up missed work or exams (arrangements must be made with me **prior** to the due date of the assignment or day of the exam).

It is the student's responsibility to find out from their classmates what materials were covered, distributed, or assigned during any missed classes.

The attendance policy does not apply to the students of the online class. However, they are expected to be active participants of the class and will be evaluated for participation.

School Policies

Academic Dishonesty:

CODE OF STUDENT CONDUCT: All students will follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. See Student's Guidebook at <http://www.tamuc.edu/CampusLife/documents/studentGuidebook.pdf>. Plagiarism and other forms of academic dishonesty are not tolerated. Instructors "are expected to uphold and support student integrity and honesty by maintaining conditions that encourage and enforce academic honesty. Conduct that violates generally accepted standards of academic honesty is "Academic dishonesty." It includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material." See 13.99.99.R0.03 Plagiarism <http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99>

.99.R0.03Plagiarism.aspx

Penalties for students guilty of academic dishonesty could include failing this course, disciplinary probation, suspension, and expulsion.

During the class, students are required to put their cell phones at silence mode. Text messaging, listening to music from mobile audio devices, surfing the internet or using online chat programs are not permitted. Students are allowed to use laptops or tablets during the lectures as long as they use them for class related purpose. *Although the students of the online class do not meet face to face, similar policies, such as putting the cell phones at silence mode during live sessions, are still applicable.*

American Disabilities Act:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce

Gee Library

Room 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

StudentDisabilityServices@tamuc.edu

Course Communication:

It is the responsibility of the student to ensure that all notifications and materials sent to the instructor are received by the instructor.

Students are required to check their email at least once a day. The eCollege environment will be used for class related material and document posting so the students are expected and required to have access to that platform.

Case Assignments

Case studies are posted under the Assignment unit. There are two 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. Please note that cases will be analyzed by turnitin.com for plagiarism.

Group Project

This group project offers the opportunity to creatively engage in advertising and promotional concepts in a practical situation. Students will be provided additional information once the class starts.

Please be mindful that social loafing is unacceptable. Each team member is expected to contribute fully to this assignment. Each team member will be evaluated by his/her team members. Individual project grades will depend in part on these evaluations.

Exams

There will be a midterm exam and a final exam. Please see the below schedule for covered chapters.

Course Schedule

Week	Chapter(s)	Activities / Assignments
1		Syllabus Review & Student Introductions
2	1	Discussion Board Group Student Project
3	2	Case 1
4	3	Group Student Project Information and Assignment of groups (Groups will be randomly assigned)
5	4	
6	5	Discussion Board
7	6	
8	7	Midterm Exam
9	8	
10	9	Case 2
11	10	
12	11	Discussion Board
13	12, 13	Group Student Project
14	14	
15	15	
16		Group Student Project Due
17		Final Exam

The above schedule is tentative and subject to change at the discretion of the instructor.
(The official schedule will be followed for the final exam date)