



WACO, TEXAS

COURSE SYLLABUS & INSTRUCTOR PLAN

Advertising and Sales Promotion

MRKG 2349 50

BECKY PARKER

NOTE: This is a 16-week course.

COVID 19 Notice:

McLennan Community College is committed to providing you with every resource you need to reach your academic goals including your safety. We will continue to monitor the evolving situation with COVID 19 and adjust our safety guidelines to make sure we offer a safe environment for you and our faculty. Please make sure to consult your faculty and the MCC website at <https://www.mclennan.edu/crisis-management/coronavirus-updates/index.html> on any changes to these guidelines.

Course Description

Presents integrated marketing communications. Introduces advertising principles, practices, and multi-media of persuasive communication including buyer behavior, budgeting, and regulatory constraints. (Offered fall only) Semester Hours 3 (lecture)

Prerequisites and/or Corequisites:

MRKG 1311

Course Notes and Instructor Recommendations:

Creativity is critical in advertising. Come to class prepared to stretch yourself creatively. Group projects are a significant part of the course

Instructor Information:

Instructor Name: Becky Parker

MCC E-mail: bparker@mclennan.edu

Office Phone Number: 254-299-8651

Office Location: BT 207

Office/Teacher Conference Hours: Office/Teacher Conference Hours: Office/Teacher Conference Hours:

Monday: 9 – 9:30am & 2:30 -3:30pm; Wednesday: 9 – 9:30am, 12:30-2:00pm & 4-5:00 pm;

Online office hours: Sunday, Monday and Tuesday 9:00– 10:00pm.

Available at other times if needed. Please email to schedule.

Required Text & Materials:

Title: Launch, and OER text edited by instructor

PDF provided in BrightSpace

The internet will be used extensively in classroom participation, reference and in developing computer/internet skills. We will also be using the book *Twenty Ads that Shook the World* by James Twitchell. You will be able to check out a copy.

The internet will be used extensively in classroom participation, reference and in developing computer/internet skills Quizzes on Brightspace will be required.

Minimum Technical Skills:

Students should have basic computer skills, knowledge of word processing software, and a basic understanding of how to use search engines and common web browsers.

Course Objectives and/or Competencies:

Advertising and Sales Promotion introduces students to contemporary principles and practices of advertising and sales promotion. While advertising can be creative and fun, success in the field is dependent on understanding and application of fundamental concepts and strategies.

COMPETENCIES: Upon successful completion of this course, the student will:

1. Recognize the role of advertising (promotion) in society, in business and in the marketing mix
2. Understand the structure of the advertising industry, its historical evolution and key economic, ethical and regulatory issues
3. Understand the role of planning in the advertising process including segmenting/targeting/positioning, communicating value and research.
4. Learn the basis for creativity, message strategy, art direction and production and in doing so develop an appreciation and respect for the creative effort involved in advertising.
5. Be familiar with issues and strategies relating to media placement.
6. Identify the forms of promotion other than advertising – event sponsorship, advertainment, sales promotion, point-of-purchase, public relations and understand the strategic application of each.
7. Identify possible advertising career opportunities.
8. Utilize current technology in researching relevant marketing resources.

Course Outline or Schedule:

Following is a tentative schedule. Any changes will be announced in class and in Brightspace

Week 1	8/24	Intro Chapter 1, Advertising and Promotion/ Advertising History
Week 2	8/31	Chapter 2, Advertising and Society
Week 3	9/7	Chapter 3, Consumers and the Communication Process Chapter 4, Research
Week 4	9/14	Chapter 5, Segment, Target and Position Chapter 6, Budgets
Week 5	9/21	Television/Project 1 Test 1
Week 6	9/28	Chapter 7, Create a Plan
Week 7	10/5	Chapter 8, Creative Strategy Creative Exercises

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Week 8	10/12	Chapter 9, Make the message sell Chapter 10, Media Buying
Week 9	10/19	Radio, Television Test 2
Week 10	10/26	Chapter 11, Execute Outdoor, Alternative Media
Week 11	11/2	Newspaper/Magazine Internet Marketing/Social Media
Week 12	11/9	Direct Mail
Week 13	11/16 11/18	Media Buying Review Scholar's Day
Week 14	11/23	Thanksgiving Holiday
Week 15	11/30	Test 3
Week 16	12/7	Final Exam

Course Grading Information:

There will be 3 tests and a final exam. Grades will be based on the following system:

Tests	30%
Final Exam	10
Advertising Projects (2)	35
Daily grades/assignments/participation/attendance	<u>25</u>
Total	100%

Cheating is unethical and will not be tolerated in my class. If the instructor has evidence that you are guilty of cheating you will receive an "F" for the assignment/test. Cheating includes using another's work as your own or allowing your work to be used as another's and using materials not accessible to all students, such as the solution manual for the text.

Late Work, Attendance, and Make Up Work Policies:

Classroom work and daily assignments are comprised of anything you are assigned to do to supplement lectures and textbook reading. Assignments will be due as assigned. **You must be physically present in class to earn a grade for these assignments.** Do not expect the instructor to print out homework assignments that you email.

You will also be expected to access Brightspace for assignments and quizzes. No late work will be accepted and quizzes may not be made up at a later date. As a result of this policy, your lowest scores will be dropped.

If you miss a scheduled test, you will be responsible for scheduling a make-up. 20 points will be deducted from your score for any test not taken in class on the day it was scheduled.

Student Behavioral Expectations or Conduct Policy:

The classroom is a training ground for your work environment. Consider class time a meeting with a boss or client. In a business meeting you should be on time, not be interrupted by a cell phone, dress appropriately and actively participate. You should also show respect for fellow students and the instructor. Teasing or verbal abuse of other students will not be tolerated.

In accordance with the "General Conduct Policy", MCC intends to provide an atmosphere conducive to learning. Adherence to the behavioral standards of mutual respect and academic honesty is expected of all students. Refer to the "General Conduct Policy" printed in the Highlander Guide for a more inclusive discussion of acceptable classroom conduct.

If you have your cell phone out, you will be given one warning to put it away. If it happens again, you have made it clear that you have other priorities so you will be asked to leave the class for the day and will be counted as absent no matter how long you have been in class.

With that said, I realize that cell phones are an integral part of your lives and for that reason, I may provide you some "tech time" during class as well as use them during class time for educational purposes. I will notify you in class when it is "tech time."

Avoid getting up in the middle of class to go to the restroom, get a drink, or perform any other activity, unless you are feeling sick. The class will appreciate your consideration. This is a class meeting -- not a come-and-go reception.

Loud, raucous behavior in the classroom is not acceptable. Do not carry on a own private conversations while the instructor or a fellow student is speaking. This is rude and disrespectful and you will be asked to leave class.

The use of alcohol, drugs or tobacco products is not allowed in the classroom. Do not attend class with the smell of or under the influence of drugs or alcohol.

*** [Click Here for the MCC Academic Integrity Statement](http://www.mclennan.edu/academic-integrity)**

(www.mclennan.edu/academic-integrity)

The link above will provide you with information about academic integrity, dishonesty, and cheating.

*** [Click Here for the MCC Attendance/Absences Policy](https://www.mclennan.edu/highlander-guide/policies.html)**

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Click on the link above for the college policies on attendance and absences. Your instructor may have additional guidelines specific to this course.

** You will need to access each link separately through your Web browser (for example: Mozilla Firefox, Chrome, Microsoft Edge or Safari) to print each link's information.*



ACADEMIC RESOURCES/POLICIES

Accommodations/ADA Statement:

Any student who is a qualified individual with a disability may request reasonable accommodations to assist with providing equal access to educational opportunities. Students should contact the Accommodations Coordinator as soon as possible to provide documentation and make necessary arrangements. Once that process is completed, appropriate verification will be provided to the student and instructor. Please note that instructors are not required to provide classroom accommodations to students until appropriate verification has been provided by the Accommodations Coordinator. For additional information, please visit www.mclennan.edu/disability.

Students with questions or who require assistance with disabilities involving physical, classroom, or testing accommodations should contact:

disabilities@mclennan.edu

254-299-8122

Room 319, Student Services Center

Title IX:

We care about your safety, and value an environment where students and instructors can successfully teach and learn together. If you or someone you know experiences unwelcomed behavior, we are here to help. Individuals who would like to report an incident of sexual misconduct are encouraged to immediately contact the Title IX Coordinator at titleix@mclennan.edu or by calling Dr. Drew Canham (Chief of Staff for Diversity, Equity & Inclusion/Title IX) at (254) 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC at (254) 299-8210. The MCC Student Counseling Center is a confidential resource for students. Any student or employee may report sexual harassment anonymously by visiting <http://www.lighthouse-services.com/mclennan/>.

Go to McLennan's Title IX webpage at www.mclennan.edu/titleix/. It contains more information about definitions, reporting, confidentiality, resources, and what to do if you or someone you know is a victim of sexual misconduct, gender-based violence or the crimes of rape, acquaintance rape, sexual assault, sexual harassment, stalking, dating violence, or domestic violence.

Student Support/Resources:

MCC provides a variety of services to support student success in the classroom and in your academic pursuits to include counseling, tutors, technology help desk, advising, financial aid, etc. A listing of these and the many other services available to our students is available at <http://www.mclennan.edu/campus-resource-guide/>

College personnel recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources or want to explore strategies for balancing life and school, we encourage you to contact a Success Coach by calling (254) 299-8226 or emailing SuccessCoach@mclennan.edu. Students may visit the Completion Center Monday-Friday from 8 a.m.-5 p.m. to schedule a meeting with a Success Coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff based on household size. Text (254) 870-7573 to schedule a pantry appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

MCC Foundation Emergency Grant Fund:

Unanticipated expenses, such as car repairs, medical bills, housing, or job loss can affect us all. Should an unexpected expense arise, the MCC Foundation has an emergency grant fund that may be able to assist you. Please go to <https://www.mclennan.edu/foundation/scholarships-and-resources/emergencygrant.html> to find out more about the emergency grant. The application can be found at https://www.mclennan.edu/foundation/docs/Emergency_Grant_Application.pdf.

MCC Academic Integrity Statement:

Go to www.mclennan.edu/academic-integrity for information about academic integrity, dishonesty, and cheating.

Minimum System Requirements to Utilize MCC's D2L|Brightspace:

Go to <https://www.mclennan.edu/center-for-teaching-and-learning/Faculty-and-Staff-Commons/requirements.html> for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

Minimum Technical Skills:

Students should have basic computer skills, knowledge of word processing software, and a basic understanding of how to use search engines and common web browsers.

Backup Plan for Technology:

In the event MCC's technology systems are down, you will be notified via your MCC student email address. Please note that all assignments and activities will be due on the date specified in the Instructor Plan, unless otherwise noted by the instructor.

Email Policy:

McLennan Community College would like to remind you of the policy (<http://www.mclennan.edu/employees/policy-manual/docs/E-XXXI-B.pdf>) regarding college email. All students, faculty, and staff are encouraged to use their McLennan email addresses when conducting college business.

A student's McLennan email address is the preferred email address that college employees should use for official college information or business. Students are expected to read and, if needed, respond in a timely manner to college emails. For more information about your student email account, go to www.mclennan.edu/student-email.

Instructional Uses of Email:

Faculty members can determine classroom use of email or electronic communications. Faculty should expect and encourage students to check the college email on a regular basis. Faculty should inform students in the course syllabus if another communication method is to be used and of any special or unusual expectations for electronic communications.

If a faculty member prefers not to communicate by email with their students, it should be reflected in the course syllabus and information should be provided for the preferred form of communication.

Email on Mobile Devices:

The College recommends that you set up your mobile device to receive McLennan emails. If you need assistance with set-up, you may email Helpdesk@mclennan.edu for help.

You can find help on the McLennan website about connecting your McLennan email account to your mobile device:

- [Email Setup for iPhones and iPads](https://support.microsoft.com/en-us/office/set-up-an-outlook-account-in-the-ios-mail-app-b2de2161-cc1d-49ef-9ef9-81acd1c8e234?ui=en-us&rs=en-us&ad=us) (<https://support.microsoft.com/en-us/office/set-up-an-outlook-account-in-the-ios-mail-app-b2de2161-cc1d-49ef-9ef9-81acd1c8e234?ui=en-us&rs=en-us&ad=us>)
- [Email Setup for Androids](https://support.microsoft.com/en-us/office/set-up-email-in-android-email-app-71147974-7aca-491b-978a-ab15e360434c?ui=en-us&rs=en-us&ad=us) (<https://support.microsoft.com/en-us/office/set-up-email-in-android-email-app-71147974-7aca-491b-978a-ab15e360434c?ui=en-us&rs=en-us&ad=us>)

Forwarding Emails:

You may forward emails that come to your McLennan address to alternate email addresses; however, the College will not be held responsible for emails forwarded to an alternate address that may be lost or placed in junk or spam filters.

For more helpful information about technology at MCC, go to [MCC's Tech Support Cheat Sheet](#) or email helpdesk@mclennan.edu.

Disclaimer:

The resources and policies listed above are merely for informational purposes and are subject to change without notice or obligation. The College reserves the right to change policies and other requirements in compliance with State and Federal laws. The provisions of this document do not constitute a contract.