MKTG 3325 – Advertising Management

Course Description/Overview

Communications theory related to market audience and group behavior; relationships of communications in the marketing mix and of advertising of the firm’s communication mix; establishing advertising appropriations and budgets; campaign strategy; media analysis; and the evaluation of the communication effort of the firm.

Prerequisite Knowledge
Junior standing

Course Technology
Students should be familiar with the use of Microsoft Office Word and PowerPoint (or other acceptable presentation) software and have access to Angelo State University Blackboard.

Class Meeting Times
MKTG 3325.010 class meets on Mondays/Wednesdays from 1:30 p.m. to 2:45 p.m.

Technical Support
The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or 1-866-942-2911; or by email at helpdesk@angelo.edu

Faculty/Instructor Information

Gayle Randall
Senior Instructor of Management and Marketing
Office: RAS 244
Phone: 325-486-6619; Mobile: 325-939-1263
E-mail: grandall@angelo.edu
Office Hours: Monday/Wednesday: 10:45 a.m. – 12:00 p.m.; 12:45 – 1:30 p.m.; other times by appointment

Course Objectives

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The objective of this course is to give the student a deep understanding of the promotion function within a firm’s marketing mix. Examination of topics such as the communications process, creative strategy, and media planning will form the foundation for examining the individual components of the promotion mix (not just advertising). By the end of the term, students should have a solid understanding of the tools available to marketers as they plan and execute their promotion programs.
Student Learning Outcomes
After completing this course, you should be able to:

- Explain each of the different promotional techniques used by marketers and when, why, and how each is used.
- Identify effective promotions and be able to critically assess marketers’ promotional activities.
- Detail how the promotional field has recently changed and continues to evolve.
- Identify social and ethical issues related to promotional activities and their impact on managerial decisions.

Methods of Assessing Learning Outcomes
Learning Outcomes will be assessed through four exams, assignments, and class participation.

Course Philosophy and Additional Skills Developed:
This course is designed to balance discussion and interaction with traditional lectures. Research has established that providing opportunities for active learning in the classroom usually improves the overall learning a student takes away from a course. Furthermore, the skills outlined below are critical to developing a desire for life-long learning required to succeed in your career of choice. With this in mind, this class and the lectures have been developed to engage students in discussion, small group work, and other activities to actively engage your participation. Therefore, the following ground rules are applied to the course:

1. Active participation - Everyone - students, professor, and visitors - will actively participate in the class on a daily basis. Attendance is not only expected, but imperative.
2. Cooperation and Mutual Respect - As leaders, we must learn to create an atmosphere of trust in our work teams. This means appreciating the unique set of experiences, beliefs and values each member brings to class. Another important element of trust and respect is listening. Good leaders are notable for the ability to listen to others and ask meaningful questions. Respectful turn taking in both sharing and listening is expected.
3. Creativity – You will be challenged to create new thought. When we think through something for the first time, we are creating our logic, purposes and reasons for thinking. We are making new assumptions. We are forming new concepts. We are asking new questions. We are making new inferences. We are working out a problem in a direction that is new to us.
4. Individual accountability – All members of the class will be held responsible for their own learning.

Course Textbook and Required Readings

Grading Policies

This course employs the following to measure student learning:

- Exam 1: 100 points
- Exam 2: 100 points
- Exam 3: 100 points
- Exam 4: 100 points
- 4 Assignments @ 25 points each: 100 points

Total Points: 500 points

Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

- A = 90 – 100 %
- B = 80 – 89 %
- C = 70 – 79 %
- D = 60 – 69 %
- F = Below 60%

- A = 450 - 500 points
- B = 400 – 449 points
- C = 350 – 399 points
- D = 300 – 349 points
- F = Below 300 points

Tests and Final Exams

The tests during the term are objective-test format. The tests will consist of multiple-choice questions given in the traditional format (given in the classroom on the dates specified on the Class Schedule). SCANTRON answer forms will be provided at no cost to students during the term for the multiple-choice questions.

The tests during the term will generally involve about 50 - 60 choice and they will sample about evenly from both the general concepts and the details presented in the text and in class.

Please keep in mind that being prepared and taking the tests during the allocated times is your responsibility. The tests are on the schedule and I urge you to mark them on your calendar now.

Feedback will be provided for each test, typically on the first class day following each exam. However, you are welcome to come by at any point to review your test in more detail if you wish. I will be pleased to go over your test with you personally if you have questions or concerns that are not discussed in the review of the exam.

The final exam will cover only the material covered since the prior exam.
Assignments
There are a total of 4 graded assignments. Each of the due dates for the assignments is listed on the Class Schedule and due on or before the dates assigned at the beginning of class. Each assignment is worth 25 points. Late submissions will be accepted with a 50% reduction in the grade.

Attendance Policy
Attendance is not only strongly encouraged, but expected. The model I will use in assigning attendance grades is as follows:

<table>
<thead>
<tr>
<th>Absences</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>0 to 2</td>
<td>Qualifies you for any curve that is given at the end of the term.</td>
</tr>
<tr>
<td>3 to 4</td>
<td>You do not qualify for any curve that is given at end of term.</td>
</tr>
<tr>
<td>5 to 6</td>
<td>Your final grade is dropped by a letter grade.</td>
</tr>
<tr>
<td>7+</td>
<td>You will receive an “F” for the term.</td>
</tr>
</tbody>
</table>

It is your responsibility to keep track of your attendance. **If you leave before the class ends or arrive late, you will be marked absent.**

Response Time
Individual exams will be graded and returned to the students within one week of the exam date.

Course Policies

Academic Honesty and Integrity
Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the university [Academic Honor Code](#) and the [ASU Student Handbook](#).

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It is the professor’s intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do not violate this trust. Violation of academic integrity will result in a failing grade for the course.
**Courtesy and Respect**

Courtesy and Respect are essential ingredients to this course. We respect each other's opinions and respect their point of view at all times while in our class sessions. The use of profanity & harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one’s ethnicity, life style, race (ethnicity), religion, etc.; violations of these rules will result in immediate dismissal from the course.

**Accommodations for Disability**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.15 Providing Accommodations for Students with Disabilities), the Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student's responsibility to initiate such a request by contacting the Student Life Office at (325) 942-2191 or (325) 942-2126; (325) 942-2126 (TDD/FAX) or by e-mail at Student.Life@angelo.edu to begin the process. The Student Life Office will establish the particular documentation requirements necessary for the various types of disabilities.

**Religious Holy Day Observance**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

**Course Drop**

To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit http://www.angelo.edu/services/registrar_office/course_drop_provisions.php.

**Incomplete as a Course grade**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade I is given when the student is unable to complete the course because of illness or personal misfortune. An I that is not removed before the end of the next long semester automatically becomes an F. A graduate student will be allowed one year to remove a grade of I before it automatically becomes an F. To graduate from ASU, a student must complete all I’s.

**Grade Appeal Process**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For
complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: 
http://www.angelo.edu/content/files/14196-op-1003-grade-grievance

Conferences
I look forward to the opportunity to get to know you during the term. I will be glad to talk with you about any aspect of the course—or for that matter anything that is on your mind during office hours and before or after classes as our schedules permit. Please let me know if I can be of help. I will also be happy to make an appointment to see you at a time that is convenient for you. Please feel free to call or text if you have any questions. I can best be reached at 325-939-1263 or grandall@angelo.edu.

Marketing 3325 Class Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Class Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/28</td>
<td>Course Introduction</td>
</tr>
<tr>
<td>8/30</td>
<td>Chapter 1, The Evolution of Advertising</td>
</tr>
<tr>
<td>9/04</td>
<td>Labor Day – Holiday!</td>
</tr>
<tr>
<td>9/06</td>
<td>Chapter 2, The Environment of Advertising</td>
</tr>
<tr>
<td>9/11</td>
<td>Chapter 4, Segmentation, Targeting, and the Marketing Mix</td>
</tr>
<tr>
<td>9/13</td>
<td>Chapter 4, Segmentation, Targeting, and the Marketing Mix/Assignment 1 Due</td>
</tr>
<tr>
<td>9/18</td>
<td>Chapter 5, Communication and Consumer Behavior</td>
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<tr>
<td>9/20</td>
<td>Chapter 5, Communication and Consumer Behavior</td>
</tr>
<tr>
<td>9/25</td>
<td><strong>Exam 1 (Chapters 1, 2, 4, 5)</strong></td>
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<tr>
<td>9/27</td>
<td>Chapter 6, Account Planning and Research</td>
</tr>
<tr>
<td>10/02</td>
<td>Chapter 7, Marketing, Advertising, and IMC Planning</td>
</tr>
<tr>
<td>10/04</td>
<td>Chapter 7, Marketing, Advertising, and IMC Planning/Assignment 2 Due</td>
</tr>
<tr>
<td>10/09</td>
<td>Chapter 8, Creating Ads: Strategy and Process</td>
</tr>
<tr>
<td>10/10</td>
<td><strong>College of Business Career Fair 11:00 – 2:00 in the UC</strong></td>
</tr>
</tbody>
</table>
10/11  Chapter 8, Creating Ads: Strategy and Process
10/16  Chapter 9, Creative Execution: Art and Copy
10/18  Exam 2 (Chapters 6, 7, 8, 9)
10/23  Chapter 10, Print Advertising
10/25  Chapter 10, Print Advertising/Assignment 3 Due
10/30  Chapter 11, Broadcast, Cable, and Satellite Media: TV and Radio
11/01  Chapter 11, Broadcast, Cable, and Satellite Media: TV and Radio
11/06  Chapter 12, Digital Interactive Media
11/08  Chapter 12, Digital Interactive Media
11/13  Chapter 13, Out-of-Home, Direct Mail, and Promotional Products
11/15  Exam 3 (Chapters 10, 11, 12, 13)
11/20  Chapter 14, Media Planning and Buying/Assignment 4 Due
11/22  Chapter 14, Media Planning and Buying
11/27  Chapter 15, IMC: Direct Marketing, Personal Selling, Packaging and Sales Promotion
11/29  Chapter 16, IMC: Public Relations, Sponsorship, and Corporate Advertising
12/04  Chapter 16, IMC: Public Relations, Sponsorship, and Corporate Advertising
12/06  Exam 4 (Chapters 14, 15, 16)