

# BUS 138-2557: Advertising and Promotion

MiraCosta College, Tue / Thurs 3:00 – 4:15 PM, OC4802, Fall 2016



Welcome to BUS 138. The goal of this course is to give you an overview of the field of advertising and promotions. Whether you are considering advertising or public relations as a career, majoring in or working on a certificate in some other area of business, or just trying to become a more informed consumer, I hope you find this course informative and fun. My goal is to make class as engaging as possible so that you learn by doing, which is why I try to tailor this course around those industries and companies that are of most interest to my customers (you!). This course gives you the opportunity to apply what you are learning by developing and “pitching” a promotional plan for a business.

Please print a hard copy of this Syllabus for easy reference. This Syllabus is also posted on Blackboard under “Syllabus”.

## Course Description

**This course introduces students to the principles of advertising and promotions. Students learn about the promotional process for a product or service, including strategic planning, branding, budgeting, message selection and media, ad creation, and public relations.**

This course is designed to give students an overview of the broad field of promotion. Students should come away with a general knowledge of the many facets of promotion including advertising, public relations, personal selling, social media, sales promotion, and direct marketing. In addition we will explore promotion’s role in society and in the business world as well as career opportunities available in the field.

## Course Details

**Semester:** Fall 2016: August 23 to December 13, 2016

**Class Number:** 2557

**Units:** 3

**Prerequisites:** None

**Acceptable for Credit:** CSU

**Meeting Times:** Tuesdays and Thursdays, 3:00 – 4:15 PM; Oceanside Campus, Room 4802

**Class Blackboard Web Site:** <https://blackboard.miracosta.edu>

## Student Learning Outcomes (SLOs) & Course Objectives

**Business Department Mission Statement: The Business and Accounting programs educate, develop and prepare students to successfully meet the multidisciplinary, technological and ethical challenges of a dynamic global business environment.**

To achieve this mission, MiraCosta is committed to providing you a coherent and meaningful education. To that end, the Business Administration faculty has identified three outcomes that you should be competent in as a result of your studies in this class. They are:

1. Compare and contrast advantages and disadvantages of various media for advertising campaigns.
2. Analyze and critique advertising messages based on guidelines established in class.
3. Design, formulate, and develop an advertising and/or public relations campaign based on guidelines established in class.

**Additional Objectives:** Beyond learning the subject matter, it is also my goal that you will:

1. Improve your written and oral communication skills.
2. Have an understanding of the various career opportunities in the promotions field.
3. Develop your interpersonal skills by working in teams.

## Instructor Information

**Name:** Cheryl Wadeson

**E-mail:** [cwadeson@miracosta.edu](mailto:cwadeson@miracosta.edu)

**Voicemail:** 760-757-2121 x1361

**Office hours:** Tuesday and Thursday from 1:00 – 1:30 PM in Oceanside T432.

**Background:** M.B.A from Pepperdine University and B.A. from USC

**Home Page:** <http://www.miracosta.edu/home/cwadeson/>

**Mobile Phone:** 760-440-8721 (text OK but please identify yourself and class)

## Course Materials



**Required Text:** PROMO2 – O’Guinn, Allen and Semenik, 2013 Edition, Cengage Southwestern Publishing. A copy of the text will be on 2 hour reserve at the SEC & OCN libraries. We do **not** use the online companion website for this text.

**Access to the text is required in the first week of class** in order to complete your first assignments. PDF versions of the first two chapters we will read, chapters 1 and 2, are posted on Blackboard under Content.

**Computer Access: This is a paperless class.** That means assignments are posted on Blackboard, submitted online via Blackboard, and all grades/comments are recorded in Blackboard. Assignments must be uploaded in Blackboard in either Word (.doc) or PDF (.pdf) file formats.

Students must have access to a reliable computer with internet access.

## Major Assignments

A promotional plan is an integral part of an overall marketing plan and outlines the strategies and tools a company will use to promote a product or service. A promotional plan is a vital planning tool that helps contribute toward the successful launch of a new product or service, expansion into a new market, or to simply generate more sales from existing customers and/or acquire new customers. The promotional plan covers all types of communication between the seller and the audience of potential or existing customers. There are several possible components of a promotional plan: direct marketing such as emails, loyalty clubs or direct mail, sales promotions such as coupons or sampling, traditional and digital advertising and social media, sponsorships, public relations, and personal selling. Each type of promotion has a distinct function and complements the other types. Companies typically include several of these components to come up with a “promotional mix.”

**Promotional Plan Team Project:** Students work over the semester in a team of ~4 people. Each team represents an advertising and promotions agency that is competing for a new account. Working as a team, you will develop a promotional plan and three promotional pieces for a business. Great promotional ideas are not developed by one person working alone. They are developed by teams of creative thinkers, brainstorming together. It takes more than creativity though. It also takes strategy and planning to keep the project on track and ensure it is both **creative and effective**, in order to achieve the intended business results. This semester-long project is submitted in sections: a promotional plan outline, a creative brief, mock-ups of the suggested promotional pieces, the final promotional plan and completed pieces, and a final “pitch” meeting to the client (represented by the instructor and your classmates, who will evaluate your pitch.) Grades earned by your team apply to all team members (as long as they submitted the assignment.) At the end, team members complete a peer review to confidentially assess each member’s contribution to the project, which will factor into your class participation score for the course. *The team project gives you an opportunity to learn by doing, develop your teamwork and critical thinking skills, and build confidence in your presentation skills.*

**Corporate Companion:** This is an individual, semester-long project in which you choose a well-known company and one of its products that interests you – something you are passionate about. It must be a tangible product you can buy in a retail location. Throughout the semester you will uncover information about the product by analyzing advertising, social media, press releases and media coverage, and sales promotions for the product. You will report on your findings and submit them in sections throughout the semester. *The Corporate Companion gives you an opportunity to see the concepts you’ve learned applied in a real-life business.*

**Homework:** In order for you to actively participate in class and make progress on your promotional plan deliverables, reading and homework are done **prior** to the class for which they are listed on the syllabus. Homework assignments are posted on Blackboard and consist of answering 2 to 3 critical thinking exercises for each chapter. The homework exercises are **brief** and submitted on-line via Blackboard-Assignments before class. *The purpose of homework is to ensure that all students have read the assigned materials so that productive classroom discussion can occur.*

**Quizzes:** I will administer 4 in-class quizzes throughout the semester. There is no midterm or final exam in this course. Quizzes include a mix of multiple choice and short answer questions. Quizzes are closed book, and cover both class readings and lecture material. Students are responsible for learning reading material whether or not it is covered in the lectures and class discussions. With **advance approval** from the instructor, make-up quizzes can be made available at the Academic Proctoring Center. *The purpose of quizzes is to ensure that you are retaining the key information points that we are learning.*

**Class Participation:** We will do a significant number of classroom activities, such as case studies, videos, group activities, and in-class writing to reinforce the concepts you are learning. Points for these activities may not be made up if

you miss class, and are a significant component of your grade. **Team member evaluations are also a factor in your participation score. Failure to meaningfully contribute to your team’s promotional plan and proving to be an unreliable team member or poor communicator often leads to less than stellar evaluations by your teammates, which has a negative impact on your grade.** To earn the *maximum* number of participation points requires not just exemplary attendance (since you must be present in order to participate in the activities) and being prepared, but being a *contributor*, meaning someone who proactively speaks up, shares meaningful insights with the class, and adds value to the discourse. To earn the *maximum* number of participation points, it is not enough to come to class and just sit and listen to the instructor and other students.

## Course Grading

Promotional Plan Team Project Overall	180 points	30%
Promotional Plan Outline (25 points)		
Creative Brief (25 points)		
Mock-Ups (30 points)		
Promotional Plan (65 points)		
Pitch Meeting (35 points)		
Homework (14 @ 10 points)	140 points	23%
Quizzes (4 @ 30 points)	120 points	20%
Corporate Companion (7 @ 10 points)	70 points	12%
Class Participation	<u>90 points</u>	<u>15%</u>
Total	600 points	100%

**Extra Credit:** In my 20 year business career, I’ve never once seen a boss tell an employee, “Don’t worry that you missed that deadline, you can just do extra credit to make up for it.” That doesn’t exist in the real world, which is why it doesn’t exist in this course.

Be sure to check the Blackboard Gradebook regularly. Any claimed errors or discrepancies in assignment grades must be brought to the Instructor’s attention within **two weeks** of when the grade was posted. Point postings are final after that.

**Subject to adjustment by Instructor in her sole discretion at the end of the semester, the letter grading will be: (percentage of total possible points)**

- A (Excellent): 90% +
- B (Good) 80-89%
- C (Average) 70-79%
- D (Below Average) 60-69%
- F (Failure) less than 60%

**Incomplete Grade:** Incompletes will only be considered for emergency or other unforeseeable justifiable reasons at the end of the term, and only upon agreement of clear conditions for completing coursework. Incompletes are *rarely* granted and only if the emergency or other unforeseeable justifiable reason occurs after the date for dropping the class. Work, vacation, family concerns, class schedules, time management problems, and other normal issues all students deal with do not qualify.

**Pass/ No Pass Grading Option:** You have the option to choose Pass/No Pass grading for this class. If you choose this option, you must submit a Petition for Pass/No Pass to Admissions & Records before 30% of the class has elapsed. This option for grading is nonreversible once selected. The petition form is available online, or from Admissions & Records. Students planning to transfer should consult with a counselor before opting for Pass/No Pass to ensure this option is accepted by their intended transfer institutions. Check the MiraCosta College catalog or schedule for more detailed information.

## Course Rules & Expectations

**Class Rules:** My intent is to have a relaxed atmosphere in class. Having said that, this is a *business* course, so it’s important that we model business behaviors. Thus, much of what we do and how we interact in the course will replicate “real world” business norms. Here is what that looks like:

- **Suit up, show up and come prepared to play.** I don’t literally mean wear a suit. I mean show up on time, prepared, and proactively contribute. So as not to distract from the learning experience, please refrain from texting or browsing online. What would happen in the work place if you repeatedly arrived late and didn’t contribute or ignored your work because you were texting? If traffic or other issues cause you to be late, please quietly take a seat near the door.

- **Create a “working together” culture.** In the global economy, we increasingly work with/sell to/buy from people of diverse ages, cultures, and backgrounds. Success in business has a lot to do with your interpersonal skills – being able to work well with others. Therefore, we do many activities in class to hone our interpersonal skills, collaborate, share our experiences, and create a “working together” culture.
- **Grades are earned.** As in many companies, the better your performance, the more you earn. The roadmap to success in this course is clearly outlined and also reviewed in detail at our first meeting. Success is not an accident; good planning and time management on your part are essential.
- **Show initiative and take personal responsibility.** Businesses want employees who are curious, show initiative, and are self-reliant problem solvers. In this course, you are responsible for utilizing Blackboard and following the syllabus to ensure you stay current with assignments. What would happen in the workplace if you lacked responsibility and missed deadlines? When in doubt, please reach out, but it’s far better to reach out with a question about the material that you may need help understanding, than to reach out with a basic question you could have answered if you’d taken the initiative to look at Blackboard or the syllabus.
- **Take what you do seriously, but don’t take yourself too seriously.** To do well in the long-term in your career and in life, you must find balance. Work hard, play hard, spend time with your loved ones, and mind your health.

**Attendance:** The Business Department has developed general expectations for attendance because we know regular attendance at each class session is important. You are responsible for getting the notes from class from another student if you miss a session. Be sure not to miss any classes during the first two weeks, and **not miss more than four total classes for the semester**. My intention is to meet students’ learning objectives and not “police” attendance; therefore, no distinction will be made between “excused” and “unexcused” absences. **More than 4 absences will result in being dropped from the class.**

**Academic Integrity:** In this course I utilize turnitin.com, an automated system for the detection of plagiarism that instructors can use to quickly and easily compare each student’s assignment with billions of web sites, as well as an enormous database of student papers that grows with each submission. You will submit assignments online via Blackboard. I receive a report from turnitin.com that states if and how another author’s work was used in the assignment. It is acceptable if small amounts of material from other sources are used as part of any class assignment, **as long as you properly cite the source**. Failing to do so constitutes plagiarism, which is a violation of the MiraCosta Student Code of Conduct and is reported to the Vice President of Student Discipline. For a more detailed look at this process, visit [http://www.turnitin.com/en\\_us/features/originalitycheck](http://www.turnitin.com/en_us/features/originalitycheck)

**Expectations of Faculty:** I will be prepared; grade student submissions promptly; be available during office hours and by appointment, meet with students in person and via phone; be responsive to email messages; and I will hold high standards for all of us. Faculty and students together are responsible for creating and sustaining a safe environment that facilitates learning, openness, personal growth, and mutual trust and respect. I am committed to student success.

**On-line Course Components:** You are expected to **check Blackboard and read your email several times a week for informational updates**. Assignments will only be accepted via Blackboard, in Word or PDF file formats.

**Late Work Policy:** Just as it can be career-damaging in the workplace to miss deadlines, late work is generally not accepted. If you must miss a class, please ensure you still submit your assignment on time in Blackboard. I understand that sometimes things happen to inhibit your ability to complete assignments (work, personal matters, etc.) This is why every student gets **one** “mulligan”/“get out of jail free card”/“late pass” – which means I will accept **one** late homework assignment from you without penalty as long as it is turned in within a week of the due date. This cannot apply to any of the promotional plan assignments. Everything else needs to be turned in on time or it will not be accepted. (To be clear, this is not a class you can routinely skip and just submit your assignment in Blackboard. As noted, more than 2 absences in the semester results in being dropped from the class.)

**Class Withdrawal Rules:** You are responsible to complete all necessary paperwork if you decide to withdraw from class. I must take strong steps to insure all students are attending and active. Therefore, I retain complete discretion to process a Withdrawal (Drop) for students for any of the following:

- Failure to complete any assignment during the first two weeks of the semester.
- Failure to complete two or more consecutive assignments.
- Missing any class during the first two weeks.
- **Missing 2 consecutive classes or 4 total classes during the term.**
- Failure to contribute to or submit two Promotional Plan assignments.

## College Policies & Services

**Disability Accommodations:** Students with disabilities, whether physical, learning, or psychological, who believe that they may need accommodations in this class, are encouraged to contact Disabled Students Programs & Services as soon as possible to ensure that such accommodations are implemented in a timely manner. Their phone number is 760-795-6658 and they are located in Building 3000-Student Services, Room 3009, adjacent to Parking lot 3C. Appointments are also available on the San Elijo campus on Mondays and Tuesdays.

### Important Dates and Drop Information:

- September 2, 2016 (Friday – week 2): Last day to ADD classes, and last day to DROP classes with no “W” and receive a refund.
- September 23, 2016: Last day to file Petition for Degree/Certificate and to file for Pass / No Pass. Consider this option only if you do not need a letter grade.
- November 18, 2016: Last day to Drop class with “W” grade. Drops after that receive a letter grade (generally an “F”). **If you discover this course is not for you, make sure to drop by this date.** Students are responsible to complete all necessary paperwork if they decide to withdraw from class.

**Academic Honesty:** You are responsible for performing academic tasks in such a way that honesty is not in question. Unless an exception is specifically defined by an instructor, you are expected to maintain the following standards of integrity:

- All tests, papers, oral and written assignments, recitations, and all other academic efforts are to be your work.
- Any use of wording, ideas, or findings of other persons, writers, or researchers requires the explicit citation of the source; use of the exact wording requires a “quotation” format.

**Plagiarism and Ethics Policy:** By enrolling in this class, you agree to the following statements of student behavior:

- I agree that I, and only I, will be the one completing and submitting class materials (homework, quizzes, exams, written projects, etc.) in my name.
- I agree that I will not directly copy or plagiarize material from books, publications, the Internet, other students’ work, or any other source. I am familiar with, and I agree not to violate, copyright laws. If small amounts of material from other sources are used as part of any class assignment, I agree to clearly indicate such and properly cite the source.
- I agree that any projects submitted for this class have been prepared for this class only and have not been, and never will be, submitted for any other class at MiraCosta or any other school.
- I agree that, unless approved by the instructors, I will not share answers to homework assignments, quizzes, exams, or any other course material with fellow classmates.
- I acknowledge that failure to comply with any of the above statements may result in failure of an assignment, removal from the course, failure in the course, and discipline action deemed appropriate by the instructors in their sole discretion and/or policies and procedures set forth by the Board of Trustees of the MiraCosta Community College District, fully described in the College Catalog.

**The Writing Center:** At the Writing Center, you can get assistance at any stage of any writing assignment. Whether you’re brainstorming ideas, revising what you’ve written so far, or making a few final edits, they offer thirty-minute, one-to-one, same-day or future appointments. They can even assist you with reading and grammar issues! Their trained writing consultants are good writers and friendly people who enjoy working with students. You can learn more here and make an appointment online: <http://www.miracosta.edu/student-services/writingcenter/appointment.html>. You may also call 760-795-6861, or stop by the Writing Center, on the first floor of the Hub. These people are here to help you – take advantage!

**Library Resources:** The MiraCosta College faculty librarians assist students with their research questions, whether academic or personal. This resource is crucial for your understanding of proper source citation. Students may obtain assistance from librarians either one-on-one at the reference desk, through class orientations, group workshops, individual appointments, or online. I strongly encourage you to take advantage of library resources. More information regarding the library may be found at their webpage: [www.miracosta.edu/library](http://www.miracosta.edu/library).

## Promotional Plan Team Rules

**Does this have to be a team project?** Yes. In the world of advertising and promotions, great promotional campaigns are not developed by one person working alone. They are developed by teams of creative thinkers, brainstorming together. It takes more than just creativity though. It also takes strategy and planning to keep the project on track and ensure it is both **creative and effective** to achieve the intended business results. Teams will consist of ~4 people assigned by the instructor. Each team will represent an advertising agency that is competing to win a new account. Working as a team, you will design and create a promotional plan and promotional pieces (such as a commercial, display ad, billboard, social media campaign, sponsorship, or sales promotion, etc.) for a business.

**Each student must meaningfully contribute to the project** and teams must resolve any conflicts amongst themselves.

At the end of the term, students complete a confidential assessment of each member's contribution to the project. The feedback is taken seriously. Team members who miss meetings, deadlines, don't communicate or provide meaningful contributions, are usually rated negatively by their teammates, which will have a significant negative impact on your course grade.

*I commit* to you that I will enforce class attendance and participation policies, so as not to saddle any group with unreliable team members.

**Each member must upload the promotional plan assignments to receive credit. There will be one version per team, but EACH team member is individually responsible for uploading it in order to receive credit. Each person on the team receives the same grade for the work (as long as they submitted the assignment.)** In other words, if someone didn't contribute to a section, you don't do your team any favors if you provide them with a copy just so they have something to submit. (This is called "rewarding bad behavior", and usually ensures you'll only get more of the same, so don't do it!) If someone fails to upload the assignment, that individual will receive a "0" -- this usually helps prevent "free-loader" problems.

If issues arise within a team, addressing them candidly and professionally will usually resolve the situation. Not addressing them will cause them to grow.

**To succeed as a team, do this:** meet once a week outside of class to keep open lines of communication, set deadlines and meet them, clearly define responsibilities and timelines, and hold one another accountable. Teams who don't meet face to face almost always run into trust and communication breakdowns that cause the process to become stressful and frustrating. There will also be time allotted during some class sessions for team meetings.

### Promotional Plan Timeline:

- 9/6 Agencies are formed and teams announced
- 9/27 Promotional Plan Outline due
- 10/18 Creative Brief due
- 11/15 Mock Ups due (four different promotional ideas/pieces developed to draft level for client review)
- 12/6 Promotional Plan due (contains three finished promotional pieces)
- 12/13 Pitch meeting

## BUS 138 Advertising & Promotion Class Schedule

Class	Date	Topics	Pre-Class Reading	Assignments Due before Class	In Class Activity
1	T 8/23	Intro to Course	--		
<b>THE PROCESS OF BRAND PROMOTION IN MARKETING</b>					
2	TH 8/25	The World of Integrated Marketing Communication	Ch 1	--	
3	T 8/30	The Promotion Industry	Ch 2	Ch 2 homework	
4	TH 9/1	The Promotion Industry (continued)	Ch 2	CC #1	
5	T 9/6	The Evolution of Promoting Brands	Ch 3	Ch 3 homework	<b>Announce Teams</b>
<b>UNDERSTANDING THE MARKET AND ENVIRONMENT FOR PROMOTING BRANDS</b>					
6	TH 9/8	Networking Session		CC #2	
7	T 9/13	The Naked Brand	Review Ch 1-3		<b>Quiz Ch 1 - 3</b>
8	TH 9/15	Segmenting, Targeting and Positioning (STP)	Ch 4	Ch 4 homework	
9	T 9/20	STP (continued)		CC #3	Subway
10	TH 9/22	Understanding Buyer Behavior and the Communication Process	Ch 5	Ch 5 homework	
11	T 9/27	The Regulatory and Ethical Environment	Ch 6	<b>Promotional Plan Outline</b> and Ch 6 homework	
12	TH 9/29	The International Market	Ch 7	Ch 7 homework	Cultural Crossing
13	T 10/4	Planning Session	Review Ch 4-7		<b>Quiz Ch 4-7</b>
<b>THE TOOLS, EVALUATION AND MEASUREMENT OF BRAND PROMOTION</b>					
14	TH 10/6	Messaging and Media Strategies	Ch 8	Ch 8 homework	
15	T 10/11	Internet	Ch 9	Ch 9 homework	
16	TH 10/13	Internet	Ch 9	CC #4	
17	T 10/18	Social Media	Ch 13	<b>Creative Brief</b>	
18	TH 10/20	Social Media	Ch 13	CC #5	<b>Guest Speaker</b>
19	T 10/25	Public Relations	Ch 13	CC #6	
20	TH 10/27	Planning Session	Review Ch 8, 9, 13		<b>Quiz Ch 8, 9, 13</b>

Class	Date	Topics	Pre-Class Reading	Assignments Due before Class	In Class Activity
21	T 11/1	Sponsorship, Product Placement & Branded Entertainment	Ch 12	Ch 12 homework	
22	TH 11/3	Sales Promotion and POP	Ch 11	Ch 11 homework	
23	T 11/8	Sales Promotion and POP	Ch 11	CC #7	
24	TH 11/10	Direct Marketing	Ch 10	Ch 10 homework	
25	T 11/15	Personal Selling	Ch 14	<b>Mock Ups Due</b> and Ch 14 homework	Popchips
26	TH 11/17	Agency/Client Meetings	Review Ch 10, 11, 12, 14		<b>Quiz Ch 10, 11, 12, 14</b>
<b>PUTTING IT ALL TOGETHER</b>					
<b>NO CLASS</b>	T 11/22	Independent Study		Work on finalizing your promotional plan due on 12/6	
<b>NO CLASS</b>	TH 11/24	Happy Thanksgiving			
27	T 11/29	Planning Session		Reflective homework	
28	TH 12/1	Measuring the Effectiveness of Brand Promotions	Ch 15		Creative & <i>Effective</i> Brand Promotions
29	T 12/6	Guest Speaker		<b>Final Promotional Plan Due</b>	<b>Guest Speaker</b>
30	TH 12/8	Pitch Rehearsals		Team Evaluation homework	
	T 12/13	Pitch Meetings – <b>3:00 PM</b>			Pitch meetings

***Each student must upload the promotional plan assignments (listed in bold) to receive credit. One version per team, but EACH team member is individually responsible for uploading it.***