

BUS 138 Advertising and Promotion

Welcome to MiraCosta College's Advertising and Promotion Class, Business 138. The goal of this course is to give you an overview of the field of Advertising and identify how promotion fits into the marketing mix. Whether you are looking at advertising or marketing as a career, majoring in or working on a certificate in some other area of business or just trying to become a better consumer I hope you find this course informative and fun.

Course Description

This course provides students with an overview of advertising and promotion. Topics include strategic planning, branding, budgeting, message selection and media, the creative process of ad development and public relations.

Course Details

Course Number:	BUS 138	Semester:	Spring 2013
Class Number:	1304	Acceptable for Credit:	CSU
Location:	Oceanside Campus, Rm. 4802		
Time:	Tuesday 6:30-9:20		
Class Website:	http://blackboard.miracosta.edu		

Instructor Information

Name:	Nina Lovejoy
E-mail:	nlovejoy@miracosta.edu
Phone:	760-331-3173 (cell)
Office Hours:	TBD

Course Objectives and Outcomes

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, digital marketing, 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 promotion.

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

- Improve your written and oral communication skills.
- Increase your level of advertising, marketing and business knowledge through class discussion and/or outside activities.
- Develop skills in analyzing promotion strategies using real world examples.
- Have an appreciation for various career opportunities in the promotion field.

Student Learning Outcomes

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

Course Materials

Required Text:	<u>PROMO 2</u> – O’Guinn, Allen and Semenik, 2013 Cengage Southwestern Publishing. A copy of the text will be on 2 hour reserve at the OC library.
Class Website:	http://blackboard.miracosta.edu
Text Companion Website:	http://www.cengagebrain.com
Computer Access:	All assignments need to be word processed. The instructor will post grades to the Blackboard system and send e-mail notifications and reminders. Students should have access to a reliable computer.

Course Content

Assignments:

Throughout the course each class member will be part of a group (3-5 students) that will be tasked with creating a multi-part promotion plan and two promotion pieces. These will be done for a fictitious business, or a local small business. In addition to the final project due at the end of the semester there will be three assignments with parts of the promotion plan due throughout the semester - a promotion plan outline, the creative brief and three ideas or mock-ups of each of the suggested finished pieces.

In addition to the written promotion plan assignment, students will be required to prepare a final presentation to clients and the class. This will be a short (10 minutes max.) presentation and each member of the group must do some portion of the oral presentation. There will be a voluntary sign-up after the first few weeks of class to decide groups and presentation order. Part of each student’s grade will be peer evaluation by fellow group members.

Reading and assignments are to be done prior to the class for which they are listed on the syllabus. Most chapters will have a homework assignment related to the key concepts from the chapter. Familiarity with the chapter assigned and pre-class preparation will be necessary for a lively class discussion. There will also be several in-class activities that will count for credit, if you miss a class without informing the instructor in advance you will not be able to make-up these in-class activities.

If you miss a class, you must make arrangements in advance to have someone turn in any assignments for you, send them electronically to the instructor before the class, drop them in her box at the associate faculty office, or some other method. It is understandable that circumstances sometimes make it impossible to attend class (travel, work commitments, personal matters, etc). If you miss class without informing the instructor in advance, you will not receive credit for

homework unless submitted in advance and you will not be allowed to make-up in class activities. Homework needs to be turned in at the beginning of class or before class by e-mail to be accepted. Late homework will not be accepted unless arranged in advance of the class in which it is due. Written assignments turned in after the class in which they are due will lose a full letter grade and will only be accepted up to one week after the due date. All assignments must be word processed, no handwritten assignments allowed. At the top of the assignment please include Student Name (first and last) and BUS 138.

Exams:

Three midterm exams and a final exam will be part of the course. These exams cover text and material from class discussions. Students will be allowed to have one page (one-sided) of notes during each exam.

Extra Credit:

There will be a number of extra credit options throughout the semester. A maximum of 50 extra credit points may be earned over the course of the semester. Students who choose to participate in the Youth Entrepreneurship Program or the Google Online Marketing Challenge will receive 30 points of extra credit automatically.

Course Grading

This is a letter-graded course unless you choose the Pass/No Pass option. If you are not concerned with receiving a letter grade consider the Pass/No Pass option. The Pass/No Pass petition must be completed and submitted to MiraCosta Admissions and Records by Feb. 14, 2013. If you choose this option and would have received a “C” or better you will receive a “Pass.” If not, you will receive “No Pass.” Students planning to transfer should check with a counselor before selecting the Pass/No Pass option to ensure it is accepted by his/her intended transfer institution.

Grading Criteria:

90	Promotion Plan Assignments (3 x 30)
75	Homework (15 x 5)
40	In Class Activities
40	Ad reviews (4 x 10)
30	Career Choice Paper
30	Media Exercise
30	Social Media Platform Assignment
30	Persona Presentation
90	Midterm Exams (3 x 30)
30	Final Exam
30	Final Project (Completed Plan and Finished Pieces)
30	Promotion Plan Oral Presentation
30	Peer Evaluation
575	<hr/> Total Points

Be sure to check the Online Gradebook regularly. Any claimed errors or discrepancies in the grades must be brought to the Instructor's attention within two weeks of the due date. Point postings are final after that.

Subject to lowering at the discretion of the instructor at the end of the semester, the letter grading will be based on the following:

517- 575 = A (90-100 %)
460-516 = B (80-89%)
402-459 = C (70-79%)
345-401 = D (60-69%)
344 or below = F (59% or below)

Course Rules and Expectations

Attendance:

Attendance is critical to your success in this class. If you have unavoidable circumstances that make it impossible for you to attend please inform the instructor, in advance if possible. You can call, text or e-mail using the number/address under Instructor Information on page 1. If you miss 2 class meetings in a row without communicating to the instructor, you risk being dropped from the class.

Classroom Rules:

- Please be respectful of others in the class; that includes the instructor, fellow students and guests. When visitors are in the class please give them the same attention and courtesy you would give the instructor. Make them feel welcome and understand that they are here to help you. Learn from them.
- Please make sure that all communication devices are silenced during class. It is preferred that you turn them off completely, but if you have to take a call for **emergency purposes only**, please be courteous and step outside of the room to take the call. If you have text capabilities on your phone, please refrain from using them during class, it is the same as taking/making a call and will not be tolerated.
- Please make sure you get to class on time. It is disruptive and disrespectful to the rest of the class when you arrive after class has started. If unavoidable circumstances have made it impossible for you to arrive on time, please try to minimize disruption of the class when you enter the classroom. If you are more than 10 minutes late, it will be counted as an absence.
- This is an evening class that lasts three hours. There is a break half-way through the class, but only students who stay for the entire class will get credit for the in-class activities.
- In accordance with Mira Costa policy, there is to be no food or drinks in the classroom.

College Policies and Services

Important Dates and Drop Information:

- Jan 18, 2013 (Friday): Last day to ADD classes.
- Jan. 25, 2013 (Friday): Last day to DROP classes with no grade and no “W”.
- Feb. 14, 2013 (Thursday): Last day to file Petition for Degree/Certificate and to file for Pass/No Pass; Consider this option if you do not need a letter grade.
- April 19, 2013 (Friday): Last day to Drop class with “W” grade; Drops after that receive a letter grade; 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. The Instructor must take strong steps to insure all students are “attending” and active. Therefore, the Instructor retains discretion to process a Withdrawal (Drop) for students WITHOUT ADDITIONAL NOTICE for excessive unexcused absences.
- There will be no class on March 12, 2013 for Spring Break.

Plagiarism and Ethics Policy:

Each student agrees to the following statements of student behavior:

- I agree that I, and only I, will be the one completing and submitting class materials (homework, 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, unless approved by the instructor, 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, and/or failure in the course.

Verified Disability:

Students with disabilities, whether physical, learning, or psychological, who believe that they may need accommodations in this class, are encouraged to contact me and/or Disabled Students Programs & Services as soon as possible to ensure that such accommodations are implemented in a timely manner. The DSP&S phone number is 760-795-6658 and they are located in Building 3000-Student Services, Room 3009, adjacent to Parking lot 3C.

Writing Center:

The Writing Center offers help with writing assignments. They can offer feedback on your paper and help you to brainstorm, draft, revise, and more. They offer one-to-one assistance through both drop-ins and appointments. You can stop by the HUB for drop-ins or to make an appointment you can call 760-795-6682

Weekly Schedule

Important Notice: This syllabus/schedule is subject to change at any time at the discretion of the instructor; notice will be given to the students through an announcement in class, by email, or with an announcement on the class Blackboard site.

BUS138 Advertising and Promotion Course Schedule					
Wk	Topic(s)	Class Date	Reading to be completed before class	Homework Assignment to be turned in at start of class	Test/ In Class Assignment
1	Introduction, Ad Review Criteria	1/15			
Part 1 – The Process of Brand Promotion in Advertising					
2	The World of Integrated Marketing Communication	1/22	Ch. 1	Ch 1 Summary	Your Favorite Ad Review - Oral Pres.
3	The Promotion Industry	1/29	Ch. 2	Ch 2 Summary	Social Media Platform Presentations
4	The Evolution of Promoting Brands	2/5	Ch. 3	Career choice paper, Ch 3 Summary	Midterm Review
Part 2 – Understanding the Market and Environment for Brand Promotion					
5	Understanding the Marketing Environment: Segmentation, Targeting and Positioning	2/12	Ch. 4	Ch 4 Summary, VALS Survey	Midterm # 1, Choose Project Teams
6	Understanding Buyer Behavior and the Communication Process	2/19	Ch. 5	Ch 5 Summary, Print Ad Review	Persona Presentations
7	Regulatory and Ethical Environment of Promotions, The International Market Environment for Brand Promotion	2/26	Ch. 6, Ch. 7	Ch 6 and Ch 7 Summaries	Midterm Review
8	Messaging and Media Strategies	3/5	Ch. 8	Ch 8 Summary, Promotion Plan Part 1	Midterm # 2
	No Class- Spring Vacation	3/12			
Part 3 – The Tools, Evaluation and Measurement of Brand Promotion					
9	Direct Marketing	3/19	Ch. 10	Ch 10 Summary, Media Exercise	
10	Budget	3/26		Direct Mail Review	

Wk	Topic(s)	Class Date	Reading to be completed before class	Homework Assignment to be turned in at start of class	Test/ In Class Assignment
11	Sales Promotion and Point of Purchase	4/2	Ch. 11	Ch 11 Summary, Promotion Plan Part 2 - Creative Brief	
12	The Internet (and Social Media)	4/9	Ch. 9	Ch 9	Guest Erin Carpenter, Midterm Review
13	Sponsorship, Product Placements and Branded Entertainment; Public Relations, Influencer Marketing, Social Media and Corporate Advertising	4/16	Ch. 12, Ch. 13	Ch 12 & 13 Summaries	Midterm #3
14	Measuring the Effectiveness of Brand Promotions	4/23	Ch. 15	Promotion Plan Part 3 - Mock-ups; Ch 15 Summary	Digital Interactive Review - Oral Presentation
15	Personal Selling and Sales Management	4/30	Ch. 14	Ch 14 Summary	
16	Final Presentations	5/7		Final Promotion Plans	Present Final Promotion Plans, Final Review
	Final Exam (1 hour later than normal class time)	5/14	7:30 pm		Final Exam