MKTG 330 ADVERTISING

Summer I, 2020
Course Dates: June 2 – July 1
(Individual Project due on 7/1)
Professor: Dr. Rhonda Mack
CONTACT ME @ Email: mackr@cofc.edu
Office Hours: email, phone, or virtual meeting by request

This class syllabus includes necessary detailed information for you to successfully complete the course. Please read everything very carefully before beginning the course.

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School of Business Learning Goals

1. Communication Skills: Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.
2. Intellectual Innovation and Creativity: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.
3. Global and Civic Responsibility: Students will be able to identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues.
4. Synthesis: Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

ADVERTISING: COURSE CONTENT, OVERVIEW & OBJECTIVES

The emphasis of this course is on the role of advertising in organizational communications today. Specifically, the course objectives are:

1. To provide an understanding of the role of advertising in the organization and its role on a global, national, regional and local level.
2. To provide an in-depth understanding of the related concepts, principles and terminologies associated with advertising.
3. To build your marketing application skills by exploring how the role of advertising and IMC have changed and how brands succeed in a competitive environment.
4. To gain an understanding of the various tools of advertising, how they are used in contemporary marketing, and how advertising and IMC components work together to build a strong and recognizable brand.
5. To gain hands-on experiences in planning and developing advertising programs.
6. THIS IS NOT A SOCIAL MEDIA COURSE!

A large part of this course will use a web-based assignment and assessment platform from McGraw-Hill CONNECT. You will access CONNECT through CoF’s OAKS platform. Our course MKG 330 COURSE OAKS site provides you with information needed. You can access this course anytime, from anywhere during its duration. Text readings, (ebook), SMARTBOOK quizzes, and exams will be via CONNECT. If you want to order a paperback copy of the book, you can do this via CONNECT. **PURCHASE OF THE CONNECT LINK IS REQUIRED FOR THE CLASS!** Otherwise, you will not be able to access readings, SMARTBOOK quizzes, and exams. Your Topic Discussions/Postings will be via OAKS and your final project will be submitted directly to my email address at the College of Charleston (mackr@cofc.edu).
COURSE RELATED INFORMATION


**YOU ARE REQUIRED TO PURCHASE CONNECT** access (includes the ebook) for course assignments (chapter readings, quizzes & exams). Go to the course site on CofC OAKS and “connect” to McGraw Hill's CONNECT and purchase the access. You also have the option to upgrade to a hardcopy loose leaf textbook if you want to do so.

**Technical Issues:**
*If you have questions/issues related to the course content or operation contact me*
*If you have a technical problem with OAKS, please contact the CofC Student Computing*
*For technical support with CONNECT, go to the “?” Need Help section where you will find instructions for assistance either via email, live chat, or phone.*

**COURSE LOGISTICS OVERVIEW:** MKTG 330, Advertising, is an asynchronous Distance Education/online course with weekly module assignment deadlines. The course is a combination of readings, weekly quizzes, exams, discussion posts, and a final project.

MAKE SURE THAT YOU COMPLETE EACH WEEK’S WORK BY THE DEADLINE (Monday night) FOR CREDIT—no late work is accepted! Also, **NOTE THAT THE DEADLINES ARE SET TO EST (Eastern time zone).** SO IF YOU ARE IN A DIFFERENT TIME ZONE, YOU MUST COMPLETE YOUR WORK AND SUBMIT IT BY THE EST ZONE AS IN CHARLESTON. Each module must be complete BEFORE moving to the next module. You MAY NOT back up to a previous module. Once you finish one module, you MAY move on to the next one.

Your CONNECT SMARTBOOK quizzes and your class exams must be accessed through the Course Assignments.

**Communications and Student Expectations**
Communication with my students is important to me and I believe an important part of your learning. I will be widely available to you during the entire course via email or in my office (in the event that you are local). We can also set up a time for phone meetings of SKYPE/ZOOM if preferred. I check my email frequently and you can expect to hear from me within 24 hours, with the exception of weekends—I try to not check my emails frequently on weekends. Please email me to arrange any appointments.

I have provided an introductory audio course overview and weekly module introductory lectures You will find these under recorded lectures in the course OAKS page under Content. The introductory lecture basically talks about what is on the syllabus, your responsibilities for the course, and hopefully answers a few questions you may have. The Weekly Lecture Brief Comments highlight the week's topics and provide an introduction to what you will be reading and doing each week. Again, please contact me via email with any questions you have.

To access the course content on OAKS, please follow these steps:
1) Go to [https://lms.cofc.edu/](https://lms.cofc.edu/) (please bookmark this site)
2) Log in using your CofC Username and Password
3) Click on your MKTG 330-Advertising course link
4) Once logged into the course you will use the links located on the course menu to navigate through the course.
LEARNING ACTIVITIES: Each Weekly Module will include the following components:

*READINGS (weekly) - Text/ebook chapter assignments. Typically there are four chapters each week with fewer chapters the last week so that you can spend additional time on your project that week.

*SMARTBOOK QUIZZES (weekly-one per chapter) - These are quiz questions to strengthen your mastery of text material in preparation for the weekly exam over the chapters read that week. (Make sure you access these quizzes through the course Assignments. There are 14 quizzes that count 10 points each, 140 points total, or 20% of your total grade.)

*EXAMS (one each week) - These are multiple choice, one each week, over that week's chapters. PLEASE NOTE THAT THE EXAMS ARE TIMED. The first three weeks' exams are 50 questions each. The fourth exam is only 25 questions. ONCE YOU OPEN AN EXAM TO COMPLETE IT, YOU MUST FINISH IT...IT CAN BE ACCESSED ONLY ONCE. The exams count a total of 350 points, or 50% of your total grade.)

*TOPIC DISCUSSION/POSTS – Each week includes a question based on a current topic in advertising that is relevant to the chapters that you are reading that week. Via OAKS discussions (under the COMMUNICATION tab) you will post your answer/opinion/examples to the question. Posts should be full thoughts, grammatically correct and represent a good deal of thought and effort on the topics. THE POSTS ARE DUE BEFORE SATURDAY NIGHT OF EACH WEEK'S MODULE. (These posts count a total of 70 points, 10% of your total grade. Make sure that you are reading other posts before you make yours so that you can consider other students’ points as well as any comments that I may make.)

*FINAL PROJECT – Description following on next page. (Project counts 140 points, 20% of grade.) (Due Wednesday, July 1st, 11:30 PM EST) Email your final project to me directly at: mackr@cofc.edu

PLEASE NOTE: Each course Module has a due date and components must be completed by that date each week to receive credit. Due dates and times are all according to EST. Regarding exam results, you will be able to see the questions missed and correct answers 24 hours after the close of each module.

STUDY AND PREPARATION SUGGESTIONS FOR SUCCESS IN THIS COURSE
This course is taught at an accelerated rate and completed in just four weeks (an entire semester of work in four weeks!).

A. Expect to spend about 20 hours per week reading, studying, listening to lectures, working on assignments and projects.

B. Regularly check the course OAKS page and your CofC email. I expect you to log into the course website at least four five times weekly so arrange your schedule accordingly, spending a good amount of time on each login.

C. Do not try to do everything the day it is due—remember possible Internet outages. You should, be working on the project throughout the entire course starting the first week for a good grade. If you want to run project topic by me for consideration, please do so.

Also, if you have any questions on any part of the course, PLEASE CONTACT ME!

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<th>COMPONENTS</th>
<th>TOTAL POINTS</th>
<th>% OF GRADE</th>
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<tr>
<td>*GRADES:</td>
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<tr>
<td>Exams (4 exams, #1, 2 &amp; 3=100pts. each; #4=50pts.)</td>
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<tr>
<td>SMARTBOOK Quizzes (14 quizzes, 10 points each)</td>
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<tr>
<td>Project</td>
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<tr>
<td>Topic posts</td>
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<td>TOTAL</td>
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Grade A  A- B+ B  B- C+ C  C- D  F
Pts 638-700 630-637 623-636 568-622 560-567 553-559 498-552 490-497 420-489 <420

*ALL ASSIGNMENTS MUST BE COMPLETED ON TIME TO RECEIVE CREDIT
FINAL INDIVIDUAL PROJECT ASSIGNMENT: Choose a medium-to-small business that you are familiar with and whose marketing communications you can observe and become adequately familiar with for project purposes. Write a 10 page paper (typed and double spaced) including the following aspects listed below. Make sure that your company is one that utilizes a broad enough advertising strategy—so that you have sufficient material to work with. Otherwise you will not be able to develop a full project—this will impact your grade.

YOUR PROJECT MUST INCLUDE (at a minimum):

1) **Introduction to company** (product(s)/service(s). So that I understand it.
2) **Thorough** examination and discussion of the **competitive market** and profile target market(s)/segmentation, and a clear description of positioning used by your organization with respect to the competitive market.
3) **Thorough** description of the organization's **current advertising campaign** (objectives, media mix, timing, message(s), creative, etc…. all the things we have studied. Assuming media options, describe each fully.
4) Write a **Detailed critical analysis** of the advertising campaign (good/bad) and **detailed suggestions** for improvement to this campaign. Make sure that you are realistic with your suggestions with respect to a realistic budget.
5) In light of our current COVID19 environment, consider and examine how this has/has not changed your organizations advertising strategy and what is your analytical perspective of this change/lack of change from marketing perspective. Good? Bad? What you would recommend?
6) Make sure that ALL aspects above are thoroughly addressed. Proofread for complete thoughts, flow and professionalism, grammar and spell check. Use the terminology and concepts that you have studied in the course—this is crucial.
7) Spell check and use appropriate grammar. Proofread your paper for flow and complete thoughts and organization. This will impact your grade.

The final paper should be segmented (uses headings and subheadings in bold print or underlined) according to components listed above & underlined.

REMEMBER THIS IS NOT A SOCIAL MEDIA CLASS. Make sure that your organization utilizes multiple media in its advertising campaign strategy.

EMAIL FINAL PROJECT TO ME by Wednesday, 7/1, 11:30 p.m.: mackr@cofc.edu
COURSE TIMELINE

WEEK 1+  
Tuesday, 6/2-Monday, 6/8  
(Listen: Course Introduction and Module 1 lecture in OAKS)  
MODULE  
ADVERTISING & IMC TODAY; EVOLUTION OF ADV & IMC; SCOPE OF ADV; GLOBAL & LOCAL; MESSAGE & CHANNELS; ADV & CONSUMER BEHAVIOR  
Read Chapters 1, 2, 4, 5  
CONNECT LEARNSMART Quizzes  
EXAM 1  
DISCUSSION POSTS Topic: What are the MAJOR Consumer Behavior aspects I would need to understand about YOU, if I were a marketer developing an advertising strategy to appeal to you. Discuss these briefly. Feel free to choose a specific product for this assignment as an example.

WEEK 2  
Tuesday, 6/9 – Monday, 6/15  
(Listen: Module 2 lecture in OAKS)  
MODULE  
SEGMENTATION, MKTG MIX and ADV; ADV/IMC PLANNING; MEDIA STRATEGY; CREATIVE STRATEGY & PROCESS  
Read Chapters 6, 8, 9, 10  
CONNECT LEARNSMART Quizzes  
EXAM 2  
DISCUSSION POSTS Topic: Select a Product Category. Identify 2 brands within the category that target 2 different segments—each targets a different segment. Describe the differences in target segments and how the brands advertised and position differently considering their target.  
NOTIFY ME OF YOUR PROJECT TOPIC/ORGANIZATION

WEEK 3  
Tuesday, 6/16 – Monday, 6/22  
(Listen to Module 3 lecture in OAKS)  
MODULE  
CREATIVE EXECUTION; PRINT, ELECTRONIC & DIGITAL MEDIA PRODUCTION; PRINT MEDIA; ELECTRONIC MEDIA  
Read Chapters 11, 12, 13, 14  
CONNECT LEARNSMART Quizzes  
EXAM 3  
DISCUSSION POST Topic: Find a “slice of life” ad (either print or electronic media). Discuss the pros & cons of the ad; reflect on who it may be targeting and who it who it could be possibly missing, if relevant? What do you think of slice of life ads?

WEEK 4  
Tuesday, 6/23 – Monday, 6/29  
(Listen to Module 4 lecture in OAKS)  
MODULE  
PR & PUBLICITY; MEASURING THE EFFECTIVENESS OF THE PLAN DIGITAL INTERACTIVE MEDIA; ECONOMIC & REGULATORY ASPECTS  
Read Chapters 15, 3  
CONNECT LEARNSMART Quizzes  
EXAM 4  
DISCUSSION POST TOPIC: Today there are many “online Influencers”. The FTC is considering the legality of Influencers paying for their followers. Please give me your opinion and “whys” behind your opinion. What is your own experience with influencers?

WEEK 5  
Tuesday, 6/30 – Wednesday, 7/1 (CofC scheduled exam days)  
Work on Final Project. PROJECT DUE: Wednesday, July 1st, 11:30 p.m.