

**\*\*\*\*COLLEGE OF BUSINESS\*\*\*\***

**ACADEMIC SYLLABUS**

MAR2321 Section 773

**Advertising**

Spring 2024

**INSTRUCTOR:** Dr. Marietta Poshi, DBA, MBA, MAcc

**OFFICE:** St Pete Gibbs Room TE107 A

**PHONE:** 727-341-4113

**EMAIL: It is always best to contact me through MYCOURSES email.**

**WEBPAGE: https://web.spcollege.edu/instructors/id/poshi.marietta/BIO/**

**OFFICE HOURS:**

https://spcollege.zoom.us/j/99917149392

|  |  |  |
| --- | --- | --- |
| Monday | Tuesday | Wednesday |
| 9:00 am - 2:00 pm St. Pete/Gibbs Campus, TE 107A | 4:00 pm - 9:00 pm Virtual / Online, Virtual Zoom | 9:00 am - 2:00 pm St. Pete/Gibbs Campus, TE 107A |

**ACADEMIC DEPARTMENT:**

**Academic Coordinator:** Mike Ewell

**Office Location:** Gibbs, TE

**Office Phone Number:** (727) 791-2610

**Email:** [ewell.mike@spcollege.edu](mailto:ewell.mike@spcollege.edu)

**REQUIRED TEXTBOOK & OTHER RESOURCE INFORMATION:**

* Follow the Cengage registration links in MyCourses>Start Here module to register for this class only. **You must be logged in on a computer.**

OR

* At bookstore Cengage Unlimited License $119.99 ISBN # 978-0357-7000-06. This license code item is not on the shelf at the bookstore. You must ask for it at the counter. **You must be logged in on a computer to receive your code via email**.
* **Note:** Both options include your required MindTap which has ebook, study tools, homework and mobile app. The Unlimited Cengage License for the semester is a better deal if you have more than one class using Cengage this semester.
* Access to reliable high speed internet throughout the semester.
* Practical user knowledge of Microsoft Office.

***NOTE:*** *Need help registering for your Cengage course materials, or have questions? Our Cengage team is hosting office hours at the below times for you to join. Feel free to join any of the sessions to ask your questions or learn more about the materials for this course:*

*Jan 6 – Jan 8 (W-F) 10AM – 12PM & 2PM – 4PM*

*Jan 11 – Jan 15 (M-F) 10AM – 12PM & 2PM – 4PM*

*Jan 19 – Jan 22 (T-F) 10AM – 12PM & 2PM – 4PM*

*Meeting ID: 729 767 0562*

*CLICK* [*HERE*](https://cengage.zoom.us/j/7297670562)

Library: [www.spcollege.edu/libraries/](https://www.spcollege.edu/libraries/).

**COURSE INFORMATION:**

***This is a highly accelerated 8 week class. You should have all the required materials to submit and perform your required work starting this week. If not, consider dropping the course now and take it again when you are better prepared! NO EXCEPTIONS!***

**Course Description** **credits: 3**

This course presents a comprehensive overview, from a managerial viewpoint, of the field of advertising and shows the relationship of advertising to history, economics, marketing, social institutions, and customer psychology. Included in the study are sales promotion, media organization, marketing functioning, brand promotion, and analysis of consumer behavior, budgeting, legislation and regulations. 47 contact hours.

**COURSE GOALS** (Through testing and on-line participation may include, but are not limited to the following)**:**

1. *The student will understand the field of advertising and its relationship to history, economics, marketing, social institutions, and customer psychology.*

2. *The student will understand sales promotion, media organization, marketing functioning, brand promotion, and analysis of consumer behavior, budgeting, legislation and regulations.*

3. *The student will demonstrate, in writing, the ingredients of an advertising campaign.*

**COURSE OBJECTIVES** (May include, but are not limited to only the following)**:**

If you do well in this course you will achieve the course goals by;

* *Demonstrating a vocabulary that relates to the field of advertising.*
* *Identifying the development of advertising worldwide.*
* *Recognizing the criteria for defining target markets--demographics, geographic, socio-psychological, and product usage factors.*
* *Summarizing the importance of good public relations in advertising--institutional, advocacy, public service, and political.*
* *Identifying the problems and preparation of budgeting and forecasting and measuring the effectiveness of an advertising campaign.*

**ATTENDANCE:**

Roll will be taken each week through your assignment completion and login information. If you miss a scheduled assignment before the drop date posted for this session, you will be dropped with a grade of "W". If your second absence falls after the posted drop date, you will be assigned an "F" for the course. If you decide to simply not complete the course without submitting your own drop through the college website, you will receive an “F”, not a “W”. If you wish to drop this class, you MUST request to withdraw through your “My SPC” account. Do not send requests to withdraw from class to me. Merely logging into your course during the first two weeks does NOT constitute participation. You are a “no show” if you do not complete your work. Students classified as “No Show” for both of the first two weeks will be administratively withdrawn.

**IMPORTANT DATES**

**Course Dates:** January 16- March 8, 2024

**Last Day to Drop With A Refund:**  January 19, 2024

**Last Day to Withdraw with a W:** February 21, 2024

**College Closed:** January 15, 2024

**Proctored Testing Dates:** View the Proctored Testing Information.

**Financial Aid Dates:** View the [Financial Aid Dates](https://www.spcollege.edu/financial-aid/financial-aid-dates)[.](https://www.spcollege.edu/academic-calendar)

**Academic Calendar:** <http://spcollege.edu/calendar/>

**Dropping and Adding**

Students are responsible for understanding the policies and procedures about add/drop, etc. See <http://www.spcollege.edu/central/asa/addendum.htm>

**GRADING:**

All material required for a grade in this course has a submission or performance deadline listed on the weekly assignment sheets. This means you must:

1. Complete your required assignments on time,
2. Read the weekly chapter material as assigned,
3. Post your discussion comments and peer responses as required (note: There will be four discussion postings total),
4. Take and submit each chapter’s quiz by the date and time they are due. (these tests you can only take once)
5. Take the tests as required (these tests you can only take once)
6. Submit a topic for research and a brief description of what you intend to research for approval (Concept Paper) and,
7. Upload your Advertising research paper when due.

No late work will be accepted without a valid reason, however; you may work ahead, and I encourage it!

Grades will be based on the total number of points possible on tests and activities. Total points earned will be converted into a letter grade according to the following scale. A = 900 and up; B = 800 - 899; C = 700 - 799; D = 600 - 699; F = 0 - 599.

Points are earned in the following manner:

|  |  |  |
| --- | --- | --- |
| 3 Discussion Posts | 50.00 points (each) | 150.00 |
| 5 Tests | 15.00 points (each) | 75.00 |
| Research Topic Proposal | 30.00 points | 20.00 |
| Research Paper | 100.00 points | 150.00 |
| Chapter Quizzes (14) | 5.00 points (each) | 70.00 |
| Total possible points: |  | 465.00 |

**Students Should Anticipate That Your Instructor Will:**

Respond to all email within 24 hours - Monday through Friday.

Notify you in advance if I will be out of contact for more than two days.

Have your assignments and exams graded within one week of submission.

Keep your grades up to date in MyCourses.

Calculate and enter your grade for this course before the submission deadline so you can view your final grade via your MySPC area the next day.

**STUDENT RESPONSIBILITIES:**

It is your responsibility to read the chapter(s) assigned for each week and take all the chapter quizzes. You must make at least one attempt and submission for each on-line chapter quiz before the next chapter quiz or test becomes available. You may take each chapter quiz and each test only once. *NOTE: On some assignments you may work ahead and complete them before the stated deadline however; late work will not be accepted.*

***DO NOT EMAIL any assignments to me if you miss the deadline for an assignment, they will not be graded.***

***TENTATIVE SCHEDULE – DATES MAY CHANGE: MYCOURSES’ CALENDAR DUE DATES SHARE THE ACTUAL SCHEDULE***

***Week 1***

READ CHAPTER 1. The World of Advertising and Integrated Brand Promotion

***Take and Pass This Chapter’s Quiz in Cengage MindTap***

READ CHAPTER 2. The Structure of the Advertising and Promotions Industry: Advertisers, Agencies, Media, and Support Organizations

***Take and Pass This Chapter’s Quiz in Cengage MindTap***

***Week 2***

Read the concept paper instructions and write a concept paper for submission in one week.

READ CHAPTER 3. The History of Advertising and Brand Promotion

***Take and Pass This Chapter’s Quiz in Cengage MindTap***

**TEST 1, Chapters 1, 2, and 3 (Take this test in Cengage MindTap on your computer before this week’s deadline).**

READ CHAPTER 4. Social, Ethical, and Regulatory Aspects of Advertising and Promotion

***Take and Pass This Chapter’s Quiz in Cengage MindTap***

Respond to the First Discussion Post, then read other posts and reply meaningfully to at least one other student’s post. Your initial post should 200-400 words.

***Week 3***

Proposed research topics for approval are due to the MYCOURSES drop box by 11:59 pm.

READ CHAPTER 5. Advertising, Integrated Brand Promotion, and Consumer Behavior

***Take and Pass This Chapter’s Quiz in Cengage MindTap***

**DO NOT READ** CHAPTER 6. Market Segmentation, Positioning, and the Value Proposition

READ CHAPTER 7. Advertising Research

***Take and Pass This Chapter’s Quiz in Cengage MindTap***

**TEST 2, Chapters 4, 5, and 7 (Take this test in Cengage MindTap on your computer before this week’s deadline).**

***Week 4***

**DO NOT READ** CHAPTER 8. Planning Advertising and Integrated Brand Promotion

READ CHAPTER 9. Managing Creativity in Advertising and IBP

***Take and Pass This Chapter’s Quiz in Cengage MindTap***

READ CHAPTER 10. Creative Message Strategy

***Take and Pass This Chapter’s Quiz in Cengage MindTap***

***Week 5***

DO NOT READ CHAPTER 11. Executing the Creative

DO NOT READ CHAPTER 12. Media Planning Essentials

READ CHAPTER 13. Media Planning: Newspapers, Magazines, Television, and Radio***Take and Pass This Chapter’s Quiz in Cengage MindTap***

**TEST 3, Chapters 9, 10, and 13** **(Take this test in Cengage MindTap on your computer before this week’s deadline).**

READ CHAPTER 14. Media Planning: Advertising and IBP in Digital and Social Media

***Take and Pass This Chapter’s Quiz in Cengage MindTap***

Respond to the Second Discussion Post, then read other posts and reply meaningfully to at least one other student’s post. Your initial post should be 200-400 words.

***Week 6***

READ CHAPTER 15. Sales Promotion, Point-of-Purchase Advertising, and Support Media

***Take and Pass This Chapter’s Quiz in Cengage MindTap***

**TEST 4, Chapters 14, and 15 (Take this test in Cengage MindTap on your computer before this week’s deadline).**

Advertising Research Papers due to the drop box by 11pm.

***Week 7***

READ CHAPTER 16. Event Sponsorship, Product Placements, and Branded Entertainment

***Take and Pass This Chapter’s Quiz in Cengage MindTap***

READ CHAPTER 17. Integrating Direct Marketing and Personal Selling

***Take and Pass This Chapter’s Quiz in Cengage MindTap***

***Week 8***

***Last day to turn in assignments is Wednesday, March 6, 2024 by 11:59 PM.***

READ CHAPTER 18. Public Relations, Influencer Marketing, and Corporate Advertising

***Take and Pass This Chapter’s Quiz in Cengage MindTap***

**TEST 5, Chapters 16, 17, and 18 (Take this test in Cengage MindTAp on your computer before this week’s deadline).**

It is your responsibility to complete and prepare all material assigned in this course. **All work is to be submitted to CENGAGE MINDTAP or MYCOURSES by the day and time assigned. When the drop box closes, no late work** **will be accepted** **and** **will receive a zero (0).** The textbook is mandatory! Reading its content is compulsory!

If you begin the semester late, you will be held responsible for completing all work from the first day of class. All class guidelines still apply as if you were in the class from the very first day.

Students desiring special considerations for learning disabilities should notify me in writing (MyCourses email) by the end of the first week of class. Additionally, you need to provide proper documentation to me from the college disability office.

**ON-LINE TIME:**

Your activity is automatically logged and reported to me for participation purposes. Failure to meet this on-line class requirement will count as an absence.

I realize you will be looking at related material on your own computer, on your own time. That time is taken into consideration for the purpose of required class work.

**ACADEMIC HONESTY and DOCUMENTATION:**

Cheating, Plagiarism, Bribery, Misrepresentation, Conspiracy and Fabrication are defined in Rule 6Hx23-4.461, Student Affairs: Academic Honesty Guidelines and Classroom Behavior. ***The College now uses plagiarism software and compares all work electronically***.

This particularly applies to sharing computer files, not submitting original work and plagiarizing websites.

All work that you do must be identified clearly in a computerized format using a current version of Microsoft WORD; **NO handwritten work will be accepted**. You must do your own work and save everything on a data device for verification at a later date if needed. Violations will result in the following disciplinary action. Plagiarized work will result in an “F” for the course and a recommendation to the Provost for academic discipline, which may include expulsion and a notation of the incident on your permanent transcript.

Every paper you submit must contain your name, class day and time and relevant course and assignment information in APA format. No assignments will be corrected if not identified properly, resulting in a zero for that assignment.

**EMERGENCY PROCEDURES:**

If you are on Campus, fire alarms and extinguishers are located at building exit doors. If the emergency alarm sounds, students and faculty should leave the building immediately, taking personal belongings with them. Students should assist handicapped students in getting out. The last person out should shut the door. Everyone should exit the building by the nearest exit and move at least 100 feet away from the building into the south parking lot. No one is to re-enter the building until the all-clear alarm *(three short blasts)* sounds.

**Note regarding sexual predators, cyber stalking or other legal offenders:**

Federal and State law requires a person designated as a sexual predator or legal offender to register with the Florida Department of Law Enforcement (FDLE). The FDLE then is required to notify the local law enforcement agency where the registrant resides, attends or is employed by an institution of higher learning. Information regarding sexual predators or legal offenders attending or employed by an institution of higher learning may be obtained from the local law enforcement agency with jurisdiction for the particular campus, by calling the FDLE hotline (1-888-FL-PREDATOR) or (1-888-357-7332), or by visiting the FDLE website at www.fdle.state.fl.us/sexual\_predators. If there are questions or concerns regarding personal safety, please contact the Provost, Associate Provost, Campus Security Officer or Site Administrator on your campus.

**USE OF TECHNOLOGY:**

It is expected that you have full command of your computer environment with up-to-date technology, software and virus security. This is a content-specific course, if you have any questions on the use of MYCOURSES, using the comments section of the attendance posts, uploading or downloading files, taking tests or any other aspect of working On-Line you can consult the MYCOURSES tutorials inside MyCourses or seek assistance through the **MySPC Help** option on the SPC home page.

**SOME VERY IMPORTANT FINAL NOTES:**

ALL chapter quizzes *must be attempted and submitted in the required time frame* before the next quiz will be made available for you to take. This is called “cascading” and it also applies to accessing and taking each of the five tests. This process keeps students focused on succeeding in the class and generally results in better grades overall.

Good luck with the course and don’t hesitate to contact me through MYCOURSES email should you have a question. I also like speaking to my students so; if you want, send me a telephone number where you can be reached I’ll be happy to call you if we can find a mutually convenient time.

Please don’t wait until the last minute to contact me if there is an issue. During the session I check our MYCOURSES email during my office hours and, if time permits, periodically Monday through Thursday. I will occasionally log in at other non-specific times.

**Important Information - SPC Attendance Policy**

The new SPC attendance policy is in effect. Highlights of the new policy include:

* Instructors will no longer be able to withdraw students for any reason. It is the students' responsibility to withdraw themselves from their courses.
* The withdrawn student and the withdrawn student’s instructor will receive timely notification through SPC e-mail whenever a withdrawal occurs. This includes student self-withdrawals as well as any kind of administrative withdrawal.
* Any student identified by an instructor as not attending at least once during the first two weeks of class will be considered a “No Show” and will be automatically withdrawn with a grade of “W.”
* Students not actively participating in class as determined by the instructor after the 60 percent point of the term will automatically receive a grade of “WF.”
* Put a comment that you read the complete course outline and schedule in the ECP drop box by the end of the first week and I’ll give you ten free points! Don’t tell anyone. You earned it! .

**SYLLABUS ADDENDUM**

Link for revised syllabus addendum: <https://www.spcollege.edu/addendum/>

In the event that topics listed in this addendum also appear in your syllabus, please note that you should rely on the addendum information as the most current and correct information.

Covid 19 update page: <https://www.spcollege.edu/spc-updates>

**Key topics covered in the addendum include but are not limited to:**

College policy regarding course drop-add period

Audit information

Grading and repeat course policies

Attendance/active participation/withdrawal policies

Federal guidelines related to financial aid and total withdrawal from the college

Academic honesty

Student expectations Emergency preparedness

Campus safety and security

Sexual predator information

Special accommodations

Library services