Advertising and Promotions
MKTG 3225  Fall Semester 2013
W/F 12:30-1:45pm

Instructor:  Ms. Cindy Fox, Lecturer
Email:  ctfox@uncc.edu
Classroom:  Friday 155
Phone:  (704) 687-7676
Office:  Friday Room 353C
Office Hours:  Tuesdays, 11:00am-12pm, 4:00-6:15pm  Thursdays, 11am-12pm
            Wednesdays, 11:00-12:15pm  Fridays, 11:00-12:15pm  or as scheduled

Course Description:  MKTG 3225-Advertising and Promotion.  (3) Covers all areas of marketing promotion, including such topics as advertising, media selection, packaging and sales promotion.  Offers basic skills and techniques to allow the student to enter careers in advertising or media.

Prerequisites:  The following must be met:
• Marketing 3110 (Marketing Concepts) with a grade of “C” or better


Course Objectives:  To:
Understand the role of culture in advertising and promotion
Develop skills for working with creatives
Analyze methods for advertisers to choose appropriate media and then assess it
Study the impact of changing technologies, consumers and economics on advertising strategy
Discuss sustainability and ethics issues pertaining to advertisers
Gain team building, writing and presentation skills
Explore emergent trends and tools in advertising and communication

Course Methodology:  Class material will come from the text, guest speakers, additional readings, videos introduced in class, etc.  Not all of the material in each chapter of the text will be covered.  It is the student’s responsibility to take notes and ask questions if necessary.

Attendance:  Class attendance is expected as work is required for nearly every class.  However, realistically, there may be an occasion when you are unable to attend class.  If you are responsible for presenting information to the class that day, other arrangements can be made if proper advance notice is given to the instructor and to your team.  Class participation will be used in determining grades.  Any student missing more than two classes is subject to an unsatisfactory grade.

Participation:  Policies covering participation are included with at the bottom of this section.  Students who do not participate in class other than when called upon will not receive an A for Participation/Attendance, this is a combination grade.  Students talking among themselves during discussions will have points deducted from their grade.  I’m not looking for quantity but quality in contributions.  Those who talk so much that others can’t contribute will also have point deducted.

TV Assignment:  Students will watch a hour of tv (one show or two).  Each ad will be classified on a form included on Moodle.  The student will present a short analysis of the ads and the target market in class.  A sign-in sheet will be circulated at the beginning of the semester.
Tests: Tests can only be made up with prior permission, and must be taken within 48 hours after the problem is resolved. It is your responsibility to contact me about scheduling a make-up. Only one make-up will be given per student/semester. Students must have documentation for their excuse.

Project: Information about the project will be on Moodle.

Peer Evaluations: All group work will involve peer – as well as self – evaluation of each student’s contribution to the group’s work. Group work is an important part of your learning experience as well as your work as a marketing professional. Each student is expected to report fairly on the work of the members of the group.

Each group should keep “notes” of its meetings including attendance. A group may fire a member of the group with documentation of just cause. The fired individual will have to do a marketing plan on his/her own. Just cause includes: missing group meetings without prior notification, missing group meetings for trivial reasons, failure to deliver work in a timely manner, passively accepting the group’s ideas with little or no input that moves the group toward accomplishing its goals, submitting work that is of poor quality requiring others to re-do the work, and not following team rules.

Grading: Project 25%
TV Analysis/Presentation 5%
Three tests at 20% each 60%
Oral Participation/Attendance 10%

ACADEMIC INTEGRITY

The UNC Charlotte Academic Integrity Policy will be followed. The student is responsible for reading and understanding the policy:

Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

NOTE: Your peer evaluation must be a fair representation of each member’s contribution. It is a violation of academic integrity to decide among the group, or members of the group, as to point allocations. Base your individual evaluation on the contribution of each group member as fairly as possible.

STATEMENT of INCLUSION

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.
Class Policies

1. Discussion is essential to learning. However, I expect students to express their ideas responsibly and will manage the discussions if necessary so that ideas and argument can be inclusive and orderly. You should expect that if your conduct during class seriously disrupts the atmosphere of mutual respect you will not be permitted to participate further. All students are required to abide by the UNC Charlotte Sexual Harassment Policy (http://www.legal.uncc.edu/policies/ps-61.html)

2. The use of cell phones, beepers, or other communication devices is disruptive, and is therefore prohibited during presentations.

3. Late comers to class must let me know at the end of class so I can mark them present but late.

TENTATIVE COURSE OUTLINE
MKTG 3225  Fall 2013

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 21</td>
<td>Introduction; Student Info Sheets submitted; Chapter 1, Advertising Today</td>
</tr>
<tr>
<td>Aug 23</td>
<td>Chapter 2-The Evolution of IMC</td>
</tr>
<tr>
<td>Aug 28</td>
<td>Chapter 3-Economic and Regulatory Aspects</td>
</tr>
<tr>
<td>Aug 30</td>
<td>Chapter 4-The Scope of Advertising</td>
</tr>
<tr>
<td>Sept 4</td>
<td>Chapter 5-Marketing and Consumer Behavior</td>
</tr>
<tr>
<td>Sept 6</td>
<td>Project Day</td>
</tr>
<tr>
<td>Sept 11</td>
<td>Chapter 6-Determinants of Advertising Strategy</td>
</tr>
<tr>
<td>Sept 13</td>
<td>Review Day</td>
</tr>
<tr>
<td>Sept 18</td>
<td>Test #1</td>
</tr>
<tr>
<td>Sept 20</td>
<td>Chapter 7-Research</td>
</tr>
<tr>
<td>Sept 25</td>
<td>Chapter 8-Planning</td>
</tr>
<tr>
<td>Sept 27</td>
<td>Chapter 9-Desseminating the Message</td>
</tr>
<tr>
<td>Oct 2</td>
<td>Chapter 10-Creative Strategy and the Creative Process</td>
</tr>
<tr>
<td>Oct 4</td>
<td>Chapter 11-Creative Execution</td>
</tr>
<tr>
<td>Oct 9</td>
<td>Guest Speaker</td>
</tr>
<tr>
<td>Oct 11</td>
<td>Chapter 12-Producing Ads</td>
</tr>
<tr>
<td>Oct 16</td>
<td>Test #2</td>
</tr>
</tbody>
</table>
Oct 18  Chapter 13-Using Print Media
Oct 23  Guest Speaker
Oct 25  Chapter 14-Using Electronic Media
Oct 30  Chapter 15-Using Digital Interactive Media
Nov  1  Project Day
Nov  6  Chapter 16-Using Other Media
Nov  8  Chapter 17-Introducing Social Media
Nov 13  Chapter 18-Direct Marketing, Personal Selling, Sales Promotion
Nov 15  Guest Speaker
Nov 20  Chapter 19-Public Relations, Sponsorship, and Corporate Advertising
Nov 22  Review Day
Dec  4  Test #3
Dec 11, 2:00-4:30pm  Project Presentations
Name____________________________________Preferred to be called__________________________________

Address_____________________________________________________________________________________

Telephone (Home)________________________(Work)_______________________(cell)___________________

Email ____________________________________________________________

No. of hours completed:_________ Major 1: ____________________________________

Major 2: ____________________________________Minor: __________________________________________

Marketing electives completed (means a grade is posted in Banner):

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Professor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
</tr>
</tbody>
</table>

Place of work__________________________________________Hours/week____________________________

Career objective____________________________________________________________________________

___________________________________________________________________________________________

What skills do you bring to a team? _________________________________________________

___________________________________________________________________________________________

How do you learn best?________________________________________________________________________

___________________________________________________________________________________________

I will be graduating in May December Summer 20______

(Circle one)