



Abraham Baldwin

AGRICULTURAL COLLEGE

A State College of the University System of Georgia

TIFTON, GEORGIA

Course Name: Advertising and Sales Promotion

Course Number: MKTG 2176

A study of the functions of advertising and promotion from a commercial perspective; consumer behavior, media selection, layout and design, and market strategy are emphasized. Students learn the fundamentals of advertising design and execution by participating in the development of simulated advertising strategies and commercial advertisements.

Pre-requisites/Co-requisites: Learning support as required – Reading, English

Course Learning Outcomes:

1. Demonstrate an understanding of the characteristics of the various advertising media.
 2. Demonstrate an understanding of the principles underlying the development of advertising and sales
 3. Demonstrate an understanding of the regulatory environment and legal restrictions applicable to advertising and sales promotion.
 4. Demonstrate the ability to plan and develop an advertising and promotion campaign.
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College Policy on Class Attendance: Courses at Abraham Baldwin Agricultural College are provided for the intellectual growth and development of students. To attain maximum success, students must attend all their classes, be on time, and attend all scheduled course activities including, but not limited to, field trips, seminars, study sessions, individual conferences, and lectures. This interaction with instructors and other students is an important element of the learning process, and a high correlation exists between class attendance and course grades. A student must understand the importance of regular participation in classroom and laboratory activities. The absence of any student affects not only his or her performance but the performance of the class as a whole. Absence from class, for whatever reason, does not excuse a student from full responsibility for class work or assignments missed. Students must accept this responsibility.

Instructors will keep accurate attendance records and must report the individual number of absences with midterm and final grades. Students whose number of unexcused absences is more than twice the number of class meetings per week (the equivalent of two weeks of instruction) will receive a grade of "F" for the course. Fewer absences than twice the number of class meetings per week may result in grade penalties at the discretion of the instructor. Specific attendance requirements applying to labs, clinics, accelerated classes or Learning Support will be adapted to the unique situation by the appropriate division. Final

determination of what constitutes an excused absence rests with the classroom instructor. In implementing this policy, faculty will not include in a student's unexcused absences those absences incurred due to authorized and approved college sponsored events (or in the case of joint-enrollment students high-school sponsored events) in which the student represents the institution as part of a group or under the direct supervision of a faculty or staff member.

Whenever a student is absent, whether for official or personal reasons, the student must assume responsibility and provide notice to the instructor, preferably in advance, for making arrangements for any assignments and class work missed because of the absence. However, final approval for make up work remains with the individual instructor.

A student who stops attending class without officially withdrawing from the course is subject to this attendance policy and will receive a grade of "F" for the course.

At the beginning of each semester, instructors will explain clearly to their students specific attendance requirements (including possible penalties). Additionally, they will publish the attendance policy on their syllabi and web-sites.

A student penalized for excessive absences may appeal through the grade appeal process, as stated in ABAC's college catalog and student handbook. (Revised 7/28/05)

NOTE: Students are considered absent if not present when their name is called as part of the role. Absence from class will considered excused only if such absence is a result of illness, certain family emergencies (to be evaluated on a case-by-case basis) or participation in required school-sponsored evolutions (such as field trips). (Doctors appointments, dentist's appointments, job interviews, etc. should be scheduled so as to not conflict with scheduled classes.) Unusual circumstances shall be considered on a case-by-case basis.

College Policy on Academic Dishonesty: Because Abraham Baldwin Agricultural College has the dual responsibility of educating students and helping them mature into worthy citizens who take their place in the larger community, it has adopted a code for dealing with academic irregularities.

Academic irregularities include, but are not limited to, giving or receiving of unauthorized assistance in the preparation of any academic or clinical assignment; taking or attempting to take, stealing, or otherwise obtaining in an unauthorized manner any material pertaining to the education process; selling, giving, lending, or otherwise furnishing to any person any question and/or answers to any examination known to be scheduled at any subsequent date; fabricating, forging, or falsifying lab or clinical results; plagiarism in any form related to themes, essays, term papers, tests, and other assignments; breaching any confidentiality regarding patient information.

Due Process for Academic Dishonesty Cases

Step 1. When a faculty member suspects that a student has engaged in academic dishonesty, the faculty member will call the student into a private meeting in the faculty member's office. (The division chair will be notified of and will approve any action.)

Step 2. The faculty member will confront the student with the evidence of dishonesty and/or academic irregularity. The faculty member and the student will discuss the specifics of what occurred. If the student confesses and accepts responsibility for academic dishonesty, then the faculty member will ask the student to sign in his/her own handwriting, a statement which makes clear that the student admits responsibility for the academic dishonesty. The faculty member will then consult with the division chair. The faculty member is then free to reprimand the student, to give a failing grade for the assignment, or to require the student to resubmit the assignment in question. With approval of the division chair, the faculty member can increase the penalty up to and including a “WF” for the course if the incident(s) merit this severe penalty.

Step 3. If the student refuses to sign a statement accepting responsibility for the act(s) of academic dishonesty, then a full hearing on the matter must be held. The faculty member and chair will document this incident and schedule a meeting with the student. This information will be turned over to the Academic Dean, who will make the determination of charges against the student and notify him/her in writing. The charges will be mailed by the Academic Dean to the student along with a notice to appear at a hearing, and, if the student wishes, to bring witnesses. At least three days’ notice is necessary unless the student waives the notice in writing.

Step 4. If the student requests a hearing, the Academic Dean has the option of hearing the case for administrative adjudication, convening a special hearing panel including faculty and students, or of referring it to the Student Life Hearing panel which handles all other disciplinary matters on campus. The committee will provide its recommendation to the Academic Dean. The Student Life Hearing Panel, when hearing cases of academic dishonesty, will include two faculty members, two students (one of whom will be the SGA president and the other an associate justice,) and the Director of Student Life, who oversees campus discipline and the Code of Conduct. The Chief Justice of the SGA chairs the panel. The Vice President or Student Affairs will serve as advisor to the panel for all academic dishonesty cases. In general, the decision of the Academic Dean or his/her designee will not be appealed to the Student Life Hearing Panel. An appeal of the Dean’s decision will go directly to the President who may choose to use the Student Life Hearing Panel to make a recommendation to him.

Step 5. The student has a right to appeal the decision of the hearing officer or hearing panel within ten calendar days of the decision. The appeal will be to the President or his designee. The President’s decision is final. The President reserves the right to review all disciplinary cases and the judgments made during the process.

If there is a student in this class who has specific needs because of learning disabilities or any other disability, please feel free to contact the instructor.

This is a partial syllabus. More detailed information relating to the class and Instructor will be made available to each student

MKTG 2176; Advertising & Sales Promotion

MGMT 2176-0; CRN: 20189

Fall, 2007

Class meets: 11:00 – 12:15, Tu,Th

Paul Miller

Office: Conger 217-B

Office Phone: 391-4835

Home Phone: 3827538

e-mail: pmiller@abac.edu

OFFICE HOURS

Monday: 9:50-10:50 am, 12:00-1:00 pm, 4:00-5:00 pm

Tuesday: 12:15-12:45 pm, 4:00-5:00 pm

Wednesday: 9:50-10:50 am, 12:00-1:00 pm, 4:00-5:00 pm

Thursday: 12:15-12:45 pm, 4:00-5:00 pm

Friday: 9:50-10:50 am

Otherwise by chance or appointment

Dates of Interest:

Final Exam: 10:30 – 12:30, 12/12/07

Mid-Term: 10/11/07

Holidays: Sep 3; Oct 15 – 16, Nov 22 - 23

Learning Support Prerequisites: Reading, English

Date of last syllabus update: 7/22/07

CREDIT: 3 Semester Hours.

PREREQUISITES: Learning Support Reading, English (when required).

TEXT: PAULNOTES

GRADING: Grades will be calculated on a cumulative point basis as follows:

<u>Graded Activity</u>	<u>Points</u>	<u>Grading Scale</u>
Examination #1	75	A: 504 – 560
Examination #2	75	B: 448 – 503
Quality Checks/Homework	60	C: 392 – 447
Advertising Campaign	100	D: 336 – 391
Oral Presentation	100	F: 335 or fewer
Final Examination	150	
Total	560	

(I do, of course, reserve the right to alter the above composition should I feel that conditions warrant.)

In addition to the point totals, I reserve the right to use my subjective evaluation in the determination of final grades. My subjective evaluation, however, will be used only to adjust grades upward and then only in the event that a student's final point total is close to the borderline of the next highest grade. For example, if a student's final point total is within two or three points of the next highest grade, I would consider such factors as class participation and my general impression of that student's effort and achievement in awarding a final grade. As per the college's official absenteeism policy, a student's final grade may also be influenced by his/her attendance (see attendance policy).

PEER INPUT: It is essential that each member of the team effectively support the activities of the group. To help insure this, each student's project scores (for both the written proposal and the oral presentation) will be adjusted by the input of the other members of the group in the following manner. The project score will be multiplied by the peer score to arrive at each student's score for the activity. For example, if the raw score for the advertising plan was a 95 and a particular student's peer evaluation score was 98, that student would receive a 93 for the exercise.

The peer review will consist of each student evaluating their co-workers on the basis of, 1) the degree to which each team member did his/her fair share of the work, 2) the value of contributions, 3) the degree to which each member was cooperative with respect to executing the project, and 4) the degree to which deadlines were met. In addition to these criteria, each student may add other criteria they feel are relevant.

OUTLINE OF THE COURSE:

Week	Pages(s)	Topics/Activities
1	1 - 3	The nature of the elements of the marketing mix.
2	1 - 3 4 - 5	The nature of the elements of the marketing mix. Development of an effective advertising campaign.
3	6 - 7	Analyzing the company, the competition, and the market.
4	7	Target marketing - demographic and psychographic variables. Customer profiling and clustering.
5	8 9	Campaign objectives and strategy. Media objectives and strategy.
6	10	Developing the "what, when, where, and how often" of the media plan.
7	11 - 17	Evaluating media effectiveness. Examination #1
8	18	Sales promotion techniques and their role in the advertising campaign. Research and pre-testing - determining ad effectiveness prior to use.
9	18 20 - 24	Research and pre-testing - determining ad effectiveness prior to use. Federal statutes and regulatory agencies. Deceptive advertising criteria.
10	20 - 24	Federal statutes and regulatory agencies. Deceptive advertising criteria.
11	25 - 30	Creating advertising copy.
12	25 - 30	The total ad - concept - words - visuals. Examination #2
13	31 - 34	Developing advertisements for magazines.
14	35 - 43	Designing advertisements for television.
15	44 - 47	Developing radio advertisements.

GENERAL INFORMATION AND POLICIES

EXAMINATIONS: All examinations are announced in advance and all students are expected to be present for examinations. Make-up examinations will be allowed only in the direst circumstances, such as illness or family emergency. Missed exams will be computed as a zero in grade compilation. All material assigned and/or discussed is fair game for examinations. This includes textual material, whether discussed or not, in-class discussions and activities, out-of-class assignments, student reports, and all other activities not specifically excluded.

EXAMINATION PROTOCOL: The following policies and procedures will be followed during all examinations.

1. Please turn off all beepers and cell phones - please see me if this constitutes a particular problem.
2. Please be ready to go at the beginning of the period - Students arriving more than 15 minutes late will not be allowed to take the examination. (This is for test security purposes)
3. Once you have received your examination, you must turn it in if you leave the room. Therefore, please take care of any other requirements prior to the exam.
4. All exams (including the final exam) are timed exams - they will end and all exams will be collected at the designated end of the exam period.
5. Exam scores and/or final grades will be posted for those who so desire. Exam scores and/or course grades will be mailed for those who bring a self-addressed, stamped envelope to the final exam. Sorry - grades cannot be communicated via phone or e-mail.
6. All students will take the final exam at the official scheduled time. Any exceptions must be made through the Dean and Vice President of Academic Affairs.
7. Calculators may be used when required. **HOWEVER**, no sharing or passing of calculators. Stand-alone calculators only - no cell phones.

IN-CLASS ASSIGNMENTS: Quality checks and in-class assignments may not be made up regardless of circumstances (except for conflicts with school-sponsored evolutions). However, each student's lowest score will be dropped and extra credit points added to most in-class assignments to offset the effect of unavoidable absences.

LATE ASSIGNMENTS: All assignments are due at the beginning of the class period at which they are due. Assignments not submitted when collected at the beginning of such class periods are considered late and will be penalized as such. Except for term projects, papers will be accepted late only when prior arrangement has been made with the instructor or unavoidable circumstances made timely submission impossible. For pragmatic reasons, no assignment shall be accepted after it has been graded and returned to the rest of the class. In the case of written term projects, late submissions will be penalized 10 points per day or portion thereof and not acceptable at all after the third day. This penalty will apply regardless of the reason for late submission. Papers will be accepted any time prior to the due date; those who wait until the last minute accept the risk inherent in such action. (Because of scheduling problems, oral presentations **MUST** be delivered as scheduled. There is not sufficient time to give students multiple opportunities.)

BEEPERS, CELL PHONES, AND CALCULATORS: Please turn off beepers and cell phones during class. If this presents a problem, please see me. Calculators may be used on quality checks and examinations at the student's discretion. However, stand-alone calculators alone may be used - no cell phones. Also, each student must bring his/her own calculator - no passing or sharing of calculators.

SPECIAL ACCOMMODATIONS: The Student Development Center is the official office to provide disability services. If you have a documented disability that may require assistance, you will need to contact Dr. Maggie Martin at the Student Development Center for coordination of your academic accommodations. The Student Development Center is located on the second floor of the Student Center. The telephone number is 391-5135.

TERM PROJECT:

As partial fulfillment of the requirements of this course, you must plan, formulate, and design an advertising and promotional campaign utilizing the advertising principles and concepts studied in this course as well as those that your research may reveal. You will be assigned the product for which you must create a campaign.

The advertising techniques available to you include newspaper ads, magazine ads, direct mail, brochures, packages, billboards, transit advertising, radio commercials, television commercials, and the Internet. You must utilize at least two of these techniques but you are not limited to two.

You are expected to do all the design, layout, copy production, photography, and research that is required of your particular campaign. Assume the role of an advertising agent submitting a proposal to a client. Therefore, your report should explain the advertisements you have submitted, identify and justify the target market(s), describe the appeals used (informative, persuasive, image advertising, etc.), justify your approach to promoting the product, and, in general, persuade the client that your campaign is a viable one.

Your study guide should serve as an excellent manual for your project. Since all relevant material cannot be covered prior to executing this project, you are encouraged to look ahead and review those items that are of particular importance to your project. Indeed, you will be held accountable for material in your study guide applicable to the project and your specific campaign.

During the latter part of the term, you will orally present your proposal to the class. All members of the team are expected to participate in the oral presentation. Those who do not will receive no credit for the oral presentation. It is also expected that the participation of each team member will be roughly equal. Since your written report will not be returned to you prior to your oral presentation, keep a copy of it or at least the notes you will need for your presentation.

Your proposal should conform to the following format:

- 1) Title Page – Course name/number, product, group members
- 2) Table of Contents
- 3) Situation Analysis
- 4) Campaign Objectives & Strategy
- 5) Media Objectives and Strategy
- 6) Media Plan
- 7) Sales Promotion Plan
- 8) Pretesting (optional)
- 9) Budget

TERM PROJECT GRADING CRITERIA

Your advertising campaign will be evaluated on the following criteria:

WRITTEN PROPOSAL:

<u>Points</u>	<u>Evaluation Criteria</u>
*****	Conformance to Established Criteria (mandatory - not otherwise acceptable): Typed, double-spaced, 8 1/2 X 11 paper, neat and professional in appearance.
10	Grammar and Construction: Proper spelling, sentence structure, paragraphing, transitions, etc.
10	Organization/Professional Appearance: Flow and logical sequence of material. Degree to which material was understandable and articulate.
15	Thoroughness and Justification of Techniques: Appropriate media appeals, media plan, budget, advertising and promotion techniques, and target market.
5	Promotional Objectives: Appropriate and pragmatic.

ADVERTISEMENTS AND PROMOTIONS:

<u>Points</u>	<u>Evaluation Criteria</u>
15	Creativity.
15	Appropriate Media Selection and Techniques.
20	Design Appeal and Relevancy: Aesthetics, neat and professional execution, appropriate use of slogans, trademarks, visuals, headlines, composition, unity and balance.
5	Adherence to Sound Advertising and Promotional Practices: Legality and good taste.
5	Adherence to Stated Objectives.

ORAL PRESENTATION:

On a date assigned, students shall make a formal presentation to the class of their campaign proposals. Your oral presentation will be evaluated on the following criteria:

<u>Points</u>	<u>Evaluation Criteria</u>
20	Forensic Qualities: Voice projection, eye contact, proper use of grammar, limited use of notes, general demeanor.
30	Quality/Organization: Thoroughness, use of appropriate data, quality and effectiveness of visual aids, general organization.
10	Target Market: Identification and justification of appropriate target market(s).
10	Promotional Appeal: Appropriateness and justification of appeal(s) used in advertisements and promotional techniques.
10	Media: Appropriate selection, use, and justification.
20	General Persuasiveness.

MKTG 2176; ADVERTISING & SALES PROMOTION
TERM PROJECT PREFERENCE FORM

Written Campaign Proposal Due:

Student Names: _____

PRESENTATION DATE:

Choice #1: _____

Choice #2: _____

Choice #3: _____

PRESENTATION DATES:

Tuesday

Thursday