



MKT 351

Siena Heights University 101

Session: Fall 2009

Class Dates: Oct 27 – Dec 15

Instructor: Kristi Lafrenz

Classroom: tbd

Day/Time: Tues/6 – 9 p.m.

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Required text(s): *Contemporary Advertising*, 11th Edition, McGraw-Hill, William F. Arens

University Mission

The mission of Siena Heights, a Catholic University
founded and sponsored by the Adrian Dominican Sisters, is to assist people to become more competent, purposeful, and ethical through a teaching and learning environment which respects the dignity of all.

Department / Division Learning Outcomes

Course Description

MKT351 Advertising and Promotion (3)

This course is an introduction to theory and practice in the planning, execution and evaluation of persuasive campaigns involving print, television and radio. The objective of this course is to develop in students some of the basic skills required to understand and create advertising strategies, using both media and copy, in order to achieve marketing objectives. Pre-requisite: Principles of Marketing.

Course Objectives

At the end of this course, students will be able to:

1. Apply advertising terms and vocabulary.
2. Understand how to craft marketing and advertising strategies.
3. Understand how to integrate advertising with other elements of the communications mix.
4. Create advertisements and commercials.
5. Explain the use of advertising media.

Learning Strategies

Class/learning environment to include mix of lecture, in-class activities (individual and group), quizzes, dvd viewing/discussions, internet research, out-of-class assignments, guest lecturers, potential field trip and exam.

Class Policies

Make-up Policies:

-Exams are to be taken during the assigned class period and time. No make-up exams will be given without prior permission from the instructor.

-All out-of-class assignments are due on the date assigned. Late assignments will be dropped one letter grade.

-Missed *in-class* assignments cannot be made up.

Attendance: Due to the nature of an 8-week class format, attendance is important. For every class period missed, 25 points will be deducted from your final grade.

Class Participation: Class discussions are meant to be interactive and stimulating. Students are encouraged to actively participate throughout the class period by asking and answering questions and by offering ideas and suggestions. Points will be awarded for participation.

Class Preparation: Students are expected to read and think about the assigned material prior to each class.

Class Material: Textbook, plus handouts, articles, cases, internet sites or other materials provided by instructor.

Use of eCollege: Class materials, assignments, information, announcements, grades and lecture notes will be posted on eCollege. Students are expected to check eCollege regularly and use it as their first resource in answering questions.

Assignments: Assignments are to be presented in a succinct written report style -- double-spaced, free of spelling and grammatical errors.

Utilize APA style and the following writing guide: Maimon, Elaine P. and Janice H. Peritz. (2006) A Writer's Resource: A Handbook for Writing and Research. McGraw-Hill. ISBN: 0-07-294405-6.

Academic Dishonesty Policy

Academic dishonesty is unethical behavior which in any way violates the standards of scholarly conduct. It includes such behaviors as cheating on assignments or examinations, plagiarizing, submitting the same or essentially the same papers for more than one course without the consent of the instructors concerned. Also included in academic dishonesty is knowing or with the intent of helping another violate any part of this policy. Academic dishonesty will result in a failing grade for the assignment in question and a report to the Dean of the College for Professional Studies.

Students with Learning Disabilities

"Siena Heights University is committed to providing a learning environment that benefits all students. Pursuant to the American with Disabilities Act of 1990, all reasonable accommodations will be made to meet the documented needs of students. Siena's Accommodations Policy for Students with Disabilities requires students to provide written of his/her disability to the Academic Advising Office. If you require special accommodations, it is your responsibility to notify each instructor during the first two weeks for the semester." For the complete policy, see current Siena Heights University Catalog.

Assessment Strategies

Grading Composition:

<u>Activity</u>	<u>Percent of Grade</u>	<u>Total Points</u>
Final Exam	40%	400 points
Advertising Notebook/Discussion	40%	400 points
Class Participation/Attendance	20%	200 points

Grading Scale:

<u>% Scale</u>	<u>Range of Pts Earned</u>	<u>Letter Grade</u>
90-100%	900-1000	A
80-89%	800-899	B
70-79%	700-799	C
60-69%	600-699	D
0-59%	0-599	F

Course Schedule and Assignments

<u>Date</u>	<u>Discussion Topics</u>	<u>Reading Assignment</u>
Oct 27	Class Introduction Review of Syllabus Advertising Perspectives <ul style="list-style-type: none">○ Advertising Today○ Controversies○ Social Impact○ Responsibility and Ethics○ The Ad Agency	PRIOR to Class One: Chapter 1 (scan briefly) Chapter 2 (scan briefly) Chapter 3 (pp. 56-71) Chapter 4 (all)
Nov 3	Crafting Ad Strategies <ul style="list-style-type: none">○ Consumer Behavior○ Segmentation○ Research○ Planning	Chapters 5, 6, 7, 8
Nov 10	Integrating Advertising <ul style="list-style-type: none">○ Media Strategy○ Direct○ PR	Chapters 9, 10, 11
Nov 17	Creating Ads <ul style="list-style-type: none">○ Creative Process○ Creative Execution○ Production	Chapters 12, 13, 14
Nov 24	Media <ul style="list-style-type: none">○ Print○ TV/Radio○ Digital○ Direct○ Out-of-Home	Chapter 15, 16, 17, 18
Dec 1	MasterCard's "Priceless" Campaign Case Study	pp. 606-617
Dec 8	Review for Exam Hand in Advertising Notebook	
Dec 15	Final Exam	

****The instructor reserves the right to make changes in the syllabus to ensure a positive educational experience.***