



INSTRUCTIONAL PACKAGE

MKT 240

Advertising

2018-2019

INSTRUCTIONAL PACKAGE

PART I: COURSE INFORMATION

Effective Term: 2018-2019 Academic Year

COURSE PREFIX: MKT 240

COURSE TITLE: Advertising

CONTACT HOURS: 3.0

CREDIT HOURS: 3.0

RATIONALE FOR THE COURSE:

Marketers have moved away from the view of advertising as the predominant form of persuasive marketing communications to a perspective that embraces all forms of marketing communications – advertising, sales promotion, trade promotions, publicity and public relations, personal selling, sponsorship marketing, and E-commerce/internet efforts. These communications tools must be evaluated from a strategic perspective, and brought together in a consistent, complementary way to achieve communications goals such as creating customers' awareness of the product, knowledge of the product's features and benefits, interest in trying or purchasing the product, and/or perceptions that reflect the brand's desired positioning.

COURSE DESCRIPTION:

This course is a study of the role of advertising in the marketing of goods and services, including types of advertising, media, how advertising is created, agency functions, and regulatory aspects of advertising.

PREREQUISITES/CO-REQUISITES:

(Credit level MKT 101 Minimum Grade of C or Credit level MKT 101 Minimum Grade of TC) and (On-Line Orientation 1)

REQUIRED MATERIALS:

Please visit the Bookstore online site for most current textbook information. Use the direct link below to find textbooks.

[BOOKSTORE](#).

Enter the semester, course prefix, number and section when prompted and you will be linked to the correct textbook.

ADDITIONAL REQUIREMENTS:

List other tools, resources, and materials needed by the student for success in the course, including specific costs associated (i.e., calculators proctor fees, hardware/software). Remove section if you don't plan to use.

TECHNICAL REQUIREMENTS:

Access to Desire2Learn (D2L), HGTC's student portal for course materials.
WaveNet and D2L email access.

STUDENT IDENTIFICATION VERIFICATION

Students enrolled in online courses will be required to participate in a minimum of one (1) proctored assignment and/or one (1) virtual event to support student identification verification. Please refer to your Instructor Information Sheet for information regarding this requirement.

CLASSROOM ETIQUETTE:

As a matter of courtesy to other students and your professor, please turn off cell phones and other communication/entertainment devices before class begins. If you are monitoring for an emergency, please notify your professor prior to class and switch cell phone ringers to vibrate.

NETIQUETTE: is the term commonly used to refer to conventions adopted by Internet users on the web, mailing lists, public forums, and in live chat focused on online communications etiquette. For more information regarding Netiquette expectations for distance learning courses, please visit: [Online Netiquette](#).

PART II: STUDENT LEARNING OUTCOMES

COURSE LEARNING OUTCOMES and ASSESSMENTS*:

- Identify the role of IMC in marketing and brand management
- Showcase and illustrate how marketing communications function
- Identify Brand Management & Loyalty
- Develop effective word-of-mouth and viral communications campaigns
- Demonstrate how to leverage new media opportunities such as email, web sites, E-commerce, and Social Media platforms.
- Define media buying and execute a media plan.
- Identify IMC objectives
- Identify new branding campaign
- Illustrate the pros and cons of the various media options available to a marketer
- Design and identify sales promotions and trade promotions campaigns

Unit 1

Materials Covered: Chapters 1-4

***Assessment(s):** Chapter Discussion Questions
Unit I Quiz

Learning Outcomes:

- Identify the role of IMC in marketing and brand management
- Showcase and illustrate how marketing communications function
- Identify Brand Management & Loyalty

Unit 2

Materials Covered: Chapters 5-7

***Assessment(s):** Chapter Discussion Questions

Case Study Assignment Unit 2 Quiz

Learning Outcomes:

- Define Integrated Marketing Communications
- Identify the role of IMC in marketing and brand management
- Understand & explain how marketing communications function
- Illustrate Brand Management & Loyalty
- Develop effective word-of-mouth and viral communications campaigns
- Demonstrate how to leverage new media opportunities such as email, web sites, E-commerce, and Social Media platforms.

Unit 3

Materials Covered: Chapters 8-10

***Assessment(s):** Chapter Discussion Questions

Learning Outcomes:

- Identify the role of IMC in marketing and brand management
- Showcase and illustrate how marketing communications function
- Identify Brand Management & Loyalty
- Develop effective word-of-mouth and viral communications campaigns
- Demonstrate how to leverage new media opportunities such as email, web sites, E-commerce, and Social Media platforms.
- Define media buying and execute a media plan.
- Identify IMC objectives
- Identify new branding campaign
- Illustrate the pros and cons of the various media options available to a marketer
- Design and identify sales promotions and trade promotions campaigns

Unit 4 & 5

Materials Covered: Chapters 11-15

***Assessment(s):** Chapter Discussion Questions

Unit 3-5 Quiz

Advertising & Marketing Capstone

Learning Outcomes:

- Identify the role of IMC in marketing and brand management
- Showcase and illustrate how marketing communications function
- Identify Brand Management & Loyalty

- Develop effective word-of-mouth and viral communications campaigns
- Demonstrate how to leverage new media opportunities such as email, web sites, E-commerce, and Social Media platforms.
- Define media buying and execute a media plan.
- Identify IMC objectives
- Identify new branding campaign
- Illustrate the pros and cons of the various media options available to a marketer
- Design and identify sales promotions and trade promotions campaigns

****Students – please refer to the Instructor’s Course Information sheet for specific information on assessments and due dates. Also see your course calendar and drop box for assignment details.***

General Education Outcomes

This course fulfills the following General Education Outcomes through showing an understanding of the US legal system as it relates to business law. Upon completion of this course, students will be able to:

- Communicate effectively;
- Think critically;
- Self and professional development.

Advertising & Marketing Plan Capstone

Assignment Rationale: The purpose of this project is to build a comprehensive marketing and advertising campaign using all the skills you have learned in this class. This assignment serves as the capstone assignment for this course. You can choose any company in the world to profile but they must have a website, and have run radio and TV commercials in the past.

PART III: GRADING AND ASSESSMENT

EVALUATION OF REQUIRED COURSE MEASURES/ARTIFACTS*

Students’ performance will be assessed and the weight associated with the various measures/artifacts are listed below.

ASSESSMENT METHOD	WEIGHT
Chapter Discussion Questions	15%
Unit Quizzes	23%
Case Study	15%
Final - Advertising & Marketing Plan-Capstone	26%
Participation – Weekly Discussion Posts	21%
	100%

****Students, for the specific number and type of evaluations, please refer to the Instructor's Course Information Sheet.***

GRADING SYSTEM:

The Business Department has a seven day grading policy. Please note the College adheres to a 10 point grading scale A = 100 – 90, B = 89- 80, C = 79 – 70, D = 69 – 60, F = 59 and below. You must have your Dean's approval if changes in the scale are made.

Grades earned in courses impact academic progression and financial aid status. Before withdrawing from a course, be sure to talk with your instructor and financial aid counselor about the implications of that course of action. Ds, Fs, Ws, WFs and Is also negatively impact academic progression and financial aid status.

The Add/Drop Period is the first 5 days of the semester for **full term** classes. Add/Drop periods are shorter for accelerated format courses. Please refer to the academic calendar for deadlines for add/drop ([ACADEMIC CALENDAR](#)). You must attend at least one meeting of all of your classes during that period. If you do not, you will be dropped from the course(s) and your Financial Aid will be reduced accordingly.

Part IV: Attendance

Horry-Georgetown Technical College maintains a general attendance policy requiring students to be present for a minimum of eighty percent (80%) of his or her classes in order to be eligible to receive credit for any course. However, due to the varied nature of courses taught at the College, a more rigid attendance policy may be required by individual instructors. At a minimum, a student may be withdrawn from a course(s) after he or she has been absent in excess of ten percent (10%) of the total contact hours for a course. **Instructors define absentee limits for their class at the beginning of each term; please refer to the Instructor Course Information Sheet.**

For online and hybrid courses, check your Instructor's Course Information Sheet for any required on-site meeting times. Please note, instructors may require tests to be taken at approved testing sites, if you use a testing center other than those provided by HGTC, the center may charge a fee for its services.

Part V: Student Resources

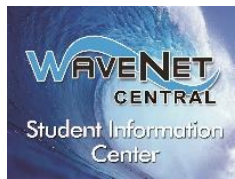


The Student Success and Tutoring Center (SSTC)

The SSTC offers to all students the following **free** resources:

1. **Academic coaches** for most subject areas, **Writing Center Support**, and **college success skills**.
2. **On-line student success and academic support resources**.

Visit the SSTC website: [Student Success & Tutoring Center](#) and visit the student services tab in your WaveNet account to schedule appointments using TutorTrac. For more information, call: SSTC Conway, 349-7872; SSTC Grand Strand, 477-2113; and SSTC Georgetown, 520-1455. Room locations and Live Chat is available on the SSTC website.



Student Information Center: WaveNet Central (WNC)

WNC offers to all students the following **free** resources:

1. **Getting around HGTC:** General information and guidance for enrollment!
2. Use the [Online Resource Center \(ORC\)](#) for COMPASS support, technology education, and online tools.
3. **Drop-in technology support or scheduled training** in the Center or in class.
4. **In-person workshops, online tutorials and more services** are available.

Visit the WNC website: [Wavenet Central](#). Live Chat and Center locations are posted on the website. Or please call one of the following locations: WNC Conway, 349-5182; WNC Grand Strand, 477-2076; and WNC Georgetown, 520-1473.

Student Testing: (If course is offered in multiple format include this section, delete if only F2F sections are offered.)

Testing in an **online/hybrid** course may be accomplished in a variety of ways:

- Test administered within D2L
- Test administered in writing on paper
- Test administered through Publisher Platforms

Further more tests may have time limits and/or require a proctor.

Proctoring can be accomplished either face-to-face at an approved site or online through RPNOW, our online proctoring service. To find out more about proctoring services, please visit the [Online Testing](#) section of the HGTC's Testing Center webpage.

The **Instructor Information Sheet** will have more details on test requirements for your course.

Disability Services

HGTC is committed to providing an accessible environment for students with disabilities. Inquiries may be directed to Jocelyn Williams, Director of Student Development on the Conway Campus Jaime Davis, Counselor/Advisor on the Georgetown Campus or Kristin Griffin, Counselor on the Grand Strand Campus. These individuals will review documentation of the student's disability and, in a confidential setting with the student, develop an educational accommodation plan.

Note: It is the student's responsibility to self-identify as needing accommodations and to provide acceptable documentation. After a student has self-identified and submitted documentation of a disability, accommodations may be determined, accepted, and provided.

Statement of Equal Opportunity/Non-Discrimination Statement

Horry Georgetown Technical College prohibits discrimination and harassment, including sexual harassment and abuse, on the basis of race, color, gender, national or ethnic origin, age, religion, disability, marital status, veteran status, sexual orientation, gender identity, or pregnancy in educational programs and/or activities.

Title IX Requirements

Horry Georgetown Technical College prohibits the offenses of domestic violence, dating violence, sexual assault, and stalking. Any student who believe he or she has experienced or witnessed discrimination including sexual harassment, domestic violence, dating violence, sexual assault or stalking is encouraged to report such incidents to one of the College's Title IX Coordinators.

*Faculty and Staff are required to report incidents to the Title IX Coordinators when involving students. The only HGTC employees exempt from mandatory reporting are licensed mental health professionals (only as part of their job description such as counseling services).

Inquiries regarding the non-discrimination policies:

<p>Student and prospective student inquiries concerning Section 504, Title II, and Title IX and their application to the College or any student decision may be directed to the Associate Vice President for Student Affairs.</p>	<p>Employee and applicant inquiries concerning Section 504, Title II, and Title IX and their application to the College may be directed to the Associate Vice President for Human Resources.</p>
<p>Dr. Melissa Batten, AVP Student Affairs <i>Title IX Coordinator</i></p> <p>Building 1100, Room 107A, Conway Campus PO Box 261966, Conway, SC 29528-6066 843-349-5228 Melissa.Batten@hgtc.edu</p>	<p>Jacquelyne Snyder, AVP Human Resources <i>Section 504, Title II, and Title IX Coordinator</i></p> <p>Building 200, Room 212A, Conway Campus PO Box 261966, Conway, SC 29528-6066 843-349-5212 Jacquelyne.Snyder@hgtc.edu</p>