



INSTRUCTIONAL PACKAGE

MKT 240
Advertising

Effective Term
AY 2020-2021

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Part I: Course Information

Effective Term: AY 2020-2021

COURSE PREFIX: MKT 240

COURSE TITLE: Advertising

CONTACT HOURS: 3

CREDIT HOURS: 3

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)

***Online/Hybrid** courses require students to complete the DLI Online Student Orientation prior to completing an online course. The DLI Online Student Orientation can be found in WaveNet, under the My Student tab.

REQUIRED MATERIALS:

Please visit the [BOOKSTORE](#) online site for most current textbook information. Use the direct link below to find textbooks.

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

TECHNICAL REQUIREMENTS:

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

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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

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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**

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information on assessments and due dates.

GENERAL EDUCATION OUTCOMES:

This course fulfills the following General Education Outcomes through the Marketing Plan assessment. Upon completion of this course, students will be able to:

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

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.

EVALUATION*

Chapter Discussion Questions	15%
Unit Quizzes	23%
Case Study	15%
Final - Advertising & Marketing Plan-Capstone	26%
Participation – Weekly Discussion Posts	21%
Total Points	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. 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 80 percent (80%) of their classes in order to receive credit for any course. Due to the varied nature of courses taught at the college, some faculty may require up to 90 percent (90%) attendance. Pursuant to 34 Code of Federal Regulations 228.22 - Return to Title IV Funds, once a student has missed over 20% of the course or has missed two (2) consecutive weeks, the faculty is obligated to withdraw the student and a student may not be permitted to reenroll. **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, and 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 tutors** for most subject areas, **Writing Center support**, and **college success skills**.
2. Online **tutoring** and academic support resources.
3. Professional and interpersonal communication **coaching** in the EPIC Labs.

Visit the [Student Success & Tutoring Center](#) website for more information. To schedule tutoring appointments using TutorTrac, visit the Student Services tab in WaveNet. Email ssc@hgtc.edu or call SSTC Conway, 349-7872; SSTC Grand Strand, 477-2113; and SSTC Georgetown, 520-1455, or go to the [Online Resource Center](#) to access on-demand resources.



CENTRAL STUDENT INFORMATION CENTER: TECH Central

TECH Central offers to all students the following **free** resources:

1. **Getting around HGTC:** General information and guidance for enrollment!
2. Use the [Online Resource Center \(ORC\)](#) including scheduled technology training, Office 365 support, password resets, and username information.
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.

5. **Chat with our staff on TECH Talk**, our live chat service. TECH Talk can be accessed on the student portal and on TECH Central's website, or by texting questions to (843) 375-8552.

Visit the [Tech Central](#) website for more information. Live Chat and Center locations are posted on the website. Or please call (843) 349 – TECH (8324).

STUDENT TESTING:

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 HGTC's [Accessibility and Disability Service webpage](#). The Accessibility and Disability staff 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, sex, national or ethnic origin, age, religion, disability, marital or family status, veteran status, political ideas, sexual orientation, gender identity, or pregnancy, childbirth, or related medical conditions, including, but not limited to, lactation in educational programs and/or activities.

TITLE IX REQUIREMENTS:

All students (as well as other persons) at Horry-Georgetown Technical College are protected by Title IX—regardless of their sex, sexual orientation, gender identity, part- or full-time status, disability, race, or national origin—in all aspects of educational programs and activities. Any student, or other member of the college community, who believes that he/she is or has been a victim of sexual harassment or sexual violence may file a report with the college's Chief Student Services Officer, campus law enforcement, or with the college's Title IX Coordinator, or designee.

*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/TITLE IX POLICIES:

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 Vice President for Student Affairs.

Dr. Melissa Batten, VP Student Affairs

Title IX Coordinator

Building 1100, Room 107A, Conway Campus

PO Box 261966, Conway, SC 29528-6066

843-349-5228

Melissa.Batten@hgtc.edu

Employee and applicant inquiries concerning Section 504, Title II, and Title IX and their application to the College may be directed to the Vice President for Human Resources.

Jacquelyne Snyder, VP Human Resources

EEO and Title IX Coordinator

Building 200, Room 212A, Conway Campus

PO Box 261966, Conway, SC 29528-6066

843-349-5212

Jacquelyne.Snyder@hgtc.edu