Course Number: MKTG 3809 Advertising

Instructor: Mary Kay (Mimi) Rickard, MBA

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Prerequisites: The student is required to have successfully completed MKTG 3803 (Principles of Marketing).

Course Description: This is a study of the integrative role of advertising in persuasive communication of business and related fields. This includes procedures for organizing, developing, and implementing effective media decisions.

Course Objectives: After completion of this course the student will be able to:

1. Recall a broad definition of advertising terms. (MG 1)
2. Discuss some of the legal and ethical issues advertisers are faced with today. (LG 5)
3. Identify the different factors that affect the responses of consumers to advertisements. (MG 2)
4. Explain the different functions of an advertisement. (MG 1)
5. Explain what advertisers mean by a ‘creative concept.’ (MG 1)
6. Summarize the basic nature of broadcast media and print media. (MG 1)
7. Analyze print advertisements for content utilizing elements of a print ad and its function. (MG 2)
8. Utilize the concepts presented in class to prepare and present an advertising project. (LG 1)

Course Requirements:

1. Attendance and class participation are an important part of facilitating the learning process for you and your classmates. Attendance will be taken occasionally throughout the semester. In class activities will also be utilized to encourage attendance. All in class activities will equal a test grade (100 points). If you are not in class, you are not participating.
The student is responsible for any lecture material missed due to absence. Each member of the class should have read and be prepared to discuss the material on the day on which it is assigned.

In addition to the text, information may be distributed in class in the form of handouts, or material might be placed on reserve at the Reserve Desk in the library. For testing purposes, the student is responsible for any information presented in class or made available to them at the Reserve Desk. Brief assignments may be required during the semester to reinforce particular topics.

Students are encouraged to bring magazine or newspaper advertisements on relevant topics to share with the class.

There will be four (4) exams. Each exam will be worth 100 points. The last exam will be given during exam week. These exams will consist of multiple choice questions.

Make-up exams will be given only if there is a legitimate reason for missing the exam – as judged by the instructor. The instructor needs to be notified in advance and documented proof needs to be provided.

Academic Honesty: Students are expected to recognize and uphold standards of intellectual and academic integrity. UWG, the RCOB and the Department of Marketing and Real Estate assume as a basic and minimum standard of conduct in academic matters that students be honest and that they present for credit only the results of their own efforts. Acts of academic dishonesty will result in a failing grade for the assignment or exam.

2. Each class will be required to prepare an advertising project. The details of this project will be disclosed later in the semester.

3. If, for any reason, the University is officially closed on a scheduled exam day, or a day that an assignment or project is due, the scheduled item will take place at the next class meeting.

4. Absolutely no food or drink is allowed in the classroom!
Grading Policy:

Exams, class participation, and advertising project will be weighted according to the following ten point grading scale:

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<th>Points</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>100</td>
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<td>Exam 2</td>
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<td>Exam 3</td>
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<td>Exam 4</td>
<td>100</td>
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<tr>
<td>Project</td>
<td>150</td>
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<tr>
<td>Presentation</td>
<td>50</td>
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<tr>
<td>Class Participation &amp; Exercises</td>
<td>100</td>
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<td>Total</td>
<td>700</td>
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A = 90% or more
B = 80% to 89%
C = 70% to 79%
D = 60% to 69%
F = less than 60%

Grades will not be curved during the semester. Final grades may be curved at the end of the semester.

The last exam will not be a comprehensive final.

General Guidelines:

Please participate. What you put into the class will determine what you get out of it – and what others get out of it.

Please come on time. Late arrivals disturb everyone. Please do not talk to your neighbor during class. Please turn off your cell phones and pagers. This is rude behavior and disturbs not only the instructor but also your classmates.

Please feel free to call or email me with comments, questions, or concerns.

This is a tentative syllabus and is subject to change at any time during the semester.