Course Number: MKTG 3809 Advertising

Instructor: Dr. Mary Kay (Mimi) Rickard

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Office Hours: Tuesday & Thursday  8:30am – 9:30am
11:00am – 2:00pm
(Other times by appointment)

Text: Advertising & IMC Principles & Practices, 10th edition,
Authors: Moriarty, Mitchell & Wells

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:
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. For testing purposes, the student is responsible for any information presented in class. Brief assignments may be required during the semester to reinforce particular topics.

Students are encouraged to bring 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.

Students Rights and Responsibilities: (The following information can also be found at http://www.westga.edu/assetsDept/vpaa/Common Language_for_Course_Syllabi.pdf)

University of West Georgia Honor Code: At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students should pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or
expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student’s conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student’s account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the Student Handbook.

**Americans with Disabilities Act:** Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of their Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. See [http://www.westga.edu/studentDev/index_8884.php](http://www.westga.edu/studentDev/index_8884.php)

**UWG Email Policy:** University of West Georgia students are provided a MyUWG email account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student email account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student’s responsibility to check his or her email.

**Credit Hour Policy:** The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-course work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).
ACADEMIC SUPPORT

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact Accessibility Services.

Center for Academic Success: The Center for Academic Success provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu

University Writing Center: The University Writing Center assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu

Equal Opportunity: No person shall, on the grounds of race, color, sex, religion, creed, national origin, age, or disability, be excluded from employment or participation in, be denied the benefits of, or otherwise be subjected to discrimination under any program or activity conducted by UWG.

Affirmative Action: University of West Georgia adheres to affirmative action policies to promote diversity and equal opportunity for all faculty and students.

2. Each student 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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<thead>
<tr>
<th>Item</th>
<th>Points</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>100</td>
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<tr>
<td>Exam 2</td>
<td>100</td>
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<tr>
<td>Exam 3</td>
<td>100</td>
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<td>Exam 4</td>
<td>100</td>
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<tr>
<td>Project</td>
<td>100</td>
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<tr>
<td>Class Participation</td>
<td>100</td>
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<tr>
<td>&amp; Exercises</td>
<td>100</td>
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<tr>
<td>Total</td>
<td>600</td>
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</tbody>
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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.
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. 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.