



UNIVERSITY OF CENTRAL ARKANSAS

COLLEGE OF BUSINESS

VISION, MISSION, AND CORE VALUES STATEMENT

COB Vision

Our vision is to be recognized as the business college of choice for undergraduate and masters programs among public business colleges in Arkansas and the region, with national recognition in selected fields or areas.

COB Statement of Mission and Core Values

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current, responsive, and innovative curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the local, regional, national, and global business community.

In carrying out this mission, the College of Business is guided by the following core values and expects the following outcomes:

1. Intellectual Excellence.

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote and impact the application, creation and dissemination of knowledge through contributions to business practice, learning and pedagogical research, and discipline-based scholarship.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

2. Community.

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to impact and promote life-long and experiential learning, research, service, and community engagement.

3. Diversity.

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

4. Integrity.

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.
- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

Learning Goals

Our graduates shall possess:

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

Course Syllabus

Course Information

Course Number: MKTG 3371	
Course Name: Principles of Advertising	
CRN: 11536	
Semester: Fall	
Location: COB 210	
Class Hours: 9:00-9:50 a.m.	

Instructor Information

Name: Susan Myers	
Office Location: COB 312D	
Work Email: smyers@uca.edu	
Phone: 450-5323	Please email for quickest response.
Office Hours:	MWF 8:30-9:00; 10:00-11:00; 12:00-2:00 or by appointment

Prerequisites:

MKTG 3350 or 2350, Principles of Marketing is required for this course.

Textbook and Instructional Materials Required:

Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads

- **ISBN-10:** [1118101332](#)
- **ISBN-13:** [978-1118101339](#)

Confessions of an Advertising Man

- **ISBN-10:** 190491537X
- **ISBN-13:** [978-1904915379](#)

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Powerpoint slides available on BlackBoard.

Course Description:

An elective course in the marketing major and minor. Course examines advertising concepts, campaign strategy, media mix, advertising research, preparation of advertising copy, agency descriptions, and the relationship of advertising to the marketing mix.

Course Objectives:

Advertising has become a cultural phenomenon. Individuals are exposed to massive amounts of advertising materials in a given day. This course is meant to heighten the awareness of and appreciation for those efforts. As a discipline, advertising relies on both an understanding of marketing and people and a zest for creativity. Thus, this course is meant to:

Encourage academic thought and creativity.

Expand competence in academic writing.

Develop presentation and communication skills.

Improve capabilities relating to team work.

These goals will be achieved in part by utilizing a colloquium format where both the instructor and the students present their thoughts and views on the topics at hand.

Course Delivery Method:

Uses a mix of lecture, discussion, and a required group project.

Grading:

Grades will be assigned according to the following scale:

A	≥ 90	630 points
B	≥ 80 and $< 89.9\%$	560 points
C	≥ 70 and $< 79.9\%$	490 points
D	≥ 60 and $< 69.9\%$	420 points
F.	< 59.9	

The various components of your grade are weighted as follows

Exam 1	100 points
Exam 2	100 points
Exam 3	100 points
Final	100 points
Out of Class Assignments	100 points
Final Client Project	100 points

Project Presentation	50 points
Quizzes	50 points
Attendance*	100 points

There will be a total of 700 points for the class.

Attendance points can be used to replace your lowest test score. These points are not in addition to the test points.

I do not use the +/- system. Semester grades will be reported through normal university channels with no exceptions. I do not provide grades via e-mail or phone.

Description of Major Deliverables/Course Requirements:

Class Schedule: See attached

Evaluations (Fall & Spring)

Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the twelfth week of instruction through the end of finals week by logging in to myUCA and clicking on the Evals button on the top right.

Policies and Procedures:

ATTENDANCE, TARDINESS, AND PROFESSIONALISM

On time attendance is expected. It is very disruptive to the class if you are late. I understand that circumstances may cause you to be late on a rare occasion. However, if you continually enter the class late, I *will* lower your final grade. If you **must** leave early, please let me know **before** class, sit near the door, and then please leave quietly. On test days, you **MUST** be seated within 15 minutes of the start of class; students will not be permitted to enter the room after this time. In this case, the student will receive a “zero” for the test.

Since class lectures and discussions will often include material not covered in the textbook, the material may be difficult to follow from other students' notes. Since all material discussed in class can be on the exams, it is highly recommended that you attend class on a regular basis.

During class periods, I expect you to conduct yourself in a professional manner. **This means no crossword puzzles, newspapers, surfing the Internet, continuous talking or other activities. Cell phones and beepers must be turned OFF during class.** Laptops or other electronic devices are only permitted with prior approval from the instructor. Approval must be approved on each occasion of use. Students may be required to sit in the front row if laptops are used during lectures.

Unprofessional conduct *will* result in a reduction of your final grade. **IF YOU TEXT MESSAGE IN CLASS, YOU WILL BE ASKED TO LEAVE.**

EXAMS

You will have a total of 4 exams in this class covering the material in the class. The format of these tests will be at the discretion of the instructor.

Although all the text material may not be covered in class, students are responsible for all assigned readings and handouts. Of course, anything discussed in class or presented on video or by guest speakers may be included on the exams.

No cell phones, PDAs, laptops or programmable calculators are allowed in any test. You may bring a simple calculator only if instructed.

Special care will be given during the preparation of exams to avoid typographical and other errors. However, mistakes do happen, and the instructor may choose to exclude any questions that may contain inadvertent errors. But this is dependent solely on the discretion of the instructor. If you disagree with any type of scoring in the context of a test, please see me during my regular office hours or during a mutually agreed upon appointment time. Bring a written explanation of your concern. Any such questions must be brought to my attention within two class meetings from the day a test score is provided.

OUT OF CLASS ASSIGNMENTS

The instructor will give relevant assignments to be completed out of class. Outside assignments are due at the beginning of the class on the first day that a lesson is being covered (see calendar). Late assignments will not be accepted. However, you may turn in any assignment early if you face a situation in which you will be unable to attend class for a good reason.

ATTENDANCE

Points will not necessarily be given for every class period. The total points accumulated for attendance will be averaged with a maximum score of 50 points.

FINAL PROJECT

Your final project will be done in a team. It will consist of developing an advertising campaign for a business based on the information that the clients present you. These will be graded on effort, creativity, relevance, and overall aesthetic appeal.

In addition, you will be expected to present your work to the professor and your peers.

LATE WORK

Many reasons are given for late work (e.g., flat tires, printer problems, illness, oversleeping, etc.) No matter the reason, the bottom line is 1) the work was completed and turned in on time or 2) the work was not completed and not turned in on time. There is, therefore, no provision for late work on any assignments. Plan and schedule your time and have back-up systems in place so you can complete your work on time. Meeting deadlines is critical to success in business. I suggest you begin now to develop good work habits. In the case of truly extenuating circumstances, please see me as soon as possible!

ACADEMIC HONESTY

Plagiarism is “stealing the ideas or words of another’s and passing it off as one’s own.” It includes using someone else’s work and not crediting the source properly. This means that anything published anywhere – including a Website – cannot be lifted and put in a paper with your name on it. For example, a discussion of the General Mills company at the GM website cannot be copied and pasted into your report. This is plagiarism and will be treated as such. What you can do is rewrite the paragraph **IN YOUR OWN**

WORDS. Another option is to use a sentence as is and put it in quotes, and cite the source and the page number. You MUST include the site name in your reference list regardless of how you use the information, as long as the information is in your report. The professor regards ALL TYPES of dishonesty as serious and will pursue appropriate action in accordance with university policy. Please refer to the UCA Student Handbook for specific guidance relating to the Academic Honesty Policies (pp 40-42).

Academic Integrity Statement:

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

Disabilities Act Statement:

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

Sexual Harassment and Academic Policies:

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

Title IX

"If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member, the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific set of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit: <https://uca.edu/titleix>."

Emergency Procedures Summary (EPS):

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are available at <http://uca.edu/mysafety/bep/>. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

Other Required Materials/Competencies/Resources: None

Accreditation & Assurance of Learning

Learning Goal(s) Assessed in this Class

There is no formal assessment activity scheduled in this class.

There is formal assessment activity scheduled in this class.