



UNIVERSITY OF CENTRAL ARKANSAS COLLEGE OF BUSINESS VISION, MISSION, AND CORE VALUES STATEMENT

COB Vision

Our vision is to be a recognized leader in developing business talent and ideas that create growth and opportunity in Arkansas and globally.

COB Statement of Mission and Core Values

We educate a diverse population of current and future business professionals to successfully and ethically meet the challenges of the global business environment. Through active engagement with the local, regional, national, and global communities, our faculty strive to deliver a high-quality business education via experiential education, a relevant curriculum, and scholarly contributions. We pursue continuous improvement opportunities to add value for our College and its stakeholders.

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 the application and creation of knowledge in business practice and education.
- 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 promote life-long and experiential learning, research, service, and community interaction.

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 Information

| | |
|-----------------------|---------------------------|
| Course Number: | MKTG 3371 |
| Course Name: | Principles of Advertising |
| CRN: | 30622 |
| Semester: | Spring |
| Location: | COB 210 |
| Class Hours: | 12-12:50 p.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: | MW 8:30-9:00; 10:00-11:00; 1:00-2:15; F 8:30-11 or by appointment |

Prerequisites:

MKTG 2350 (Basic Marketing) **or** MKTG 3350 (Principles of Marketing) is required for this course.

Textbook and Instructional Materials Required:

Advertising Creative: Strategy, Copy, and Design 4th Edition

by [Tom Altstiel](#) (Author), [Jean M. Grow](#) (Author)

ISBN-13: 978-1506315386

ISBN-10: 1506315380

HEY WHIPPLE,SQUEEZE THIS (Required)

Author: SULLIVAN

Publisher: WILEY

Edition: 5

ISBN: 9781119164005

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, and 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 | 607 points |
| B | ≥ 80 and $< 89.5\%$ | 540 points |
| C | ≥ 70 and $< 79.5\%$ | 472 points |
| D | ≥ 60 and $< 69.5\%$ | 405 points |
| F. | < 59.9 | |

The various components of your grade are weighted as follows

| | |
|------------------------|------------|
| Lecture Attendance | 100 points |
| Assignments | 50 points |
| Quizzes (Whipple Book) | 50 points |
| Quizzes (Chapters) | 100 points |
| Advertise Me | 25 points |
| Mini Campaign 1 | 50 points |

| | |
|----------------------|------------|
| Mini Campaign 2 | 50 points |
| Client Project | 100 points |
| Client Project Video | 50 points |
| Final Exam Essay | 100 points |

There will be a total of 675 points for the class.

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:

| | |
|-------------|--|
| February 8 | Advertise Yourself Project Due |
| February 22 | Campaign 1 Due |
| March 8 | Campaign 2 Due |
| April 10 | Creative Brief Due for final project (draft) |
| April 17 | Final Campaigns and videos due |
| April 22 | Video Presentations |
| May 1 | Final Exam due. |

Evaluations

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, you *may* not receive attendance credit. I regularly give points for class attendance. I am not obligated to give those points to anyone who is perpetually tardy. 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. Seriously. I know that you are on Twitter.

Unprofessional conduct *will* result in a reduction of your final grade. **IF YOU TEXT MESSAGE IN CLASS, YOU WILL BE ASKED TO LEAVE.** Okay, you won't, but it is rude, and the reality is that it is a terrible compulsion that you should learn to control now. I promise the world will not fall apart in 50 minutes. If you are in a situation where you have to monitor your phone due to emergency circumstances, I understand and ask you to be discreet.

February 5, Tuesday

Final date to officially withdraw from classes or the university with a W grade unless already dropped for non-attendance. After this date, no withdrawals are permitted and no W grades are recorded.

Chapter Quizzes

A quiz will be given for each week's material. Your score for quizzes will be based on your overall percentage score on all of the available quizzes (thus if you got 94% of all of the assessment questions correct, you will receive 94 points). Quizzes will be online and should be completed before the due dates.

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.

FINAL EXAM

Your final exam will be comprehensive in that it will expect you to apply concepts that you have learned throughout the course. It is in your best interest to highlight or mark parts of the Luke Sullivan book that you find particularly relevant as it will help you greatly on the final.

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.

LECTURE ATTENDANCE

Points will be awarded for attendance on lecture days and Whipple book discussion days. These points make up 100 points toward your final grade. Your attendance grade will be calculated using your percentage score for ALL lectures, but this score will be curved by +10. (If you attend for 70% of the points, your score for attendance will be 80/100).

Lecture Makeup: For lectures missed due to illness, travel, or other obligations, a 2 page double spaced paper outlining the main concepts of the chapter will be accepted as makeup to earn these points. This cannot be bullet points. Points must be made-up within one week of absence. When absence is due to a school sponsored event, please see instructor for makeup guidelines.

ASSIGNMENTS

Assignments may be given both in class and online. Students will be expected to be in class to complete in-class assignments. Assignments cannot be made up except for absences for school related activities. Your assignment grade will be calculated using your percentage score for ALL assignments, but this score will be curved by +5. (If you earn 70% of the points, your score for assignments will be 40/50).

Book Quizzes

You will be expected to take a quiz for each reading assignment of the Luke Sullivan book. These will be due prior to class time. *These quizzes must be finished prior to class.* No exceptions.

ADVERTISE ME ASSIGNMENT

These days, everyone is a brand. Don't be offended by that – here's what I mean:

You are unique, you have a skill set to offer the world, friends and employers have an opinion about you.

That is the general definition of a brand.

But smart brands know exactly who they are.

In marketing yourself, do not address how you would market your business (real or imagined)! It is inappropriate for this assignment to market yourself in any commercial sense. For example, you should not consider how to market yourself to clients who would pay for your services, customers who would pay for products or services, etc. This is not about creating or marketing a business. This is about marketing yourself as a person, and those things directly associated with you, the person. That means considering how to exchange your attributes (knowledge, skills, abilities, ideas, characteristics, etc.) for something that you desire/need (i.e. how to market yourself to a potential employer).

For this assignment, please come up with your own personal advertising campaign. Turn in the following:

- a SWOT analysis
- description of the target market (be specific)
- Campaign concept (tagline, theme, etc)
- Promotional plan (where and how you plan to advertise yourself)

Hint: Your name needs to be on your ad!!

MINI-CAMPAIGNS

You will be expected to complete two mini-campaigns as assigned for the semester. Groups will be assigned for these activities. For each campaign, you will be given an existing product and asked to come up with an advertising campaign. You should use the concepts that we discuss in class to put together a campaign that can be used across a variety of media. For each of these campaigns, you will be asked to submit a shortened creative brief and three print ads that represent different executions of the same big idea.

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. This is an extension from the mini campaigns that will require a longer version of the creative brief along with 6 total executions including 3 print ads, 2 social media executions and 1 non-traditional advertising strategy. These should all be different executions, but I should recognize that they each belong to the same theme.

FINAL PROJECT VIDEO

In addition, you will be expected to present your work to the professor and your peers using a display and a 3 minute video outlining your group's advertising pitch.

This video presentation should be posted to the online media outlet of your choice. The link should be shared on Blackboard, and all videos will be viewed in class.

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: <http://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:

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.