

Advertising & Promotions

MKTG 1070

Instructor Information

Phone:

Email:

Office Location:

Office Hours

Course Description

Concentration on the promotional mix of advertising, publicity, personal selling and sales promotion. Creativity, planning, and budgeting skills are established through development of a promotional campaign.

Semester: Fall

This is a fully asynchronous online course. Students will develop a skills in the promotional mix of advertising, publicity, personal selling, and sales promotion. Through the completion of this course, students will actively engage in creativity, planning, and budgeting by developing a promotional campaign. The primary goal of this course is for students to leave feeling as though they can create influence and profit through the use of social media. Every student should leave with the belief that they have the skill and ability to shift mindsets in this world.

Course Student Learning Outcomes

- ♦ Create and deliver to peers an effective advertising campaign that includes visual and oral communications.
- ♦ Extract relevant marketing research, process the data appropriately draw reasonable conclusions and present in campaign prospectus and orally.
- ♦ Communicate effectively and think critically while working in teams.

College Wide Student Learning Outcomes

- ♦ Acquire substantive knowledge in the discipline of their choice sufficient for further study, and/or demonstrate competencies required by employers to be hired and succeed in the workplace.
- ♦ Communicate effectively.
- ♦ Think Critically
- ♦ Develop the knowledge and skills to work with others in a professional and constructive manner.

Course Prerequisites

None

Communication Plan

Example language:

- ♦ I will respond to email within 48 hours Monday - Friday. I will offer feedback on major assignments within 14 days. The best way to contact me is via the Canvas Inbox, as I will prioritize this email over other modes of communication.
- ♦ In this course I will be posting interactive announcements which will offer specific opportunities for class questions and extra credit every other week.
- ♦ Additionally, I will be participating in the discussion forums with you to share my perspective within the discipline and to offer some nuances of interpretation that

may not be present in your textbook.

- Lastly, we'll be holding small group Q & A sessions, where we can learn from our peers (and faculty) on some of the more difficult units within the course.

Brief Description of Assignments/Exams

- Module 1: Fundamentals - week 2
- Module 2: Advertising & Humanity - week 3
- Module 3: Script - week 4
- Module 4: Sound - week 5
- Module 5: Visual - week 6
- Module 6: Storyboards & Timeline - week 7
- Module 7: Motion - week 8
- Module 8: Neuromarketing - week 9
- Break - week 10
- Module 9: Social Media & Money - week 11
- Module 10: Campaign - week 12
- Module 11: Campaign Continued - week 13
- Module 12: Launch - week 14
- Module 13: Final Project - week 15

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
	COVID EXTRA	Assignment	
	Grade Booster	Assignment	0
	Introduce Yourself	Discussion	0

Due Date	Assignment Name	Assignment Type	Points
	Introduce Yourself	Discussion	0
	Roll Call Attendance	Assignment	100
	Situation Analysis (Group)	Assignment	25
	Study Jam Extra	Assignment	
	What Questions Do You Have? (optional)	Discussion	0
8/25	Introduce Yourself	Discussion	10
8/25	Mod 1: Advertising - Career Research	Assignment	20
8/25	Mod 1: Advertising - Effectiveness	Discussion	20
8/25	Mod 1: Quiz	Quiz	3
8/25	Mod 1: Reality Check Reflection	Assignment	10
8/25	Orientation Quiz	Quiz	9
8/25	Practice Submitting - Assignments	Assignment	5
9/1	Mod 2: Advertising and Materialism	Discussion	20
9/1	Mod 2: Consumer Motivation Interview	Assignment	20
9/1	Mod 2: Group Assignment - Team Charter	Assignment	30
9/1	Mod 2: Quiz	Quiz	7

Due Date	Assignment Name	Assignment Type	Points
9/1	Mod 2: Reality Check Reflection	Assignment	10
9/8	Mod 3: Case Study - Dollar Shave Club	Discussion	20
9/8	Mod 3: Descriptive Words	Discussion	20
9/8	Mod 3: Group Assignment - 30 Second Radio Advertisement	Assignment	30
9/8	Mod 3: Quiz	Quiz	6
9/8	Mod 3: Reality Check Reflection	Assianment	10
9/8	Zoom Meeting	Assignment	200
9/15	Mod 4: Creating Emotion Through Music Selection	Discussion	20
9/15	Mod 4: Peer Review and Commercial Edits (Group)	Discussion	20
9/15	Mod 4: Reality Check Reflection	Assignment	10
9/15	Mod 4: Record 30 Sec Dollar Shave Club Commercial (Group)	Assignment	30
9/22	Mod 5: Create a Logo	Assignment	30
9/22	Mod 5: Reality Check Reflection	Assignment	10

Due Date	Assignment Name	Assignment Type	Points
9/22	Mod 5: Write Commercial Script for Product with Matching Visuals	Assignment	100
9/29	Mod 6: Create a Storyboard and Production Timeline	Assignment	100
9/29	Mod 6: Reality Check Reflection	Assignment	10
9/29	Mod 7: Reality Check Reflection	Assignment	10
9/29	Mod 7: Understanding Industry Standard	Discussion	20
10/6	Mod 8: Big Five Personality Test	Assignment	10
10/6	Mod 8: Neuromarketing Applied Essay Assignment	Assignment	100
10/6	Mod 8: OCEAN Profiles Discussion	Discussion	20
10/6	Mod 8: Reality Check Reflection	Assignment	10
10/13	Mod 9: Calculate ROI on Viral Video	Assignment	30
10/13	Mod 9: Quiz	Quiz	8
10/13	Mod 9: Reality Check Reflection	Assignment	10

Due Date	Assignment Name	Assignment Type	Points
10/13	Mod 9: Social Engagement & Media Influencers Lives	Discussion	20
10/13	Mod 9: Social Media Example	Assignment	10
10/13	Mod 9: Social Media Rights Debate	Assignment	30
10/20	Mod 10: Discussion	Discussion	20
10/20	Mod 10: Quiz	Quiz	7
10/20	Mod 10: Reality Check Reflection	Assignment	10
10/20	Mod 10: Team Roles, Project Plan and Signed Waiver (Group)	Assignment	50
10/20	Mod 10: Your Product Idea Discussion	Discussion	20
10/27	Mod 11: Discussion	Discussion	20
10/27	Mod 11: Quiz	Quiz	10
10/27	Mod 11: Reality Check Reflection	Assignment	10
10/27	Mod 11: Your Place, Price and Promotion Strategy (Group)	Assignment	20
10/27	Mod 7: Production Assignment	Assignment	100

Due Date	Assignment Name	Assignment Type	Points
11/3	Mod 12: Discussion	Discussion	20

Due Date	Assignment Name	Assignment Type	Points
11/3	Mod 12: Quiz	Quiz	20
11/3	Mod 12: Reality Check Reflection	Assignment	10
11/3	Mod 12: Your Campaign Metrics (Group)	Assignment	20
11/10	Mod 13: Final Project Discussion	Discussion	200
12/8	Mod 13: Final Project	Assignment	200
12/8	Mod 13: Final Reflection	Assignment	100

Grading Scale

Grading Breakdown			
A=100%-93%	A-=92%-90%	B+=89%-87%	B=86%-83%
B-=82%-80%	C+=79%-77%	C=76%-73%	C-=72%-70%
D+=69%-67%	D=66%-63%	D-=62%-60%	E=59%-0%

How to Navigate to Canvas

Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements.

By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

You can access the document by clicking on the following link:

<https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>

Learning Support and Tutoring Services

We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, please visit the Institutional Syllabus under the Tutoring and Learning Support tab:

<https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

Advising and Counseling Support Services

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, please visit the Institutional Syllabus under the Advising and Counseling Support Services tab: <https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

Student Academic Calendar

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)