

Advertising & Promotions

MKTG - 1070 002

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
- Communicate effectively
- Work in professional & constructive manner

Keys for Success (how to succeed in the course)

Stay on task. If you fall behind, schedule a Zoom immediately. I will help you catch up.

Brief Description of Assignments/Exams

You will complete a variety of independent and group assignments to demonstrate you achievement of the stated module objectives and overall course learning outcomes. These assignments are supported by course resources and designed to pull all the content for the module together.

Quizzes:

You will take quizzes related to the assigned reading in this course to emphasize the important content and prepare you to apply these concepts in your assignments.

Discussions:

You will complete discussions to further analyze marketing concepts and theories, receive feedback on assignments, and work collectively towards developing new marketing products and strategies.

Reflections:

You will complete a reflection in each module of this course to deepen your understanding of the content and how it relates to your continued professional development.

Final Project:

The final project is Group Project. The project includes a completed business case, Kickstarter page, and a group presentation. It is the culmination of several weeks of work through the semester and intended to truly be a GROUP effort.

Assignments categories are not weighted in this course. Details for each specific assignment can be found on the corresponding assignment page. You can review the instructions for completing a specific assignment by selecting "Assignments" from the left-hand course navigation menu and then selecting the assignment. The assessment categories for this course are as follows: assignments, quizzes, discussions, and reflections. These categories are not weighted and student grades are calculated as a percentage based on total points accumulated.

The course objectives will be evaluated according to the criteria outlined in the assignment description and in the associated rubric. If you have questions or concerns regarding these criteria, please reach out to your instructor prior to submitting your assignment. Participation and/or completion of all projects does not guarantee a passing grade. Engagement in discussions, constructive class participation, and successful completion of required projects and exercises are required.

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%

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
	Booster	Quiz	0
	COVID EXTRA	Assignment	
	Grade Boost	Assignment	0
	Grade Booster	Assignment	0
	Grade Booster	Assignment	0
	Introduce Yourself	Discussion	0
	Introduce Yourself	Discussion	0
	Mod 10: Quiz	Quiz	7
	Roll Call Attendance	Assignment	100
	Situation Analysis (Group)	Assignment	25
	Study Jam Extra	Assignment	
	What Questions Do You Have? (optional)	Discussion	0
8/31/25	Introduce Yourself	Discussion	10
8/31/25	Orientation Quiz	Quiz	9
8/31/25	Practice Submitting Assignments	Assignment	5
9/7/25	Mod 1: Advertising Career Research	Assignment	20

Due Date	Assignment Name	Assignment Type	Points
9/7/25	Mod 1: Advertising Effectiveness	Discussion	20
9/7/25	Mod 1: Quiz	Quiz	3
9/7/25	Mod 1: Reality Check Reflection	Assignment	10
9/14/25	Mod 2: Advertising and Materialism	Discussion	20
9/14/25	Mod 2: Consumer Motivation Interview	Assignment	20
9/14/25	Mod 2: Group Assignment - Team Charter	Assignment	30
9/14/25	Mod 2: Quiz	Quiz	7
9/14/25	Mod 2: Reality Check Reflection	Assignment	10
9/21/25	Mod 3: Case Study - Dollar Shave Club	Discussion	20
9/21/25	Mod 3: Descriptive Words	Discussion	20
9/21/25	Mod 3: Group Assignment - 30 Second Radio Advertisement	Assignment	30
9/21/25	Mod 3: Quiz	Quiz	6
9/21/25	Mod 3: Reality Check Reflection	Assignment	10

Due Date	Assignment Name	Assignment Type	Points
9/28/25	Mod 4: Creating Emotion Through Music Selection	Discussion	20
9/28/25	Mod 4: Peer Review and Commercial Edits (Group)	Discussion	20
9/28/25	Mod 4: Reality Check Reflection	Assignment	10
9/28/25	Mod 4: Record 30 Sec Dollar Shave Club Commercial (Group)	Assignment	30
10/5/25	Mod 5: Create a Logo	Assignment	30
10/5/25	Mod 5: Reality Check Reflection	Assignment	10
10/5/25	Mod 5: Write Commercial Script for Product with Matching Visuals	Assignment	100
10/5/25	Mod 6: Create a Storyboard and Production Timeline	Assignment	100
10/5/25	Mod 6: Reality Check Reflection	Assignment	10
10/12/25	Mod 7: Production Assignment	Assignment	100
10/12/25	Mod 7: Reality Check Reflection	Assignment	10

Due Date	Assignment Name	Assignment Type	Points
10/12/25	Mod 7: Understanding Industry Standard	Discussion	20
10/19/25	Mod 8: Big Five Personality Test	Assignment	10
10/19/25	Mod 8: Neuromarketing Applied Essay Assignment	Assignment	100
10/19/25	Mod 8: OCEAN Profiles Discussion	Discussion	20
10/19/25	Mod 8: Reality Check Reflection	Assignment	10
10/26/25	Mod 9: Calculate ROI on Viral Video	Assignment	30
10/26/25	Mod 9: Quiz	Quiz	8
10/26/25	Mod 9: Reality Check Reflection	Assignment	10
10/26/25	Mod 9: Social Engagement & Media Influencers Lives	Discussion	20
10/26/25	Mod 9: Social Media Example	Assignment	10
10/26/25	Mod 9: Social Media Rights Debate	Assignment	30
11/2/25	Mod 10: Discussion	Discussion	20
11/2/25	Mod 10: Reality Check Reflection	Assignment	10

Due Date	Assignment Name	Assignment Type	Points
11/2/25	Zoom Meeting	Assignment	200
11/9/25	Mod 10: Team Roles, Project Plan and Signed Waiver (Group).	Assignment	50
11/9/25	Mod 10: Your Product Idea Discussion	Discussion	20
11/16/25	Mod 11: Discussion	Discussion	20
11/16/25	Mod 11: Quiz	Quiz	10
11/16/25	Mod 11: Reality Check Reflection	Assignment	10
11/16/25	Mod 11: Your Place, Price and Promotion Strategy (Group).	Assignment	20
11/23/25	Mod 12: Discussion	Discussion	20
11/23/25	Mod 12: Quiz	Quiz	20
11/23/25	Mod 12: Reality Check Reflection	Assignment	10
11/23/25	Mod 12: Your Campaign Metrics (Group).	Assignment	20
11/30/25	Mod 13: Final Project	Assignment	200
11/30/25	Mod 13: Final Project Discussion	Discussion	200
11/30/25	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

Online Tutoring

Students at SLCC have access to online tutoring through Canvas. From your Canvas course click Online Tutoring in the course navigation and follow the steps to set up an appointment. If this is your first time using the Online Tutoring we recommend you click "Take a Tour" to familiarize yourself with the service.

Note that students only receive 480 minutes of tutoring time each semester. After that we encourage you to use the resources found through this link:

<https://www.slcc.edu/tutoring/index.aspx>

If you have any additional questions reach out to elarningsupport@slcc.edu.

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.

For more information, navigate to the Institutional Policies tab on the [Institutional Syllabus](#) page.

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, visit the [Institutional Syllabus](#) page under the Tutoring and Learning Support tab. 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, visit the [Institutional Syllabus](#) page under the Advising and Counseling Support Services tab. 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](#)