MKTG3320 BASIC ADVERTISING
TEXAS A&M UNIVERSITY-CORPUS CHRISTI

INSTRUCTOR INFORMATION
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Online office hours: TWR 9:00-11:00am

REQUIRED TEXT BOOK

PURPOSE AND OBJECTIVES
This class covers advertising concepts and a critical analysis of commercial advertising practices. Students will apply advertising concepts in projects, such as case studies, campaign evaluations, and simulation exercises. By successfully completing the course, the students will be able to:
- Show knowledge of the basic tools used in planning, implementing, and evaluating advertising strategies.
- Describe key integrated brand promotion tools, such as sales promotion, sponsorship, direct marketing and public relations, and their role in a comprehensive promotion plan.
- To develop an advertising plan.

STUDENT EVALUATION
The student’s final grade in this course will depend on performance in the following areas:

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<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Final Exam</td>
<td>15%</td>
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<tr>
<td>ePortfolio</td>
<td>15%</td>
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<tr>
<td>Midterm Project</td>
<td>15%</td>
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<td>Final Project</td>
<td>15%</td>
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<tr>
<td>Group Discussions</td>
<td>40%</td>
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<tr>
<td>TOTAL</td>
<td>100%</td>
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The student’s final grade will be strictly determined as follows:

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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90.00%+</td>
</tr>
<tr>
<td>B</td>
<td>80.00%-89.99%</td>
</tr>
<tr>
<td>C</td>
<td>70.00%-79.99%</td>
</tr>
<tr>
<td>D</td>
<td>60.00%-69.99%</td>
</tr>
<tr>
<td>F</td>
<td>Below 60%</td>
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EXAMS
One single exam will be comprehensive and it will be administered at the end of the semester. Students are responsible for all reading assignments, regardless of whether a particular reading is fully covered during the discussions. Questions on exams will be taken from the reading assignments, handouts posted to Blackboard, assignments, videos and/or discussions.

MIDTERM AND FINAL PROJECTS
Each student will conduct a research project and present results. The content of the research project should be in sufficient depth to exceed the extent to which the textbook covers the material. Format, deadlines and more details will be posted to Blackboard.
GROUP DISCUSSIONS
Selected topics and/or cases will be discussed or analyzed during the semester. Participation in class discussions is required, of each student. The consistent quantity and quality of participation (high quality comments are based on knowledge gained from assigned readings, class discussions, and assignments) over the entire semester will account for 40% of your final grade. Selected topics, format, deadlines and more details are posted to Blackboard.

EPORTFOLIO
The individual electronic portfolio will consist of a compilation of assignments and quizzes. The project will consist of 4 assignments and 15 quizzes. Students will take quizzes on scheduled days during the semester. The topic of the quiz is announced on the corresponding learning module. Assignments will be given for selected chapters. Assignments should be submitted electronically via Blackboard. Assignments will not be graded if submitted by other means. Please note hard copies/printed assignments will not be accepted. Format and more details will be posted to Blackboard.

COURSE POLICIES

Method of Instruction: The course is arranged in 5 weekly modules with deadlines. Deadlines are indicated for each activity of a learning module. Therefore, this is not a self-paced class. Content delivery and all communication will be in written form. Instead of lectures, you have to read the written material. Written material typically includes book chapters, teacher notes and group discussions. Content also includes audio-visuals and/or student presentations. Since no face-to-face meetings are scheduled, our textbook becomes our main source of information. Be sure to get the required edition.

Time Management: This online course is asynchronous. This means there are no meetings scheduled during the semester. You should plan to log in to Blackboard at least three a week throughout the semester to read and/or post new discussion group messages, check email, get updates about the content, and obtain other relevant information.

Contact Information: E-mail ensures the quickest response. I generally respond to Blackboard e-mail the same day. You can also contact me anytime you see me online via Blackboard chat.

Questions: When you don’t know something or are confused about a particular topic, do not hesitate to ask me. There are probably others in the same situation.

Readings Assigned: The chapters should be read when assigned on the course schedule.

Assignment/Project Deadlines: The project deadline must be met in a timely manner and the assignments must be sent to the instructor or teaching assistant via Blackboard-Assignment tab. The failure to complete any assignment or project at the specified time represents a failure to meet your responsibilities. Any assignment, which is not submitted at the specified time, will receive a grade of zero (0).

Written Assignments: Written work must be prepared in a professional manner. It is to be clearly written, neat in appearance, with proper grammatical construction and correct spelling. Work which is not presented in a professional manner will be reduced a full letter grade. The grade assigned to written work will reflect both its appearance and analytical soundness.

Handing in Your Work: Everything that you turn in to be graded needs to be neat in appearance. This includes:
- Attaching a cover page that clearly indicates your name and ID.
- Work should be typed and double-spaced.
- Use 12 pt. (Times New Roman) font, and 1-inch margins all around.
- Pages should be numbered and in sequential order.
**Academic Integrity:** All individual-level work should be done honestly and independently of other students. Failure to comply will result in at least a score of zero for the work in question.

**Code of Ethics:** This course, and all other courses offered by the College of Business, requires all of its students to abide by the College of Business Student Code of Ethics (available online at www.cob.tamucc.edu/current_students/ethics.html).

**Major Field Test:** The Major Field Test (MFT) is required for all students pursuing the Bachelor of Business Administration degree and will be administered in the MGMT 4388 course, “Administrative Policy and Strategy.” To prepare for this test, business majors are advised to retain their class notes, textbooks, and other relevant materials from this class and the other business core courses. Students will enroll in BUSI 0088 “MFT Review” (concurrently with MGMT 4388) during their final semester; this online course should fine-tune their readiness for the MFT by encouraging them to complete the online MFT review materials and required quizzes available on the course Blackboard learning modules.

**Special Accommodations:** The American with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. This legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. A student with a disability or those who need special accommodations should contact the Disability Services Office at (361) 825-5816.

**AGREEMENT TO THE TERMS OF THE SYLLABUS**

This should be considered a contract, where by you agree to abide by the terms and requirements within this syllabus. If you are uncomfortable with or do not wish to abide by the requirements listed in this Syllabus, you should make arrangements to drop the class. Your continued enrollment and attendance in the class assumes that you have agreed to all of the terms listed herein.

Any changes to the information contained in this syllabus will be posted to Blackboard.