MKTG3320 BASIC ADVERTISING  
TEXAS A&M UNIVERSITY-CORPUS CHRISTI

INSTRUCTOR INFORMATION  
Monica Hernandez, Ph.D.  
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Email: monica.hernandez@tamucc.edu  
Office hours: M 11:00am-2:00pm; 3:15-5:15pm  
W 1:00-2:00pm

COURSE INFORMATION  
Semester: Fall 2012  
Section: 001  
Time: MW 2:00-3:15pm  
Location: OCNR115

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:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Exams</td>
<td>45%</td>
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<tr>
<td>First exam</td>
<td></td>
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<tr>
<td>Second exam</td>
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<td>Third exam</td>
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<tr>
<td>Group Discussions</td>
<td>20%</td>
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<tr>
<td>Term projects</td>
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<tr>
<td>Team Project</td>
<td>15%</td>
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<tr>
<td>ePortfolio (Individual Project)</td>
<td>15%</td>
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<tr>
<td>Participation/Attendance</td>
<td>5%</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>
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<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**
Three exams will be given. These exams will not be cumulative. Exams dates are specified in the course outline and Blackboard calendar. There will be NO make up exams for any reason. A fourth exam will be comprehensive and it will be administered at the end of the semester (held during the university-scheduled final exam period). This exam is optional. This exam grade may substitute the lowest grade obtained on any of the previous three exams. Students are responsible for all reading assignments, regardless of whether a particular reading is fully covered during the lectures. Questions on exams will be taken from the reading assignments, handouts posted to Blackboard, instructor or guest lectures, exercises, videos and/or discussions.

**PARTICIPATION/EXERCISES**
Regular attendance and participation in class discussions are 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 lectures) over the entire semester will account for 5% of your final grade. Students should expect to be called on at random throughout the term, either to initiate class discussion or to respond to a question by the professor. I may at times record attendance for class participation points. In addition to participation, in class exercises may be conducted at various times throughout the semester. Your participation and performance during these exercises will count toward 5% of your final grade. To obtain an excused absence, contact the Student Affairs office and they will notify all your professors and the reason for it. Student athletes and students involved in other university-related activities should be sure their coaches or university representatives submit a notification of absence in order for their absences to be excused.

**GROUP DISCUSSIONS**
Selected topics and/or cases will be discussed or analyzed during the semester. Participation in class discussions is also 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 20% of your final grade. Selected topics, format, deadlines and more details are posted to Blackboard.

**TEAM PROJECT**
Each team will work with a real company and develop an advertising and IBP plan. The content of the plan should be in sufficient depth to exceed the extent to which the textbook covers the material. This plan will include the development of real advertisements. Presentations are scheduled at the end of the semester. The group members will be announced in class. After presentation, team members should submit a peer evaluation form. Format, deadlines and more details will be given in class and posted to Blackboard.

**EPORTFOLIO**
The individual portfolio will consist of an electronic compilation of assignments and quizzes. The project will consist of 4 assignments and 9 quizzes. Students will take quizzes on scheduled days during the semester. The quizzes will be available online. The topic of the quiz will be announced prior to the class period in which the quiz is given. Assignments will be given for selected chapters. Assignments should be submitted electronically via Blackboard before the class starts. 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 includes lectures, group discussions, audio-visuals, possible outside speakers, and/or student presentations.

Contact Information: E-mail ensures the quickest response. I generally respond to 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 or at the very least, points will be taken off. 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 is required for all students pursuing the Bachelor of Business Administration degree and will be administered in the MGMT4388 Administration Policy and Strategy course. 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 classes. To fine-tune their readiness for the Major Field Test by completing the online review available at www.cob.tamucc.edu.

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.