Texas A&M University-Corpus Christi
College of Business
Standardized Course Syllabus
(Revised & Approved February 2, 2007)
(Revised and Approved May 6, 2011)

Course Number: MKTG 3320
Course Name: Basic Advertising
Instructors: Dr. Monica Hernandez
Office: OCNR 368
Phone: 361-825-3162
Fax: 361-825-5609
Office Hours: Six hours per week as posted
Prerequisites: Junior standing or above

Course Description:
Advertising concepts and a critical analysis of commercial advertising practices. Students apply advertising concepts in projects such as case studies, campaign evaluations, and simulation exercises.

Learning Objectives:
By the end of this course, the students will be able
- Show knowledge of the basic tools used in planning, implementing, and evaluating advertising strategies.
- To use media ratings
- To explain the value of advertising campaigns

Relationship to Other Coursework:
A prerequisite for advanced advertising

Instructional Methodology:
Lecture discussion, discussion of advertising that students are required to find and bring to class, guest speakers, use of videos, student project in which students develop an advertising campaign.
Performance, Evaluation and Grading:
Student performance evaluation will be based on exams, a practice set, quizzes/attendance, homework problems, and other assignments. Sample of the relative weights of each of these components are as follows.

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>50</td>
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<tr>
<td>Exam 2</td>
<td>75</td>
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<tr>
<td>Exam 3</td>
<td>75</td>
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<tr>
<td>Advertising Team Assignments</td>
<td>100</td>
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<tr>
<td>Group Advertising Plan</td>
<td>50</td>
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<tr>
<td>In-Class Exercises</td>
<td>50</td>
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<tr>
<td>Participation</td>
<td>50</td>
</tr>
<tr>
<td><strong>TOTAL POINTS</strong></td>
<td>450</td>
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A letter grade will be determined based on the percentage earned of total points possible, as follows: A: 90-100%; B: 80-89%; C: 70-79%; D: 60-69%; F: 0-59%. In some instances, a curve may be applied in determining letter grades. (Some professors may vary the point distribution.)

Grade Appeals:
As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

Oral and Written Communication Content:
Students are required to evaluate advertising both in writing and orally. The team project requires an oral presentation by the team to the client and also requires an extensive written report.

Ethical Perspectives:
Addressed in class presentations

Global Perspectives:
Considered in the evaluation of advertising by students

Demographic Diversity Perspectives:
Addressed in class videos and in the analysis of advertising

Political, Social, Legal, Regulatory, and Environmental Perspectives:
Addressed in the video presentations and in analysis of advertising

Attendance Policy:
Attendance is required. Only excused absences are verified sickness or work related.

Academic Honesty:
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) All assignments and exams are expected to be done independently unless otherwise specifically noted in the instructions.

Code of Ethics:
This course, and all other courses offered by the College of Business (COB), requires all of its students to abide by the COB Student Code of Ethics (available online at www.cob.tamu.edu). Provisions and stipulations in the code are applicable to all students taking College of Business courses regardless of whether or not they are pursuing a degree awarded by the COB.

Disabilities Accommodations:
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Driftwood 101.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Summary of Topical Coverage:
- Evaluations: 4 hours
- Market studies for advertising development: 9 hours
- Copy Development: 10 hours
<table>
<thead>
<tr>
<th>Task</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>Media selection and strategy</td>
<td>10</td>
</tr>
<tr>
<td>Advertising evaluation</td>
<td>9</td>
</tr>
<tr>
<td>Campaign presentations</td>
<td>3</td>
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<tr>
<td>Total Hours</td>
<td>45</td>
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