Instructor: Dr. Benjamin L. Blanco  
Class: MW 2:00-3:15 pm OCNR 115  
Office: OCNR 376  
Telephone: 361-825-2490  
Email: ben.blanco@tamucc.edu  
Office hours: By appointment

Text and Readings


And, reading materials and handouts distributed in class.

Objective and Learning Goals

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.

Grading:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Quizzes</td>
<td>300</td>
</tr>
<tr>
<td>Homework/Articles</td>
<td>100</td>
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<tr>
<td>Final Project</td>
<td>100</td>
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<tr>
<td>Individual Presentation</td>
<td>100</td>
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<tr>
<td>Group Presentation</td>
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<tr>
<td>Written Assignment</td>
<td></td>
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<tr>
<td>Final Exam</td>
<td>100</td>
</tr>
<tr>
<td>Attendance</td>
<td>(35)</td>
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</tbody>
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Total 600
Fall 2013
MKTG 3320 Basic Advertising
Dr. Benjamin Blanco
Course Schedule

Ch. 1     The World of Advertising and Integrated Brand Promotion
Ch. 12    Media Planning Essentials
Ch. 7     Advertising and Promotion Research
Ch. 9     Managing Creativity in Advertising and Integrated Brand Promotion
Ch. 10    Creative Message Strategy
Ch. 5     Advertising, Integrated Brand Promotion, and Consumer Behavior
Ch. 15    Sales Promotion, Point-of-Purchase Advertising, and Support Media
Ch. 16    Event Sponsorship, Product Placements, and Branded Entertainment
Ch. 17    Integrating Direct Marketing and Personal Selling
Ch. 4     Social, Ethical, and Regulatory Aspects of Advertising and Promotion

**FINAL EXAM**: Date will be announced on Blackboard

The student’s grade will be strictly determined as follows:

<table>
<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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</table>
Policy and Method

**Make-up Exams:** Make-up exam will be allowed only if the instructor is notified of the excused absence before the exam. Regardless of the excuse, any make-up exam must be taken NO LATER than 1 week after the student returns. Make-up exams and quizzes can ONLY be given when a student presents a verifiable, documented excuse for an absence. Any other reason, including work schedules, will **not** be accepted. I reserve the right to not let any student make up any exam, quiz, or class work. If an exam is not made-up, then the student will receive a grade of zero for that test or assignment.

**Cellphone Policy:** Instant messaging, text messaging, and telephone, during class is strictly prohibited. Each student has a responsibility to other students. When cell phones ring or students leave class to respond, it disrupts the class. Therefore, the professor prohibits the use by students of cell phones during scheduled classes. All such devices must be turned off, kept out of view, and not be taken out during class. Exceptions to this policy may be granted at the discretion of the instructor. Where emergency or employment situations require access to electronic communication services, arrangements may be made in advance with the instructor. In the event the student is caught using an electronic devise of any nature during class the student will be asked to leave the classroom and will receive a zero for that portion of the coursework. Use of electronic communication devices during examinations or other graded activities may constitute grounds for disciplinary action. Consequences for failing to comply may result in one or more of the following: verbal warning, written warning, a request to leave the class, and/or deduction in points for grades.

**Laptop Policy:** "Appropriate Classroom Laptop and PDA Use...Although having a laptop in class opens up new learning possibilities for students, sometimes students utilize it in ways that are inappropriate. Please refrain from instant messaging, e-mailing, surfing the Internet, playing games, writing papers, doing homework, etc. during class time. Acceptable uses include taking notes, following along with the instructor on PowerPoint, with demonstrations, and other whole class activities, as well as working on assigned in-class activities, projects, and discussions that require laptop use. All other uses are prohibited. It is easy for your laptop to become a distraction to you and to those around you. Inappropriate uses will be noted and may affect your final grade." If you are caught surfing the Internet without permission (or playing games) you will not be allowed to bring the laptop to class for the remainder of the course. As a courtesy to your instructor and your classmates, only use your laptop computer for classroom related activities during class.

**Web page:** Please use my Web page at http://faculty.tamucc.edu/waheed for all instructional purposes. Any change or update will be posted on the web page. Class discussion will follow the **Course Schedule** provided in the syllabus. Check **Announcements** regularly.
Method of Instruction: Discussion of chapters in text, videos and project will be the principal method of instruction. I will discuss chapters in the text with the help of power points. The discussion develops the theoretical foundation and the project provides a hands-on learning experience. As a student, you are strongly encouraged to prepare class materials in advance and actively participate in class during chapter discussion. Both quality and quantity of participation are important.

Attendance: Attendance is expected. Unexcused absences will adversely affect your grade. For expected or planned absences it is the student’s responsibility to notify the instructor within 2 business days immediately preceding the absence. In the event of an unexpected absence it is the student’s responsibility to notify the instructor as soon as possible after the absence. Students with documented, excused absences will be allowed to make-up points missed in class, with alternative assignments. Habitual tardiness will also adversely affect your final grade.

Return of submissions: In order to preserve academic integrity all tests/submissions will have to be returned in class after you have seen them. You will not be allowed to take them home. You will be penalized for items not returned. I will preserve the tests/submissions for one semester following the current semester. After that they will be destroyed.

Academic Integrity/Plagiarism: 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, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test be up to the professor.

Classroom/Professional Behavior: Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Drop Policy: I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. Last day to Drop the class is November 15, 2013.
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.

Email Policy: I have noticed that the university email filtering system sends (even from islander accounts!) some emails to junk email folder. In case you notice that you have not received a reply from me within a day or two, please resend the email from a different account or leave me a message in my voicemail. I will try to get in touch with you as soon as I can.

Please that understand that we teach large classes and as such it becomes difficult for us to respond to emails as often as we would like to. Use your judgment in sending emails; do not abuse the free mode of communication. If you have questions about course and/or projects, ask me in class or use the office hours.

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.

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 the terms listed herein. Any changes to the information in this syllabus will be posted to Blackboard.
You are asked to rate the contribution of yourself and each of the other members in your group on the class project. This evaluation should take into account a number of factors such as a member’s willingness to accommodate the schedule of the other group members, attendance at group meetings, thoroughness of research, contribution of critical discussion and ideas and to what extent they did their share or more than their share of the work. Please give each group member a score from 0% to 100%. A score of 100% indicates an excellent contribution on the part of the group member. One person (who has performed exceptionally) in each group may receive a score about 100%. Each group member’s average percentage will be multiplied by the group project score to determine each group member’s project score. There is space provided for comments. Low and high percentages must be justified. This evaluation process is confidential.