

# Principles of Advertising- *Online*

## Summer Session I – 2017

**MRKT 328-501**  
**INSTRUCTOR: DENISE HUGHES**

### **COURSE OBJECTIVES**

- To provide a contemporary view of the role and importance of marketing communications
- To introduce students to the process of advertising & brand promotion and their role in marketing
- To provide an overview of the tools needed to manage the marketing communications elements of a promotional plan
- To provide a thorough coverage of all aspects of an integrated marketing communications program

Some of the topics covered include:

- Integrated Marketing Communications
- Overview of the Advertising & Promotions Industries
- The Communication Process
- Message and Media Strategies
- Online & Mobile Marketing
- Direct Marketing
- Public Relations
- Sponsorships, Product Placement, Branded Entertainment
- Advertising Research

### **GRADING**

**Your course grade will be computed as follows:**

Chapter Quizzes	30%
Homework Assignments	40%
Classroom Discussions	30%

**QUIZZES:** Each week, there will be an online quiz pertaining to the material in the chapter being covered that week. The quizzes will include 10 true/false and 15 multiple choice questions. You will have one hour to complete each quiz. Quizzes submitted AFTER the due date will receive a 10-point penalty.

**HOMEWORK ASSIGNMENTS:** Homework assignments correlate with the chapters in the textbook. The assignments help to assess your knowledge of the key concepts learned in the chapter and also allow you to apply these concepts to business applications.

**DISCUSSION FORUMS:** During the course, questions will be posted for class discussion online. You are required to post at least one answer to the question. In addition, you have the opportunity to participate in the discussion by responding to answers posted by other class members. Your grade for this part of the course is based on the quantity and quality of your participation in these discussion forums.

## TEXTBOOK

### The book required for this course is:

Promo2 by O'Guinn/Allen/Semenik  
South-Western/Cengage Learning  
4ltrpress.cengage.com  
ISBN: 13: 978-1-133-37245-5

## COURSE STRUCTURE

### This Summer Session I course is divided into 6 weeks:

*Week 1: May 22-28*

*Week 2: May 29 – June 4*

*Week 3: June 5-11*

*Week 4: June 12-18*

*Week 5: June 19 - 25*

*Week 6: June 26 - 30*

After the first week, we will cover 2 chapters each week. For each chapter, there will be a **quiz** as well as either a **personal homework assignment** or a **class discussion** pertaining to the material being covered in that chapter.

Each Monday, you will see a new "announcement" that will inform you of the chapter assignments due the following Sunday. All quizzes and assignments will be due within one week on a Sunday evening at midnight, except for the last week of the session when all the assignments will be due on Friday, 6/30. Therefore, you have an entire week to complete all the quizzes and assignments for the two chapters being covered that week.

Late assignments and quizzes will have a 10 point penalty. Therefore, it's important to keep up with the work and to NOT wait until the last day to complete all your quizzes and assignments. "Failed technology" is not an excuse for missing any work so give yourself plenty of time.

## GRADING DISCUSSION FORUMS

Discussion Forums are graded based on the quality of your original posting to the question(s) as well as your participation in the overall discussion.

The more that you demonstrate knowledge acquired from the chapter, the higher your grade will be. This is done by linking concepts learned in the chapter to your answer. In addition, adding relevant information from personal experiences or using examples acquired from other sources will also improve your grade. Lastly, similar to a classroom, the more you participate by responding to other students' postings, the higher your grade. It is almost impossible to receive an A if you have not responded to at least one other student's posting.

Remember, both **quality** and **quantity** count when it comes to having an effective "discussion"! We all can learn from each other.

## INSTRUCTOR INFORMATION

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