

Standard Course Outline

MKTG 330 – Advertising and Promotion I

I. General Information

- Course number: 330
- Title: Retail Concepts and Policies
- Units: 3 credits
- Prerequisites: None
- Course Coordinator: Marketing Department Chair
- Date prepared/revised: 04/2020

II. Catalog Description

Principles and practices of advertising. Social and economic importance of advertising and its relation to modern business organization. Importance of an advertising plan, preparation of advertisements, copy and layout, media planning and application of information technology. Letter grade only (A-F).

III. Curriculum Justification(s)

Understanding the use and integration of advertising and other marketing communication tools to develop successful marketing strategies. This course is designed to improve students' ability to understand the role of advertising and integrated marketing communication (IMC) in building products, brands, and services in today's global business environment. The emphasis is on advertising with considerable attention to other IMC elements, and how they work together to achieve objectives.

IV. Course Objectives, Student Learning Outcomes, Evaluation Instruments, and Instructional Strategies for Skill Development

- **Learning goals – Critical Thinking:** Students will demonstrate their understanding of advertising and other IMC elements and their role in the marketing mix. Students will also demonstrate that they can design advertising/IMC campaigns to meet specific communication objectives.
- **Learning goals – Business Communication:** Students will demonstrate that they are able to communicate their campaign plans in a team/individual project and that they can present those ideas orally.

V. Outline of Subject Matter

This is a listing of the subject matter that must be covered in this course. It does not preclude other topics that are part of the advertising and IMC area or the depth of some topics. The topic labels below are designed to be general – to incorporate content that may have differing

chapter titles across textbooks. The idea is that the list is flexible enough to allow individual instructors to emphasize not just our core subjects but also to put some focus on particular areas of interest to the instructor. The order of the topics listed below may be adjusted and some topics listed may be discussed together. Additional topics can be added into the course based on the instructor's personal preferences in teaching this course. The required topics are also those that are included in the course assessment for MKTG 330.

1. Introduction to Advertising & the History of Advertising
2. The Role of Ad/IMC Agencies/The Advertising/IMC Industry
3. The Ethics & Social Responsibility Roles of Advertising/IMC
4. Targeting, Segmentation, and Positioning
5. Campaign Planning & Strategy
6. How Consumers Process Advertising/Marketing Communications
7. Advertising/IMC Research – Measuring Campaign Effectiveness
8. Creative Message Strategy
9. Executing Creative Strategy & Tactics
10. Media Planning Strategy and Scheduling
11. Traditional Media: Print, Broadcast, Outdoor
12. Nontraditional and Emerging Media: e.g., Digital & Social Media
13. IMC Elements: e.g., Product Placement, Event Sponsorship, PR/Publicity

VI. Methods of Instruction

A. INSTRUCTION MODE

- Traditional (Face-to-Face)
- Hybrid
- Local Online
- Distance Education

B. CLASSROOM ACTIVITIES

There must be at least one project in the course:

- The project should require students to develop an advertising/IMC plan that includes demonstration of original creative ideas as well as a detailed media plan. For example, students may design a campaign to attract new customers to a local spa. Such a campaign plan should include creative samples as well as specification of media use (scheduling) over the course of the campaign. The relative importance of advertising versus other IMC elements to the project will vary depending on the specific client/brand/product.

- It is recommended that all written individual/team assignments be submitted through plagiarism detection software programs such as Turnitin.

Additional Active Learning tasks that may also be used in the course include:

- Individual participation and discussion.
- Participation exercises (in-class or via online discussion forums) that involve individual and/or group work.
- Formal presentation of group work.
- Exercises that include students actively working together either in class or outside of class on small projects, etc.
- Examinations that use multiple-choice, short answers, and/or essays.

C. EXTENT AND NATURE OF TECHNOLOGY USE

Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the “Policy Governing Access to and Use of CSULB Computing Resources”. These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

VII. Information about Textbooks/Readings

There is no standardized text for MKTG 310. An example of an appropriate text is:

- *Advertising and Integrated Brand Promotion*, O’Guinn, Thomas, Chris Allen, et al., Cengage Learning, Latest edition.

VIII. Instructional Policies Requirements

A. Policy on Classroom Behavior:

- All cell phones & other electronic devices (e.g. pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
- Students are responsible for what transpired if they miss a class. It is the student’s responsibility to contact the instructor or a classmate to determine what was missed. See “Policy on Make-up Exam and Assignments” below.
- Talking and other disruptive behavior are not permitted while classes are in session.
- Students are expected and must do ORIGINAL work for all assignments, including exams. See “Academic Integrity” policy below.
- It is the student’s responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
- See also [Department of Marketing Classroom and Online Conduct Policies](#).

B. Policy on Make-up Exams and Assignments:

The instructor develops his or her own policy.

C. Policies on Withdrawal, Late Withdrawals, and Incompletes:

The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the COB.

D. Academic Integrity:

- Students are expected to do original work for all assignments, including exams.
- Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials.
- Students are expected to adhere to the [College of Business policy on academic integrity](#) and the University's [Academic Senate Policy Statement 08-02: Cheating and Plagiarism](#). Please avoid an embarrassing or unfortunate situation.

E. Grading Policies and Procedures

Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third (33%) of the final course grade. See [Academic Senate Policy Statement 12-03: Final Course Grades, Grading Procedures, and Final Assessments](#).

IX. Disabilities

The [Bob Murphy Access Center](#) (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations. Any student requesting academic accommodations based on a disability is strongly encouraged to register with Disabled Student Services (BMAC) each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: bmac@csulb.edu.

X. Assistive Technology

In compliance with [Accessibility and Faculty Responsibility for the Selection of Instructional Materials \(PS 08-11\)](#), instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

XI. Consistency of SCO Standards across Sections

All future syllabi will conform to the SCO. The course coordinator should review the SCO and offer advice and/or materials to faculty member new to teaching the course. The course coordinator may offer or require regular review of instructors' course materials as well as anonymous samples of student work.

XII. Additional Resources for Development of Syllabi

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)
- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)