

Syllabus

SCHOOL OF BUSINESS AND MANAGEMENT **MK 390: Advertising and Sales Promotion**

5 Credits
Effective: Fall 2020

Access to the Internet is required.
All written assignments must be in Microsoft-Word-compatible formats.
See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.

FACULTY

Faculty Name: FACULTY NAME

Contact Information: CONTACT INFORMATION

[INSTRUCTOR MAY INSERT PERSONAL MESSAGE IF DESIRED]

COURSE DESCRIPTION

This course investigates various promotional tools used in the communication mix, such as advertising, sales promotion, and publicity, to sell products and services. Concepts include advertising planning processes, determining advertising and promotional goals and objectives, control and evaluation of advertising and promotional programs, and regulatory issues. Students will develop a comprehensive advertising campaign for a real or imaginary product.

COURSE RESOURCES

Required and recommended resources to complete coursework and assignments are found on the course [Reading List](#). Access is provided through the Reading List link in your online course as well as from the library homepage (“Find Your Reading List” button).

Note: Required resources that must be purchased by the student are tagged “Purchase from a vendor of your choosing.” Required resources with a direct link, “Available through CityU Library”, are available electronically at no cost to students.

Students in Canada may purchase course resources from the [Canada Bookstore](#), and students outside the U.S. and Canada should contact their advisor or textbook coordinator for additional information.

COURSE OUTCOMES

In this course, learners:

- Examine the importance of market segmentation, position and action objectives to the development of an advertising and promotion program
- Analyze the expanding environment of media and communication techniques
- Develop creative strategies for advertising
- Plan media strategy, scheduling, and vehicle selection
- Assess the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of promotional campaigns
- Assess strategic uses of sales promotions

CORE CONCEPTS, KNOWLEDGE, AND SKILLS

- Creative strategy
- Integrated Marketing Communications
- Interactive media

- Market analysis
- Media plan
- Motivation
- Personal selling
- Regulation
- Sales promotions
- Source, message & channel factors
- Support media
- Target market

OVERVIEW OF COURSE GRADING

The grades earned for the course will be derived using City University of Seattle’s decimal grading system, based on the following:

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Market Research and Advertising Objectives	25%
Advertising Strategy	25%
Advertising and Promotional Plan	25%
Instructor Determined Assignments	25%
TOTAL	100%

SPECIFICS OF COURSE ASSIGNMENTS

Throughout the quarter, students will develop a detailed advertising plan for an organization or a product. Suggestions for the company/product will be provided by the instructor that students can choose from, or students can select their own company/product case upon the instructor’s approval. The individual phases of the plan represent major assignments in this class including: (1) Market Research and Advertising Objectives, (2) Advertising Strategy, and (3) Advertising and Promotional Plan. Students will have access to a detailed template to develop their advertising plan.

Market Research and Advertising Objectives

Students will select a company/product from the suggestions provided by the instructor or focus on a case of their choice upon the instructor’s approval to initiate developing an advertising plan. For this assignment, students will complete the following sections of the advertising plan template provided by the instructor:

- **Section II: Situation Analysis**
- **Section III: Advertising Objectives**

Students should conduct research to inform and guide the development of their advertising plan. This segment of the advertising plan should NOT exceed 6 pages (excluding cover page and reference page); APA writing conventions should be followed with a minimum of 5 sources referenced and cited.

<i>Components</i>	<i>% of Grade</i>
Requirements for the Advertising Plan	40%
Analysis	35%
Style and Mechanics	15%
APA	10%
TOTAL	100%

Advertising Strategy

For this project, student will further develop their advertising plan for the same company/product utilized in the first assignment. Students will devise a creative advertising strategy for the corresponding target market. This will be **section IV** of the advertising plan template provided by the instructor.

Students should conduct research to inform and guide the development of their advertising plan. This segment of the advertising plan should NOT exceed 6 pages (excluding cover page and reference page); APA writing conventions should be followed with a minimum of 5 sources referenced and cited.

<i>Components</i>	<i>% of Grade</i>
Requirements for the Advertising Plan	40%
Analysis	35%
Style and Mechanics	15%
APA	10%
TOTAL	100%

Advertising and Promotional Plan

This assignment will mark the completion of the advertising plan for the company/product that students focused on in the previous two projects. Students will exercise their creativity and enhance their analytical skills and marketing abilities by developing a comprehensive and integrated advertising and promotional plan. Students will complete **sections I, V, and VI** of the advertising plan template provided by the instructor. It is recommended that students complete the “Executive Summary” (section I) after developing all the other sections of the plan considering the purpose of this section, which is to capture the highlights of the integrated plan.

Students should conduct research to inform and guide the development of their advertising plan. This segment of the advertising plan should NOT exceed 6 pages (excluding cover page and reference page); APA writing conventions should be followed with a minimum of 5 sources referenced and cited.

<i>Components</i>	<i>% of Grade</i>
Requirements for the Advertising Plan	40%
Analysis	35%
Style and Mechanics	15%
APA	10%
TOTAL	100%

Instructor Determined Assignments

The instructor will determine a set of activities that support the course outcomes and major assignments of the class. These activities could include collaboration, discussion, participation, peer-review, learning

reflections, learning checks or other activities online or in-class. Descriptions are provided by the instructor in the course.

<i>Components:</i>	<i>% of Grade</i>
Quality of Responses	50%
Quantity of Responses	30%
Timeliness	20%
TOTAL	100%

COURSE POLICIES

Late Assignments

A critical aspect of project management is to meet predefined deadlines. Therefore, all assignments are expected to be submitted when due. No late assignments are accepted. Life-situations do occur. When an issue arises coordinate with the instructor prior to the assignment's due date and the due date may be adjusted. It is in the best interest of the student to ensure that all assignments are submitted on time.

Participation

Class participation will be evaluated during class. Participation includes being prepared for class discussions and contributing meaningful content when appropriate. It also includes individual effort contributed to the team project.

Professional Writing

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

UNIVERSITY POLICIES

You are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

Title IX Statement

City University of Seattle and its faculty are committed to supporting our students and seeking an environment that is free of bias, discrimination, and harassment. If you have encountered any form of sexual misconduct (e.g. sexual assault, sexual harassment, stalking, domestic or dating violence), we encourage you to report this to the University. If you speak with a faculty member about an incident of misconduct, that faculty member must notify CityU's Title IX coordinator and share the basic fact of your experience. The Title IX coordinator will then be available to assist you in understanding all of your options and in connecting you with all possible resources on and off campus.

To view CityU'S sexual misconduct policy and for resources, please visit the [Campus Safety and Title IX Page](#) in the my.cityu.edu portal.

Scholastic Honesty

Scholastic honesty in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. You are responsible for understanding CityU's policy on scholastic honesty and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the [University Catalog](#) in the section titled *Scholastic Honesty* under *Student Rights & Responsibilities*.

Attendance

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly.

Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if s/he is present at any time during the class session. For online classes, a student has attended if s/he has posted or submitted an assignment. A complete copy of this policy can be found in the [University Catalog](#) in the section titled *Attendance Policy for Mixed Mode, Online and Correspondence Courses*.

SUPPORT SERVICES

Disability Services Accommodations Statement

Students with a documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at disability@cityu.edu or 206.239.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodations will be shared with course instructors.

Library Services

CityU librarians are available to help you find the resources and information you need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services online](#), 24 hours a day, seven days a week.

Smarthinking

As a CityU student, you have access to 10 free hours of online tutoring offered through Smarthinking, including writing support, from certified tutors 24 hours a day, seven days a week. Contact CityU's Student Support Center at help@cityu.edu to request your user name and password.