

MKTG 3809 - section E01  
Advertising Practices (Fall 2017)

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| <b>INSTRUCTOR</b>    | Agnieszka Chwialkowska      |
| <b>CLASSROOM</b>     | online                      |
| <b>OFFICE NUMBER</b> | Miller Hall – Room 2305     |
| <b>CONTACT</b>       | Messaging tool on CourseDen |
| <b>OFFICE HOURS</b>  | By appointment              |

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**Textbook and materials**

1. Advertising & IMC. Principles and Practice (10th Edition) by Moriarty, Mitchell, & Wells, Pearson.
2. Resources on CourseDen.

**Prerequisites**

Enrollment in this course requires a GPA of 2.00 or above and College of Business Major/Minor status.

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|--------------------------|--|
| <b>COURSE OVERVIEW</b>   | This is a study of the integrative role of advertising in persuasive communication of business and related fields. This includes procedures for organizing, developing, and implementing effective media decisions.  |
| <b>COURSE OBJECTIVES</b> | Upon successfully completing the course, you will:<br>CLO1. Recall a broad definition of advertising terms.<br>CLO2. Discuss some of the legal and ethical issues advertisers face today.<br>CLO3. Identify different factors that affect the responses of consumers to advertisements.<br>CLO4. Explain different functions of an advertisement.<br>CLO5. Explain what advertisers mean by a ‘creative concept’.<br>CLO6. Summarize the basic nature of broadcast media and print media.<br>CLO7. Analyze print advertisements for content utilizing elements of a print ad and its function.<br>CLO8. Utilize the concepts presented in class to prepare and present an advertising project. |
| <b>COURSE SCHEDULE</b>   | <p>The course is worth 3 credit hours. You will need to spend about 10 – 15 hours a week on the course to receive a passing grade.</p> <p>Please keep in mind the deadlines. Course schedule and checklist are available on CourseDen. The schedule is a subject to change. You will be informed of any changes via Announcement tool on CourseDen – please check the CourseDen daily.</p> <p>This is an online course and we will not meet in the classroom. Every week you will get access to the course materials, activities, and quizzes for corresponding study chapter and you can complete most assignments at your own pace.</p>  |

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## WHAT AM I EXPECTED TO DO TO COMPLETE THIS COURSE?

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You will be required to:

- Read book chapters and complete an online quiz for each book chapter. [INDIVIDUAL]
  - Take 6 online exams. [INDIVIDUAL]
  - Prepare a short presentation on the assigned topic ('mini case'). [INDIVIDUAL]
  - Create 'a creative piece'. [INDIVIDUAL]
  - Prepare an advertising package. [GROUP]
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You are required to complete a quiz after reading each chapter. **There are NO make-up quizzes.** (Please see the deadlines schedule on CourseDen)

To prepare for the quiz, carefully read the chapter in your textbook and lecture slides, and other materials on CourseDen.

You have one attempt per quiz.

There are 19 quizzes (1 for each chapter). If you do not take the quiz before the deadline, you receive 0 points for that quiz.

You are to take the test by yourself. You may use your book. Remember the test is timed. You will not be able to look up every answer so please read your chapters.

### QUIZZES

You have access to each quiz for several days before the deadline. Therefore, informing your professor at the time when the quiz is due that you cannot take it because you have no Internet connection or have to stay at work does not qualify you for any extension.

Please use UWG computer labs to take quizzes. Make sure that everything (e.g. your browser) is working properly before starting the quiz. Make sure that you save your answers regularly. Only technical difficulties of UWG IT system might excuse you, if your quiz was not successfully submitted.

#### RESPONSE TIME

Online quizzes are graded automatically upon completion. You will see your points in the Grades tab on CourseDen.

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You will prepare a short presentation on the assigned topic (Please see CourseDen for details and deadlines).

Make sure that you follow the instructions on CourseDen and submit your presentation slides and presentation outline before the deadline. Please read the assessment rubric which outlines how you will be graded. Your presentation will be made available to your colleagues in class.

### 'MINI CASE' PRESENTATION

If you would like to get your professor's feedback before submitting the assignment (and I strongly encourage you to seek my feedback), please e-mail me via CourseDen emailing tool not later than one week before the submission deadline. Send the draft of your assignment and list any questions that you have. Use subject line "Feedback on *Name of the Assignment*"

#### RESPONSE TIME

Presentations will be graded within three business days (Monday-Friday 9 am-5pm) from the submission deadline.

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You will prepare 'a creative piece' (Please see CourseDen for details and deadlines).

### CREATIVE PIECE

Make sure that you follow the instructions on CourseDen and submit your assignment before the deadline. Please read the assessment rubric which outlines how you will be graded.

If you would like to get your professor's feedback before submitting the assignment (and I strongly encourage you to seek my feedback), please e-mail me

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via CourseDen emailing tool not later than one week before the submission deadline. Send the draft of your assignment and list any questions that you have. Use subject line "Feedback on *Name of the Assignment*"

**RESPONSE TIME**

Creative piece will be graded within five business days (Monday-Friday 9 am-5pm) from the submission deadline.

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**ADVERTISING PACKAGE**

In group, you will prepare and present an advertising package for a chosen company/product or cause (Please see CourseDen for details and deadlines).

Make sure that you follow the instructions on CourseDen and submit your assignment before the deadline. Please read the assessment rubric which outlines how you will be graded.

If you would like to get your professor's feedback before submitting the assignment (and I strongly encourage you to seek my feedback), please e-mail me via CourseDen emailing tool not later than one week before the submission deadline. Send the draft of your assignment and list any questions that you have. Use subject line "Feedback on *Name of the Assignment*"

**RESPONSE TIME**

Advertising package will be graded within five business days (Monday-Friday 9 am-5pm) from the submission deadline.

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**EXAMS**

There are six online exams. (Please see the course schedule on CourseDen)

To prepare for each exam please read the chapters in your textbook, lecture slides, your colleagues 'mini case' presentations, and other materials on CourseDen.

**There are NO make-up exams.** If you miss the exam you receive 0 points.

With proper documentation and with prior approval by the professor, **university-sponsored events or sickness** might constitute the basis for your absence to be excused.

You must submit relevant documentation before the class you are missing.

All the documentation should be submitted into **submission folder on CourseDen ("Special accommodations & excused absences" folder)**. You must also send a message to the professor via CourseDen messaging tool.

**RESPONSE TIME**

Online exams are graded automatically upon completion. You will see your points in the Grades tab on CourseDen.

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**FINAL EXAM**

There is no final exam.

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**EXTRA CREDIT ASSIGNMENTS**

There will be no extra-credit assignments. Time management is an important and appreciated skill. You must take responsibility for planning and pacing your work throughout the semester.

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**DUE DATES AND CHECKLIST**

For details on the assignment due dates and assignment checklist, please visit CourseDen.

**[COURSEDEN -> CONTENT -> ABOUT THE COURSE](#)**

It is your responsibility to familiarize yourself with all the deadlines listed there, mark them in your calendar, and plan ahead to complete all of them on time. It is not your professor's responsibility to remind you about the due dates.

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## HOW WILL I BE GRADED?

Your final grade is calculated as a weighted average.

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A weighted average is an average calculated by multiplying each grade item by a factor that reflects its importance.

Here you can see **HOW TO CALCULATE A WEIGHTED AVERAGE IN EXCEL:** or use **WEIGHTED AVERAGE CALCULATOR:**

**WEIGHTED  
AVERAGE**



<https://support.microsoft.com/en-us/help/214049/how-to-calculate-weighted-averages-in-excel>



<http://www.rapidtables.com/calc/math/weighted-average-calculator.htm>

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## YOUR FINAL GRADE WILL BE WEIGHTED ACCORDING TO THE FOLLOWING SCHEME:

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| ACTIVITY             | WEIGHT | GRADE |               |
|----------------------|--------|-------|---------------|
| Chapter Quizzes (19) | 20%    | A     | 90%+          |
| Exams (6)            | 30%    | B     | 80% < 90%     |
| Projects* (3)        | 50%    | C     | 70% < 80%     |
|                      |        | D     | 60% < 70%     |
|                      |        | F     | Less than 60% |

\* See CourseDen for details on the weights for each project

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## WHAT ELSE DO I NEED TO KNOW BEFORE TAKING THIS COURSE...

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### READING THE SYLLABUS

Please read the syllabus at the beginning of the semester. When you are informed about the course requirements you can plan your time to achieve the best result possible.

As this syllabus provides you with a summary of the course of study, examination requirements, and schedule, please consult it before writing an e-mail to your professor or posting to the Q&A forum.

You will also take Syllabus Quiz, and at the beginning of the course. For more details please visit:

[COURSEDEN -> CONTENT -> ABOUT THE COURSE -> ROSTER VERIFICATION](#)

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### DEADLINE

Is defined as:

**a** : a date or time before which something must be done

**b** : the time after which copy is not accepted for a particular issue of a publication

(Merriam-Webster Dictionary)

Late submissions will not be accepted.

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### PLANNING

This is a content-rich course and successfully completing it will require self-discipline and planning. That is why you are informed of all the deadlines and assignments at the very beginning of the course. To help you I have created printable calendar and checklist that you can download on CourseDen:

[COURSEDEN -> CONTENT -> ABOUT THE COURSE -> COURSE SCHEDULE](#)

[COURSEDEN -> CONTENT -> ABOUT THE COURSE -> CHECKLIST](#)

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### WHAT RESULT IS NOT

NO RESULT + EXCUSE ≠ RESULT

Hard work does not guarantee that your result is achieved. For instance, telling a professor that you worked very hard on the project does not mean that the result you achieved meets the criteria for an A grade.

When you are late, having a good excuse does not turn back the clock and make you be on time. Likewise, not delivering what is expected of you and having an excuse does not make a result magically appear.

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### TAKING NOTES

Whether you are taking an in-class class or an online class, it is important to take notes both when you listen to a lecture, watch a video posted on CourseDen, or read your textbook, lecture slides, and articles. Taking notes is a very important skill that is necessary in your future career. Here you can find an interesting guide on how to take notes from your textbook:



[https://www.youtube.com/watch?v=V\\_a8NNiAOKg](https://www.youtube.com/watch?v=V_a8NNiAOKg)

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### HONOR CODE

By submitting any of the assignments and online quizzes, you agree with the following statement:

**"I pledge on my honor that I have not given or received any unauthorized assistance on this assignment/examination."**

You also acknowledge that you were made aware that if your submission turns out to be plagiarism, or does not adhere to the UWG Honor Code in any other way, **you will receive 0 points for this assignment and a failing grade for the entire course.**

In case of group assignments, you are made aware that even if your group member and not you personally plagiarized a part of the assignment, you and all group members are going to be held accountable – **every group member will receive 0 points for this assignment and a failing grade for the entire course.**

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To participate in the course, you will need internet access. All required materials will be posted on CourseDen.

Practice exercises (not graded) will require you to use online applications (Quizziz and Quizlet). If you wish to complete them here you can find the necessary links:

**Quizziz:** <https://quizizz.com/join/> You can also download a mobile app from iTunes store:

Quizziz on iTunes: <https://itunes.apple.com/us/app/quizizz-student/id1160249042?mt=8>

**Quizlet:** <https://quizlet.com/>

**ACCESSIBILITY**

**- REQUIRED  
TECHNOLOGY**

Below you can also find links to technical requirements when watching TED talk videos, and viewing PDF documents.

CourseDen compatibility <http://www.usg.edu/usgweb/d2lchecker/>

D2L <https://www.d2l.com/accessibility/>

Software FAQs <https://www.westga.edu/its/sits/faqs.php>

Acceptable Use Policy of Computer & Network Equipment  
[http://www.westga.edu/policy/index\\_3706.php](http://www.westga.edu/policy/index_3706.php)

TED talks technical requirements <http://tedlive.ted.com/requirements>

Adobe <http://www.adobe.com/accessibility/gettingstarted.html>

For more information on technology requirements for courses at UWG please see the file  
UWG TECHNOLOGY ACCESSIBILITY:

[COURSEDEN -> CONTENT -> ABOUT THE COURSE->IMPORTANT LINKS](#)

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## WHAT ELSE DO I NEED TO KNOW BEFORE TAKING THIS COURSE... (continued)

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Please communicate any problems you have. If you need special accommodations, please make sure that you inform me about your situation prior to the beginning of the course or as soon as the need for my assistance arises. Please do not wait till the end of the semester (or on the due date) as at that point I will not be able to help you. **Submit any relevant documentation to "Special accommodations and excused absences"** in "About the Course" folder on CourseDen and e-mail the professor via CourseDen messaging tool.

Before contacting the professor, consider whether the answer to your question would benefit other students in the class. If so, please post your question to the Q&A Forum. For details please visit:

[COURSEDEN -> CONTENT -> QUESTIONS?](#)

If your question relates to your individual situation, please communicate via **messaging tool on CourseDen**. Please make sure that the subject line specifies what your e-mail is about:

**Like this:** Assignment #2. **Not like this:** Question.

### E-MAIL FORMAT

To make sure that your questions are answered promptly and accurately please follow the format outlined below. Your professor will not answer messages that do not follow this format.

### COMMUNICATION

|   |   |
|---|---|
| Subject line  |   |
| <i>Dear Doctor Chwialkowska,</i>  | <b>ADDRESS YOUR PROFESSOR APPROPRIATELY.</b> <ul style="list-style-type: none"><li>✓ NEVER use "Hey" or "Yo!" or "Hi!"<ul style="list-style-type: none"><li>▪ Avoid writing as salutation "Hi Professor"</li></ul></li></ul>  |
| <i>I am in your Class Name, Section Number that meets on This Day [1].</i>  | <b>WRITE A CLEAR AND CONCISE MESSAGE.</b> <ul style="list-style-type: none"><li>✓ Avoid wordiness; get to the point:<ul style="list-style-type: none"><li>▪ State your problem by being specific and detailed (I will not be in class on Monday; I apologize for missing class on Wednesday; I would like to schedule an appointment to meet with you to discuss my assignment).</li><li>▪ Include the question relevant to your problem;</li><li>▪ Justify why you need an answer;</li><li>▪ If you need a response, politely ask for one.</li></ul></li></ul> |
| This is the question I have or the help I need [2].   |   |
| <i>I have looked in the syllabus, Q&amp;A forum, and at my notes from class and online and I asked someone else from the class [3], but I am still not sure about the answer.</i> | <b>PROOFREAD YOUR MESSAGE.</b> <ul style="list-style-type: none"><li>✓ Never click on "Send" before proofreading your message.<ul style="list-style-type: none"><li>▪ Make sure you have complete sentences and that you use punctuation correctly.</li><li>▪ Check for spelling mistakes.</li><li>▪ Pay attention to mechanics (proper capitalization) and grammar mistakes.</li><li>▪ Do not use texting abbreviations.</li><li>▪ Whenever possible, use paragraph breaks to organize your message.</li></ul></li></ul>                                       |
| This is the action I would like you to take [4].  |   |
| Saying Thank You is always a good idea [5],   |   |
| <i>Yours sincerely,</i>   |   |
| First Name & Last Name [6]  | <b>SIGN WITH YOUR FULL NAME</b>   |

### RESPONSE TIME

I will respond to questions sent via CourseDen email and those posted on Q&A Forum within 48 hours during business days (Monday-Friday 9am-5pm). As UWG emphasizes the importance of work-life balance, I will not be responding to any communication after business hours, during weekends and holidays.

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## OTHER RULES AND POLICIES

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### NETIQUETTE

Please show respect, courtesy, and professionalism toward your classmates in all communication.

- ✓ Use spell check before posting to the discussion forums or when you write e-mails.
- ✓ Be respectful of others' views and opinions.
- ✓ Express your views even when your point of view contrasts the majority view presented.
- ✓ Think and edit before you click "Submit".
- ✓ Be aware that sometimes humor can be misinterpreted as being sarcastic (online discussions provide a limited possibility for reading your body language/facial expression).
- Don't use ALL CAPITAL LETTERS as this is considered "shouting".
- Avoid using acronyms.
- Do not dominate any discussion. Give your colleagues the space to join the discussion.
- Avoid using slang language.

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### ACADEMIC HONESTY POLICY

You must adhere to the **Academic Honesty Policy**:

Lying, cheating, stealing, or engaging in plagiarism in pursuit of one's studies is a violation of academic honesty policy at UWG and will not be tolerated (Please read the university's catalog for the official statement on academic integrity and plagiarism). Students are responsible for understanding plagiarism.

In general, plagiarism is defined as the use of intellectual material produced by another person without acknowledging its source. The following are some examples of what is considered plagiarism:

- \* Copying of passages from works of others into an assignment, paper, discussion board posting, without acknowledgment.
- \* Cutting/pasting information available on the web or online databases.
- \* Using the views, opinions, or insights of another without acknowledgment.
- \* Paraphrasing another person's characteristic or original phraseology, metaphor, or other literary device without acknowledgment.

**NOTE: Violations of the academic honesty policy may result in expulsion from the University.**

**Being caught cheating during the exam or plagiarizing an assignment results in a failing grade for this course. There are no exceptions to this rule.**

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### BASIC TECHNICAL SKILLS REQUIRED

To successfully complete the course, you need to have the following technical skills:

- ✓ Navigating CourseDen.
- ✓ Communicating via email.
- ✓ Using a Web browser such as e.g. Mozilla Firefox.
- ✓ Command of office applications e.g. Microsoft Office.
- ✓ Using a discussion board.
- ✓ Uploading assignments to CourseDen submission folders.

If you need assistance please see the links below. They provide information on how to receive support. Please visit:

[COURSE DEN -> CONTENT -> ABOUT THE COURSE -> IMPORTANT LINKS](#)



## Important Links

|  |  |
|--|--|
| <b>COURSEDEN (D2L)</b>   | <a href="https://westga.view.usg.edu">https://westga.view.usg.edu</a>  |
| <b>COURSEDEN HELP &amp; TROUBLESHOOTING</b>                      | Please contact Courseden Help & Troubleshooting if you encounter technical difficulties unrelated to the course content as I will not be able to help you with technical problems.   |
| Monday-Friday  | <a href="http://www.westga.edu/~distance/webct1/tutorials/">http://www.westga.edu/~distance/webct1/tutorials/</a>  |
| 8:00 AM – 5:00 PM  | Chat: <a href="http://uwgonline.westga.edu/chat-with-us.php">http://uwgonline.westga.edu/chat-with-us.php</a>  |
| 678 839 62 48  | CourseDen compatibility <a href="http://www.usg.edu/usgweb/d2lchecker/">http://www.usg.edu/usgweb/d2lchecker/</a>  |
| <a href="mailto:online@westga.edu">online@westga.edu</a>         | D2L <a href="https://www.d2l.com/accessibility/">https://www.d2l.com/accessibility/</a>  |
|  | DLS <a href="http://www.westga.edu/~distance/webct1/students/">http://www.westga.edu/~distance/webct1/students/</a>  |
| <b>DISTANCE LEARNING SERVICES</b>                                | Software FAQs <a href="https://www.westga.edu/its/sits/faqs.php">https://www.westga.edu/its/sits/faqs.php</a>  |
|  | Acceptable Use Policy of Computer & Network Equipment<br><a href="http://www.westga.edu/policy/index_3706.php">http://www.westga.edu/policy/index_3706.php</a>   |
| <b>UWG ONLINE STUDENT PAGE</b>                                   | Here you will find CourseDen tutorials, technology requirements, etc.:<br><a href="http://uwgonline.westga.edu/students.php">http://uwgonline.westga.edu/students.php</a>  |
| <b>TEXTBOOK WEBSITE</b>  | <a href="http://www.mypearsonstore.com/bookstore/e-marketing-9780132147552">http://www.mypearsonstore.com/bookstore/e-marketing-9780132147552</a>  |
| <b>UNIVERSITY BOOKSTORE</b>                                      | <a href="http://www.bookstore.westga.edu/">http://www.bookstore.westga.edu/</a>  |
| <b>INGRAM LIBRARY SERVICES</b>                                   | <a href="http://www.westga.edu/library/index.php">http://www.westga.edu/library/index.php</a>  |
| <b>ITS FREQUENTLY ASKED QUESTIONS</b>                            | <a href="https://www.westga.edu/its/">https://www.westga.edu/its/</a>  |
| <b>TED TALKS TECHNICAL REQUIREMENTS</b>                          | <a href="http://tedlive.ted.com/requirements">http://tedlive.ted.com/requirements</a>  |
| <b>ADOBE TECHNICAL REQUIREMENTS</b>                              | <a href="http://www.adobe.com/accessibility/gettingstarted.html">http://www.adobe.com/accessibility/gettingstarted.html</a>  |
| <b>COURSE EVALUATIONS</b>  | <a href="https://courseval.westga.edu/etw/crseval.asp">https://courseval.westga.edu/etw/crseval.asp</a>  |
| <b>UWG CAMPUS WRITING CENTER</b>                                 | <a href="https://www.westga.edu/academics/coah/writing/index.php">https://www.westga.edu/academics/coah/writing/index.php</a>  |
| <b>ACCESSIBILITY SERVICES AND ACADEMIC SUPPORT</b>               | Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given.<br><b>Please submit a copy of your SAR into „Special accommodations &amp; Excused absences Documentation” folder on CourseDen, and e-mail me via CourseDen messaging tool.</b> |
| Monday-Friday  | <a href="https://www.westga.edu/student-services/counseling/accessibility-services.php">https://www.westga.edu/student-services/counseling/accessibility-services.php</a>  |
| 8:00 AM-5:00 PM  |  |
| (678) 839-6428   |  |
| (678) 839-6429   |  |
| <a href="mailto:counseling@westga.edu">counseling@westga.edu</a> |  |
|  | For an after-hours psychological crisis please call 678-839-6428 and you can be connected to our on-call counselor.  |
|  | Please carefully review the information at the following link:<br><a href="http://www.westga.edu/assetsDept/vpaa/Common Language for Course Syllabi.pdf">http://www.westga.edu/assetsDept/vpaa/Common Language for Course Syllabi.pdf</a>  |
| <b>STUDENT RIGHTS AND RESPONSIBILITIES</b>                       | The document at this link contains important information pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.  |

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the UWG Online site.

**ONLINE COURSES**

Students enrolled in online courses can find answers to many of their questions in the Online/Off-Campus Student Guide.

If a student is experiencing distress and needs help, please see the resources available at the UWG Cares site. Online counseling is also available for online students.

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

**UWG HONOR CODE**

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the Student Handbook.

**UWG EMAIL POLICY**

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

**TITLE IX**

The Title IX Coordinator monitors UWG's compliance with Title IX, oversees complaints, and carries out on-going Title IX trainings.

<https://www.westga.edu/hr/title-nine.php>

**HB280**

For more information on HB280 implementation see the link below:

<http://www.usg.edu/hb280>