

MKTG 3809, SECTION E01, ADVERTISING PRACTICES

SPRING 2019, 3 CREDITS, JANUARY 7TH – APRIL 28TH

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WOLF PACT

Protecting the integrity of a degree from the Richards College of Business at the University of West Georgia is the responsibility of the administration, faculty, staff, and students of the college. Our mission is “To become a globally recognized college of business preparing forward-thinking, responsible leaders.” Responsible leaders are ethical leaders, and this behavior begins in the classroom. One of our Strategic Goals is to demonstrate “...commitment to the principles of honesty and integrity in interactions and undertakings, [and] accountability for personal behavior...”. As such, we have developed the Wolf Pact in an effort to promote and maintain the highest standards of integrity, professional behavior, ethical actions, and personal conduct.

The purpose of this pact is to maintain that a degree from the Richards College of Business at the University of West Georgia is held in high regard by all internal and external constituents, and that a degree from the University of West Georgia is as meaningful in the future as it is today.

I have reviewed the information in this syllabus, and I agree to abide by the policies stated. I will conduct myself in accordance with the RCOB Wolf Pact to protect the integrity of my degree and all those others who receive a degree from the Richards College.

Signature: _____

917#: _____

Date: _____



INSTRUCTOR INFORMATION

NAME:

Agnieszka Chwialkowska, Ph.D.

CLASSROOM:

Online, No meetings in class, See course schedule for deadlines

OFFICE LOCATION:

Miller Hall 2305

OFFICE HOURS:

By appointment

CONTACT INFORMATION:

Phone: 678-839-5027

Email: achwialk@westga.edu

Communication Preference: I prefer for you to contact me using your CourseDen email.

COURSE INFORMATION

DESCRIPTION

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.

PREREQUISITES

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

LEARNING GOALS

Upon completing the course, you will be able to:

- CO1. Define advertising and key advertising concepts and identify their functions. (MG1)
- CO2. Identify different factors that affect consumer responses to advertising. (MG2)
- CO3. Recognize factors advertisers take into account when planning brand communication. (MG2, LG4)

- CO4. Discuss the role of advertising in the society and legal and ethical issues advertisers face today. (LG5)
- CO5. Analyze and evaluate the effectiveness of brand communication. (MG2, LG5)
- CO6. Apply the key advertising concepts to develop promotional materials and a brand communication plan. (MG2)

TEXTBOOKS AND MATERIALS

1. Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, 11e.
(Access code required)
You will need to register for MH Connect, the online resource that comes with the textbook – you will not be allowed to submit assignments (which represent 50% of your final grade) without your own subscription.
Follow the instructions in this video (<https://www.youtube.com/watch?v=uzZ5qRuVtcQ>)
You should visit this web address to register for MH Connect (<http://connect.mheducation.com/class/a-chwialkowska-E01-spring-2019-belch-advertising-and-promotion>)
2. Resources on CourseDen.

COURSE POLICIES

Communication

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 until 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 the 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 **e-mailing 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.

Subject line

Dear Doctor Chwialkowska,

*I am in your Class Name, Section
Number that meets on This Day [1].*

This is the question I have or the help I
need [2].

I have looked in the syllabus, Q&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.

This is the action I would like you to
take [4].

Saying Thank You is always a good
idea [5],

Yours sincerely,

First Name & Last Name [6]

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 9 a.m.-5 p.m.). As UWG emphasizes the importance of work-life balance, I will not be responding to any communication after business hours, during weekends and holidays.

What am I expected to do to complete this course?

You will be required to:

- Complete assignments introducing you to the course and course policies [INDIVIDUAL]
- Read book chapters and complete online assignments and quizzes/tests for each chapter (available on MH Connect). [INDIVIDUAL]
- Take in-class exams. [INDIVIDUAL]
- Complete an assignment and deliver a presentation [GROUP PROJECT]

See [COURSE SCHEDULE](#) for details.

Other

WHAT ELSE DO I NEED TO KNOW BEFORE TAKING THIS COURSE

Basic Technical Skills Required

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

- Navigating CourseDen.
- Communicating via CourseDen email tool.
- Using CourseDen discussion board.

- Taking quizzes on CourseDen.
- Uploading assignments to CourseDen submission folders.
- Using a Web browser such as, e.g., Mozilla Firefox.
- Very good command of office applications, e.g., Microsoft Office (Word, PowerPoint, Excel).
- Converting documents into PDF files. Combining documents into one file.
- Ability to google information and use it to solve basic technical problems.

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.

Deadline

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.

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.

Please see COURSE SCHEDULE for deadlines and mark them in your calendar.

What Result Is Not

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.

NO RESULT + EXCUSE ≠ RESULT

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.

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: [Taking notes](#)

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.**

OTHER RULES AND POLICIES

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.

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

IMPORTANT LINKS

CourseDen Help & Troubleshooting

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.

[CourseDen \(D2L\)](#)

Monday-Friday

8:00 AM – 5:00 PM

678 839 62 48

online@westga.edu

[ITS FAQs](#)

[CourseDen Tutorials](#)

[ITS Chat](#)

[CourseDen Compatibility](#)

[D2L Accessibility](#)

[Software FAQ](#)

[Acceptable Use Policy of Computer & Network Equipment](#)

[About CourseDen](#)

[Textbook website](#)

[University Bookstore](#)

[Ingram Library Services](#)

[Course Evaluations](#)

[UWG Campus Writing Writing Center](#)

Accessibility services

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 and 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.

Please submit a copy of you SAR into “Special accommodations & Excused absences Documentation” folder on CourseDen, and e-mail me via CourseDen messaging tool.

Monday-Friday

8:00 AM – 5:00 PM

(678) 839-6428

(678) 839-6429

counseling@westga.edu

[Accessibility Services](#)

For an after-hours psychological crisis, please call 678-839-6428 and you can be connected to our on-call counselor.

Academic Support

To participate in the course, you will need internet access. All required materials aside from the textbook will be posted on CourseDen or distributed in class.

[CourseDen compatibility check](#)

[D2L Accessibility](#)

[Software FAQs](#)

[Acceptable Use Policy of Computer & Network Equipment](#)

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

[TED talks technical requirements](#)

[Adobe technical requirement](#)

For more information on technology requirements for courses at UWG, please see the IMPORTANT LINKS file on CourseDen

ONLINE COURSES

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 use sites, as well as technology requirements visit the UWG Online site.

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.

COURSE SCHEDULE AND ASSIGNMENTS

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.

Please keep in mind the deadlines. The COURSE SCHEDULE is available on CourseDen. The schedule is subject to change. You will be informed of any changes via Announcement tool on CourseDen – please check the CourseDen announcements daily.

You will get access to all online assignments and quizzes on MH Connect at the beginning of the semester and can complete them at your own pace. However, please keep in mind the deadlines. The COURSE SCHEDULE is available in the START HERE folder on CourseDen.

Introductory assignments

The following assignments have to be completed before the deadline (see COURSE SCHEDULE) if you want to be verified as attending the course (roster verification):

1. Submitting the course contract (CourseDen)
2. Registering with MHConnect (see below for details)

*A failure to complete this **before the deadline** will result in being marked as “not attending” during the roster verification process.*

Online assignments MH Connect

[Individually graded]

You are required to complete MH Connect assignments in each module. Go to **Content Tab** on CourseDen -> **MHConnect** -> **Connect** and follow their instructions.

If it is your first time using MHConnect you can read their [MHConnect Orientation](#).

If you have questions regarding MHConnect registration, please **contact them** directly (I am not able to resolve the problems related to MHConnect):

[MHConnect Support](#)

https://connect.mheducation.com/connectweb/branding/en_US/default/html/support.html

[MHConnect Student Help topics](#)

http://highered.mheducation.com/sites/0000065899/student_view0/getting_started/student_registration.html

There will be NO make-ups on the Connect assignments. (Please see the COURSE SCHEDULE on CourseDen for deadlines)

Online Quizzes on CourseDen

[Individually graded]

There are three online quizzes (available on CourseDen). (Please see the COURSE SCHEDULE on CourseDen).

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

You have access to each assignment 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 had to stay at work does not qualify you for an 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.

Assignment

You will complete a group assignment. Assignment guide and assessment rubric are available on CourseDen.

For details on the assignment due dates, please see the *course schedule*.

You are required to submit two drafts of your assignment. See the *course schedule* for due dates.

Response time

The assignments will be graded within seven business days (Monday-Friday 9 a.m. – 5 p.m.) from the submission deadline.

You will receive feedback on the submitted drafts within the seven business days (Monday-Friday 9 a.m. – 5 p.m.) from the submission deadline.

Comprehensive Exam

There will be an optional comprehensive exam (see course schedule) available online on CourseDen. If you receive 80% or more, you will receive 5% boost towards your final grade. If your score is less than 80% your final grade will remain unchanged.

EXTRA CREDIT ASSIGNMENTS

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

GRADING

Your final grade is calculated as a sum of points received for different assignments in this course.

MH Connect assignments (online): 40%

Online quizzes (on CourseDen): 30%

Group assignment: 30%

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](#).

You can receive +5% boost to your final calculated grade if you score 80% (or more) on the optional comprehensive exam.

Final grade

- A: 90%+
- B: 80% < 90%
- C: 70% < 80%
- D: 60% < 70%
- F: Less than 60%

COURSE CALENDAR

Week	Dates	Deadlines*
1	January 7 – 13	Roster Assignments – Sunday, January 13, 11:59 p.m. (CourseDen)
2	January 14 – 20	Module 1: Chapters 5 – 7 – Sunday, January 20, 11:59 p.m. (MHConnect)
3	January 21 – 27	Module 2: Chapters 8 – 9 – Sunday, January 27, 11:59 p.m. (MHConnect)
4	January 28 – Feb 3	Quiz 1 – Chapters 5 – 9 – Sunday, February 3, 11:59 p.m. (CourseDen)
5	February 4 – 10	Module 3: Chapters 10 – 12 – Sunday, February 10, 11:59 p.m. (MHConnect)
6	February 11 – 17	Module 4: Chapters 13 – 14 – Sunday, February 17, 11:59 p.m. (MHConnect) Group Project – First draft – Sunday, February 17, 11:59 p.m. (CourseDen)**
7	February 18 – 24	Quiz 2 – Chapters 10 – 14 – Sunday, February 24, 11:59 p.m. (CourseDen)
8	February 25 – March 3	Module 5: Chapters 15 – 16 – Sunday, March 3, 11:59 p.m. (MHConnect)
9	March 4 – 10	Module 6: Chapters 17 – 18 – Sunday, March 10, 11:59 p.m. (MHConnect)
10	March 11 – 17	Quiz 3 – Chapters 15 – 18 – Sunday, March 17, 11:59 p.m. (CourseDen)
11	March 18 – 24	SPRING BREAK
12	March 25 – 31	Group Project – Second draft – Sunday, March 31, 11:59 p.m. (CourseDen)**
13	April 1 – 7	
14	April 8 – 14	
15	April 15 – 21	Group Project Submit the FINAL VERSION OF THE ASSIGNMENT – Sunday, April 21, 11:59 p.m. (online)
16	April 22 – 28	Comprehensive Final Exam – Chapters 5 – 18 – Sunday, April 27 11:59 p.m. (CourseDen)

*All deadlines are final

While I set all the deadlines on Sunday to accommodate your working schedule, I recommend that you complete all assignments during the week and during business hours (i.e. by Friday 5 p.m.) when ITS is available to resolve any technical issues you may encounter. If you face any problems outside of office hours I will **not** extend your deadline.

You have access to each assignment 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 had to stay at work does not qualify you for an 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.

**Your group will receive feedback on each draft within one week of submission deadline.

IMPORTANT DEFINITIONS (by Google)

Deadline (noun) – the latest time or date by which something should be completed.

Mandatory (adjective) – required by law or rules; compulsory.

UNIVERSITY-WIDE SYLLABUS INFORMATION:

Please review the "[Common Language for Course Syllabi](#)" for university-wide updates. Even if you have read it before, the most current information is maintained at this site.