

Advertising Practices

MKTG 3809 - section 01D (Fall 2019)

*This is a hybrid (D) class, see the course schedule for meeting dates

Instructor	Dr. Agnieszka Chwialkowska
Classroom	Hybrid 2 project consultations (or more on request)
Office number	Miller Hall – Room 2305
Contact	E-mailing tool on CourseDen
Office hours	By appointment

Textbook 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 30% of your final grade) without your own subscription.

Follow the instructions in this [video](https://www.youtube.com/watch?v=uzZ5qRuVtcQ) (https://www.youtube.com/watch?v=uzZ5qRuVtcQ)

You should visit this [web address to register for MH Connect](https://connect.mheducation.com/class/a-chwialkowska-01d-fall-2019-belch-advertising-and-promotion-1)

(https://connect.mheducation.com/class/a-chwialkowska-01d-fall-2019-belch-advertising-and-promotion-1)

2. Resources on CourseDen.
3. Handouts distributed in class.

Prerequisites

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

Course Overview

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.

Course Objectives

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)

Course Schedule

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.

This is a hybrid course and we will meet only few times for **project consultations, your attendance on project consultations days is mandatory.**

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.

The syllabus and schedule are subject to change at the discretion of the professor.

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/ONLINE]
- Read book chapters and complete online assignments for each chapter (available on MH Connect). [INDIVIDUAL/ONLINE]
- Take online quizzes on CourseDen. [INDIVIDUAL/ONLINE]
- Complete advertising diary [INDIVIDUAL/ONLINE]
- Complete a group assignment [GROUP PROJECT/MEET FOR PROJECT CONSULTATION/SUBMIT DRAFT AND FINAL VERSION ONLINE]

See COURSE SCHEDULE for details.

Introductory assignments (Roster verification)

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 Exams on CourseDen

[Individually graded]

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

Go to **Assessments** tab on CourseDen -> **Quizzes** -> scroll down for the Quiz.

To prepare for each quiz, complete the MHConnect assignments in each module and review your notes. You can also complete a corresponding self-assessment quiz available on CourseDen. Self-assessment quizzes are not graded, they are there for you to review the material before the graded quiz, if needed.

There are NO make-up quizzes. If you miss the quiz, 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.

Comprehensive quiz (optional)

[Individually graded]

Optional, comprehensive quiz on chapters 5-18 will be available. You must score 85%+ to receive a 5% boost to your final grade. You do not have to take the comprehensive quiz. This is a good option if you missed one of the quizzes or received a low score on one of them.

Individual Assignment/Advertising Diary

[Individually graded]

You will complete 1 assignment. For details on the assignment due dates, please see the COURSE SCHEDULE.

To access go to

[CourseDen-> **Communication** -> **Discussions** -> **Assignments Forum** -> (scroll down past the Q&A Forum, and group forum) **Advertising Diary**. You will submit your assignment by posting a threat to the Advertising Diary Forum.

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

To access assessment rubric go to CourseDen-> **Grades** -> **Rubrics** -> **Advertising diary rubric**

Response time

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

Group Assignment

[Group grade adjusted by the peer evaluation]

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

To see the assignment guide, go to CourseDen-> **Content** tab -> **Assignment** folder (You will see the *PROJECT GUIDE* and the *SUBMISSION FOLDER*). You will post your final submission to the submission folder.

You are required to **submit a draft** of your assignment, you will submit the draft to the group forum. See the COURSE SCHEDULE for due dates.

To find your group and the group forum go to CourseDen-> **Communication** tab -> **Groups** (You will see your group number, group members (click on the number of members to see the names of your

colleagues, and the *GROUP FORUM* where you can exchange your contact information and later post your draft).

To access assessment rubric go to CourseDen-> **Grades** -> **Rubrics** -> **Group assignment**

Project consultations

On the schedule you can see four days dedicated to project consultations. During this time I will be happy to clarify any issues regarding the project and provide you with feedback on your draft. **Each group is required to see me at least twice.** All group members are required to participate. See CourseDen for the dates.

Of course, I will be happy to meet with your group more times – you can e-mail me on CourseDen to schedule an appointment.

!!! Your peers will evaluate your contribution and this evaluation will be considered when you receive your grade. Look out for an announcement with a link to a **peer evaluation survey** at the end of the semester.

For details on the assignment due dates, please see the *COURSE SCHEDULE*.

This is a group project - No individual submissions are accepted.

Response time

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

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

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.

HOW WILL I BE GRADED?

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

MH Connect assignments (online): 30%

Online quizzes (on CourseDen): 20%

Individual assignment: 20%

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 85% (or more) on the optional comprehensive exam.

Final grade

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

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.

The diagram illustrates an email format template with callouts for specific instructions. The template text is on the left, and callout boxes with instructions are on the right, connected by lines to the corresponding parts of the email.

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]

Callout 1: Address your professor appropriately.
✓ NEVER use "Hey" or "Yo!" or "Hi!"

Callout 2: Write a clear and concise message.
✓ Avoid wordiness; get to the point:
▪ 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).
▪ Include the question relevant to your problem;
▪ If you need a response, politely ask for one.

Callout 3: Proofread your message.
✓ Never click on "Send" before proofreading your message.
▪ Make sure you have complete sentences and that you use punctuation correctly.
▪ Check for spelling mistakes.
▪ Pay attention to mechanics (proper capitalization) and grammar mistakes.
▪ Do not use texting abbreviations.
▪ Whenever possible, use paragraph breaks to organize your message.

Callout 4: Sign with your full name

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 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

Deadlines 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.**

Accessibility

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

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 and Academic support

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.

Please submit a copy of your 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.

Student Rights and Responsibilities

The document at the following 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.

[Common Language for Course Syllabi](#).

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 used 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.

UWG HONOR CODE

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.

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.

[Title IX](#)

HB280

[HB280](#)