



Welcome to Advertising Practices *Online!*

My name is Cheryl O'Meara Brown and I am very glad to have you in my class. (Please read the "Welcome" News item on the course home page for some info about me.)

Read this syllabus very carefully, as it is a substitute for the first class meeting -- it contains all of the important information that you need to know for this class.

You also need to review the Course Schedule and **make note of the important deadlines** for assignments. I recommend printing the course schedule out for easy reference throughout the semester as a backup to the CourseDen calendar and/or any other electronic calendars you use.

LEARNING MANAGEMENT SYSTEM: COURSEDEN

- UWG uses CourseDen (a.k.a. Brightspace Daylight Experience) for our learning management system. Since this is an entirely online course, please take a few minutes to review the Online Student Guide:
<http://uwgonline.westga.edu/online-student-guide.php>.
- **Our UWG Online team is a FANTASTIC resource. *If you need assistance with CourseDen at any time during the semester, please don't hesitate to contact them. Their helpdesk info is below (under Technical Issues), and their website is <https://uwgonline.westga.edu/students.php>. (This site includes accessibility information for disabled students.)***

TECHNICAL ISSUES

Problems with Computers or Internet on Campus:

Should you encounter problems using any of the computers on campus and are unable to locate a lab assistant, please contact the **ITS Helpdesk**. Their website is:
<http://www.westga.edu/its/>.

Problems with CourseDen:

UWG Online Help Desk

Monday - Thursday 8:00 AM - 8:00 PM

Friday 8:00 AM - 5:00 PM

678-839-6248

online@westga.edu

or 1-855-933-UWGO (8946)

Chat With Us: <http://uwgonline.westga.edu/chat-with-us.php>

Unfortunately, when taking an online class, **you must assume that some technical problems will occur, and plan accordingly when possible.** (E.g., you should not wait until 11:00 PM to start a quiz; don't put off an assignment until the day it's due; do not purposely skip a discussion thinking that it will be your dropped grade; etc.)

**Technical problems (along with serious personal issues) are why the lowest quiz grade and lowest assignment/discussion grade are dropped.* More on this later.*

MINIMAL TECHNICAL SKILLS REQUIRED FOR THIS COURSE

Ability to navigate CourseDen and use word processing software such as MS Word.

ACADEMIC SUPPORT

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 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. For more information, please visit <https://www.westga.edu/student-services/counseling/accessibility-services.php>.

Please also read the important information at the following link:

<https://www.westga.edu/administration/vpaa/common-language-course-syllabi.php>

Accessibility statements, privacy statements, and technical requirements:

<https://uwgonline.westga.edu/technology-requirements.php>

INTRO TO THIS CLASS

Online classes are great in that they allow you to work on them at your convenience, which is especially helpful to those who have busy work schedules and family lives. Sometimes, however, students will take an online class assuming that it will be “easier.” You will not find that to be true for this class.

In a traditional (in-class) class, students have the option of taking a passive approach to learning, simply going to class and listening to lectures (*receiving* the information). ***In an online class, though, students must *actively* take it upon themselves to learn. They must take the initiative to read the material and do the assignments without any outside encouragement.***

Additionally, in a traditional class, you are expected to spend 3 hours per week IN class and another 6 hours per week outside of class (total of 9 hours per week per course). The same amount of time is expected of you in an online class, which many students fail to realize. (For example, if you spend an hour scanning the material and thirty minutes completing the graded assignment that is due in a particular week, you probably will not receive a very good grade on that assignment.)

If you are willing to take this class just as seriously as you would a traditional class and you are organized and self-directed, you will absolutely do well in this class. If you are not sure, please read this syllabus carefully and decide for yourself whether you would rather take a traditional class or remain with the online version. I look forward to a great semester!

Summer Course

Because this is a summer course, we will be covering **16 weeks' worth of material in less than 4 weeks!** (*One summer weekday is equivalent to one week of fall or spring classes!*) **Do not expect the work to be "easier" or for assignments to be shortened or removed...** You will be doing everything that students do in a fall or spring semester, in a much shorter period of time... So, be prepared to work hard!

As long as you are organized and diligent about working on the course every single day, you'll be in good shape.

TEXTBOOK, BASIC COURSE INFORMATION:

Course: Advertising Practices (Online), MKTG 3809

Instructor: Cheryl O'Meara Brown, MBA

Required Text:

Advertising & IMC, 10th Edition

- **Moriarty, Mitchell, Wells**
- **ISBN-10:** 0-13-350688-6
- **ISBN-13:** 978-0-13-350688-4

While you are welcome to buy an older edition of the book and much of it may be the same as or similar to what's in the new edition, I cannot guarantee that an older edition will have everything you need for assignments, quizzes, cases, etc. **Used or rented books are perfectly fine!!**

<http://www.facultybookshelf.org/course/22592>

<http://www.bookstore.westga.edu/>

Note: the access code is NOT required for this class. Purchase or rent the book from whomever you would like; just make sure you have it by the first day of class!

Prerequisites: Enrollment in this course requires compliance with the College of Business Policy for Major Status and completion of MKTG 3803 (Principles of Marketing).

Course 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

Learning Goals: Upon successfully completing the course, the student should be able to:

1. Define advertising and key advertising concepts and identify their functions. (MG1)
2. Identify different factors that affect consumer responses to advertising. (MG2)
3. Recognize factors advertisers take into account when planning brand communication. (MG2, LG4)
4. Discuss the role of advertising in the society and legal and ethical issues advertisers face today. (LG5)
5. Analyze and evaluate the effectiveness of brand communication. (MG2, LG5)
6. Apply the key advertising concepts to develop promotional materials and a brand communication plan. (MG2)

[BBA Marketing Learning Outcomes](#) (page 11)

COURSE FORMAT AND ASSIGNMENTS:

This course consists of reading assignments, quizzes, discussion posts & replies, and hands-on written assignments that are presented to you in **Modules** inside the Content link at the top of the course home page in CourseDen.

Within each Module, you will be given the following:

- **A Checklist** to let you know what's expected of you for that Module, including the required reading. You should use the checklists to track your progress and mark off (check) the items that you've completed as you complete them.
- **Learning Objectives** for that Module.
- **PowerPoint slides** to use for taking notes while reading.
- **Self-Check Quizzes** are intended to help you learn the material and prepare for graded quizzes and assignments. They do NOT count toward your final grade.
- **Graded Assignments**, which may include a written assignment, quiz, and/or discussion posting.
 - ***These assignments are due by 11:59pm (Eastern time) on the due date for the Module they are in. Refer to the Course Schedule for easy reference. If an assignment is not turned in by 11:59pm on its due date, it will not be accepted under any circumstances and you will receive a zero. There are no exceptions to this rule.**
 - **The GOOD NEWS: the lowest grade will be dropped!***

More information on Graded Assignments...

Written Assignments:

Your assignments will be graded according to accuracy (regarding the topic specified), spelling and grammar (I can't let you graduate without knowing how to write!), and level of effort. You should elaborate, clarify, elucidate, and explain! *Keep in mind that, since this class is completely online, your written assignments are the primary means by which I can assess your learning!*

The more effort you put into your assignments, the higher your grade will be.

Note: TurnItIn plagiarism checker will be used.

Discussion Posts:

Your original discussion posts will be graded according to accuracy (regarding the topic specified), spelling and grammar, and level of effort. You should elaborate, clarify, elucidate, and explain! *Again, keep in mind that, since this class is completely online, your written assignments are the primary means by which I can assess your learning!* The more effort you put into your posts, the higher your grade will be. Also, keep in mind that very long, one-paragraph posts are unorganized and difficult to read.

When replying to classmates' original posts, really put thought into both what THEY wrote, and how you would like to reply. If they posted something that doesn't make sense to you or you think could be incorrect, tell them and ask questions... You will help each other learn this way. **If you point out a classmate's mistake and clarify what the correct answer should have been (respectfully, of course), you will earn bonus points! Also, if you agree or disagree with something they said, you should specify exactly what you agree/disagree with along with WHY. In other words, you should elaborate and ask questions of one another.**

Review the **General Discussion Rubric** to see specifically how your discussion posts will be graded.

In general, you can expect assignment and discussion grades to be posted within one week of their due dates. (Some assignments take longer to grade.)

Quizzes:

Quizzes will relate to the reading assignments for their respective chapters and will contain 20 multiple-choice and true/false questions. You will have 30 minutes per quiz and one attempt (plus an additional, optional self-check quiz).

You will need to study for the quizzes because, although they are open book, some questions may be tough and you will not necessarily have time to look up all of the answers.

There is also one Syllabus Quiz due in the first Module, which has between 20 and 30 questions, a time limit of 30 minutes, and 1 attempt.

A note about quizzes: You may notice that you will not be able to review quizzes in their entirety after you have completed them. However, if you would like to review a quiz, we can arrange (ahead of time) a date/time for you to do so in the Marketing Department.

All assignments, discussions, quizzes and practice quizzes are open (available to be completed)

up until their respective due dates at 11:59pm. Therefore, you ARE ALLOWED to complete any material EARLY if you desire to do so. However, please be aware that written assignments and discussion posts will not be graded until after their due dates.

*****Your lowest quiz grade will be dropped.*****

*****Also, assignments and discussions will be grouped together, and the lowest grade will be dropped.*****

I understand that serious personal problems occur (deaths in family, illness, storm damage, etc.). This (along with technical/computer/internet problems) is why the lowest grades are dropped.

CLASS ANNOUNCEMENTS, CONTACTING THE INSTRUCTOR:

Announcements: Any important course announcements from your instructor (e.g. changes to the course schedule, project info, etc.) will be sent via the “Announcements” tool in CourseDen (you should check the Announcements **daily**).

Contacting the Instructor/Office Hours:

1. During the summer, I do not hold regular, face-to-face office hours. But if you need to schedule a time to speak with me, whether in person or on the phone, send me an e-mail and we will work it out.
2. Email: **For the fastest reply, use cbrown@westga.edu.** You may also use the course Email within CourseDen, but since these messages do not come to my phone it may take slightly longer to reply. **Most of the time, I will reply within a few hours. Sometimes it may take a day or two (depending on the nature of the question).** I may or may not respond to e-mails on the weekend.

If you ask a question that can be answered by reviewing the syllabus, I will probably reply with "see syllabus." I don't mean to be rude; I receive many, many, MANY emails and since the information is here in the syllabus, it saves a great deal of time not to re-type or locate/copy/paste what is already here.

Please feel free to contact me if you have a problem! I am here to help you. Please don't wait until the end of the semester (or until final grades have been posted) to discuss any difficulties that you might be having.

E-mail Courtesy and General Netiquette: Remember that e-mailing is not texting, and the use of *good manners and proper grammar/punctuation* are important, to me AND your future boss and co-workers! Also, when corresponding with anyone in the course, it's expected that we will all be respectful and professional at all times.



I strongly encourage you to use Grammarly, a free online grammar and spelling checker. It's a great resource for papers and even e-mails. <https://www.grammarly.com/>

It is also very helpful if you'll mention which class you are in when you email me.

ACADEMIC HONESTY:

Academic Honesty: Students are expected to recognize and uphold standards of intellectual and academic integrity. UWG, the RCOB and the Department of Marketing and Real Estate assume as a basic and minimum standard of conduct in academic matters that students be honest and that they present for credit only the results of their own efforts. **You are expected to work on ALL assignments individually;** an act of academic dishonesty will result in ***a grade of zero for the assignment/assessment and possible failure of the course. It is also grounds for dismissal from the College of Business.***

*Academic dishonesty (cheating) includes, but is not limited to:

- Looking up ("Googling") answers to quiz questions online
- Searching (online or elsewhere) for assignments that have been done by someone else
- Using someone's materials from a previous semester
- Anything that you wouldn't do with your instructor looking over your shoulder*

FINAL GRADE CALCULATION:

All assignments are weighted according to the following scheme in the calculation of your final grade:

Discussion Posts and Individual Assignments (8, lowest dropped) -----70%

Quizzes (11, lowest dropped) -----30%

A = 90.0% and above

B = 80.0% – 89.9%

C = 70.0% – 79.9%

D = 60.0% – 69.9%

F = 59.9% and below

I encourage you to be responsible for yourself and keep a spreadsheet with your grades and what each assignment/quiz is worth so that you'll know what your grade is – and what you need to make on various assignments to get your desired grade – throughout the semester.

(There are also helpful websites and videos that you can use, such as <https://www.youtube.com/watch?v=P0oinC6ejFI>, <http://www.conquercollege.com/gradecalc/> and <http://www.youtube.com/watch?v=RaNHV6W1p84>.)

I'm sorry, but I am unable to respond to students asking what they need to make on a particular assignment to get an A (or B, C, etc.) in the class.

AND FINALLY...

This will be a busy and challenging summer session, but if you do the reading, keep up with the work, and let me know if/when you have questions about the material, I promise you'll do well and learn a great deal about advertising!

Let's do this!

