

DE ANZA COLLEGE
BUSINESS/COMPUTER SYSTEMS DIVISION
BUSINESS 89.64Z – ADVERTISING
SPRING 2016, CRN 44129
INSTRUCTOR: Dionne Morgan
E-Mail: morgandionne@fhda.edu

Instructor/Contact Info:

Professor Dionne Morgan; Office Hours via e-mail every Monday and Wednesday from 6-7pm. E-mail address is morgandionne@fhda.edu.

Student Learning Outcomes (SLO)

- Relate contemporary advertising to the classic human communication model.
- Distinguish advertising from other elements of integrated marketing communications (IMC) and explain its role in an organization's marketing strategy.
- Identify the major social and economic aspects of advertising in the U.S. and contrast those with the role of advertising in other countries.

Course Objectives

- A. Assess the basic principles of advertising and integrated marketing communications (IMC) using the classic human communication model.
- B. Discuss advertising's macroeconomic and social roles.
- C. Analyze who pays for advertising and why (understand the communications aspect of marketing strategy).
- D. Examine and integrate the basic principles of consumer behavior.
- E. Formulate the role of advertising agencies and identify career opportunities in the profession.
- F. Employ strategic, creative and technical expertise to create ads and develop complete IMC campaigns.

Required Materials:

- Textbook: “Advertising”, Second Edition. Authors: William F. Arens, David H. Schaefer, Michael F. Weigold. ISBN 978-0-07-802896-0
- Internet access, including the ability to view videos online, is required.
- Ability to view Adobe Acrobat files
- Personal e-mail address

Course Requirements:

This course will require approximately 10 to 15 hours of individual work per week, depending on your reading speed.

1. All registered and wait-listed students must complete the Online Orientation and submit the Student Information Form. Visit the Distance Learning section of the DeAnza College website for details, including the deadline. If you are on the wait-list and have completed the Online Orientation by the deadline you may e-mail me for your add code.
2. The Distance Learning section of the DeAnza College website may be found at <http://www.deanza.edu/distance/>
3. Pre-registered students and wait-listed students who do not complete the online orientation by the deadline will be dropped to make room for other students who want to add the class. Students who add the class must also complete the orientation.
4. Students who decide to drop the class at any point must handle the drop procedure with the college themselves.
5. Read the textbook assignments for each week.
6. Be active online at least twice a week. Being active includes taking quizzes, submitting papers and posting to the Discussion Forum.
7. You must post at least one comment to the Online Discussion Forum per week and respond to at least one other student's discussion post per week. Responses must be substantive. A response of "I agree" or "I disagree" is not considered substantive.
8. Papers should be double-spaced, 12-point font. File format should be MS Word (.doc) or PDF.
Note: Documents saved in Pages format will not be graded.
9. Complete the Advertising Plan.
10. Pass two online exams.
11. You MUST be courteous and respectful to your classmates at all times. No inappropriate language is allowed. Any violation will result in you being dropped from the course immediately.

Grading Policy:

Each student's course grade will be calculated as a **weighted average** of 4 grade components, with the weights as follows:

| Component | Points | Weight |
|---|---------------|---------------|
| Exam #1 | 160 | 16% |
| Exam #2 | 160 | 16% |
| Online Discussions (30 points each) | 180 | 18% |
| Advertising Plan Assignments (50 points each) | 500 | 50% |
| Total Points | 1000 | 100% |

5 points per week will be deducted from all late advertising plan assignments up to assignment #9. Late advertising plan assignments submitted after assignment #9 will not be graded. No credit is given to exams or discussion forums after their published due dates. Letter grades will be assigned to students based on their total course grade, which is calculated as a weighted average of the grading components, as described above. There are no extra credit assignments.

| Weighted Average Course Grade | Letter Grade |
|-------------------------------|--------------|
| 99% or above | A+ |
| 92-98% | A |
| 90-91% | A- |
| 88-89% | B+ |
| 82-87% | B |
| 80-81% | B- |
| 78-79% | C+ |
| 70-77% | C |
| 67-69% | D+ |
| 58-66% | D |
| 55-57% | D- |
| Below 55% | F |

Academic Integrity Policy:

Students who cheat on the course work, help another person cheat on the coursework, turn in work which is not their own, or plagiarize will immediately receive a **failing grade in this course** and their names will be reported to the Dean of Instruction of De Anza College.

Accessibility

If you have a disability-related need for reasonable academic accommodations or services in this course, **provide Professor Dionne Morgan with a Test Accommodation Verification Form (also known as a TAV form)** from Disability Support Services (DSS) or the Educational Diagnostic Center (EDC). Students are expected to give five days' notice of the need for accommodations. Students with disabilities can obtain a TAV form from their DSS counselor (864-8753 DSS main number) or EDC advisor (864-8839 EDC main number).

Technical Support

If you have any questions about or issues with the Catalyst system, visit the Catalyst home page. If you do not find the answer to your question, then click on "Contact Us". This page includes a link to submit a technical support request.

Lesson Plan

Please read the instructions online for each assignment to determine the due dates.

| Date | Assignment |
|---------------|---------------------------------------|
| WEEK 1 | Reading: Read chapters 1-2 |
| | Video |
| | Online Discussion |
| WEEK 2 | Reading: Read chapters 3 |
| | Video |
| | Advertising Plan Assignment #1 |
| WEEK 3 | Reading: Read chapter 4 |
| | Video |

| | |
|-----------------|--|
| | Online Discussion |
| | Advertising Plan Assignment #2 |
| | |
| WEEK 4 | Reading: Read chapter 5 |
| | Video |
| | Advertising Plan Assignment #3 |
| | |
| WEEK 5: | Reading: Read chapter 6 |
| | Video |
| | Online Discussion |
| | Advertising Plan Assignment #4 |
| | |
| WEEK 6: | Reading: Read chapter 7-8 |
| | Video |
| | Exam #1 |
| | Advertising Plan Assignment #5 |
| | |
| WEEK 7: | Reading: Read chapter 9 |
| | Video |
| | Online Discussion |
| | Advertising Plan Assignment #6 |
| | |
| WEEK 8: | Reading: Read chapter 10 |
| | Video |
| | Advertising Plan Assignment #7 |
| | |
| WEEK 9: | Reading: Read chapters 11-12 |
| | Video |
| | Online Discussion |
| | Advertising Plan Assignment #8 |
| | |
| WEEK 10: | Reading: Read chapter 13 |
| | Video |
| | Advertising Plan Assignment #9 (Note: Late submissions for previous assignments will not be accepted after this date) |
| | |
| WEEK 11: | Reading: Read chapter 14 |
| | Video |
| | Online Discussion |
| | Final Advertising Plan Due |
| | |
| WEEK 12: | Reading: Read chapter 15-16 |
| | Exam #2 |

Note: This syllabus provides a general summary of the course. Any updates will be communicated to students via the news and announcements area of the online course.