

**COURSE SYLLABUS FL15**  
**Advertising and Promotion BMK230**  
**ONLINE**

**Professor: Sue Lugli**

**Office Location: Wheaton Hall, Room 313**

**Office Hours: Monday & Wednesday 9:00AM - 10:30 Tuesday and Thursday 11AM - 1 PM and 3-4PM**

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**\*\*The Professor reserves the right to change this syllabus at any time.\*\***

**SCOPE OF COURSE: 3 Credit Hours**

**BMK\*230, Advertising and Promotion(3 credits)**

The study of an organization's marketing communications with consumers and other stakeholders. Theory characteristics and management of various promotion mix elements are surveyed, including advertising, sales promotion, public relations, direct marketing and personal selling. Prerequisite: BMK\*201 Principles of Marketing.

**PROGRAM/DISCIPLINE LEARNING OUTCOMES CONTAINED IN COURSE**

In today's competitive business environment, employers expect graduates to possess a certain skill set. The goal of the Business Division is to incorporate the following outcomes from each course:

- Critical thinking, problem solving and analytical skills
- Current technological skills
- Interpersonal skills and awareness
- Teamwork, team-building and project focus
- Knowledge of ethical and legal business behavior
- Awareness and respect for other perspectives
- Global awareness and respect for other perspectives
- Flexibility and adaptive to change
- Personal productivity and organizational skills
- Ability to understand your customer
- Understand process management

**IMPORTANCE OF COURSE IN PROGRAM/DISCIPLINE**

Advertising and Promotion provides the student with the fundamentals of doing business and communicating through various mediums to reach targeted audiences. Consumer preferences and technology are reshaping the commercial communication environment. Integrated Marketing

Communication (IMC) is the process of using a wide range of promotional tools working together to create widespread brand exposure. The lines between information, entertainment, and IMC are blurring, and this phenomenon is referred to as “Madison and Vine.” Fundamentally, though, firms still use IMC tools like advertising to build brands in the marketplace. Firms of all sizes benefit from using IMC tools. This course provides each student an in-depth review of the elements of the Promotion mix. This course will work on past, and current best practices with an eye to predicting consumer behavior and furthering brand engagement. Emphasis will be placed on strategic planning and analysis.

**LEARNING OUTCOMES/OBJECTIVES:**

The goal of the Advertising and Promotions course is for each student to develop an understanding of the tools and practices of the Promotional. Also, the course provides students with the opportunity to:

- An ability to identify the elements in the marketing communications mix and give advantages and disadvantages of each
- An understanding of how marketing communication relates to organizations, consumers and other stakeholders
- The knowledge to develop a marketing communications mix and strategy for an organization
- An understanding of the importance of ethics and social responsibilities to marketing communications
- The ability to forecast trends in the industry
- An appreciation of the dynamics of electronic commerce and its effect on marketing
- The ability to evaluate career opportunities in the field of marketing communications.

**Textbooks and other required readings/computer software/materials/library reserve room:**  
Promo2, 4<sup>th</sup> edition, O’Guinn, Allen, Semenik, Cengage/4 Letter Press 2013

**Evaluation methods**

Assignments	20%
Discussion Board	20%
Quizzes	20%
Personal Project/Paper	20%
Final	<u>20%</u>
	100%

\*Refer to Course Catalog pg. 39 for Grade points/Letter grade.

**Final Grades will be determined by applying the percentages listed above to the graded work submitted to meet course requirements. All graded work will be on Blackboard. Use the Blackboard grade book to review your grades. Assignments that are required to be submitted through the course Blackboard must be in the proper format for the given assignment**

**Course Requirements:**

**Effort and Attitude** – The entire class is based on the principles of a strong work ethic and a positive attitude.

**Teaching Procedures:**

The instructor will use a combination of discussions, case studies, and lectures/video to cover the instructional objectives and topics. Full participation is expected. Assignments will be reviewed for content and clarity. Criteria for grading will be openly discussed and rubrics will be online for your review and to download. Coursework will not be accepted after the due date without written consent prior to the due date. Students must complete all coursework even with an excused absence.

**COLLEGE POLICY**

**All policies are presented in the College Catalog.**

**Class Cancellation**

In the event that the instructor cannot meet the class, every attempt will be made to inform students in advance. In the event of inclement weather, please refer to the radio or TV for announcements or call the college telephone number 860-343-5888. If you are outside the direct dialing area, call 1-800-818-5501.

**IMPORTANT COLLEGE POLICIES!! PLEASE READ CAREFULLY!**

For information about the college's policies and procedures regarding academic honesty, accessibility/disability services, attendance, audio-recording in the classroom, grade appeals, plagiarism, religious accommodations, weather and emergency closings, and more, please go to the following website: [www.mxcc.edu/catalog/syllabus-policies/](http://www.mxcc.edu/catalog/syllabus-policies/) or scan the QR code with your smart phone. Also, please become familiar with the policies regarding nondiscrimination, sexual misconduct, and general student conduct at the following website: [www.mxcc.edu/nondiscrimination/](http://www.mxcc.edu/nondiscrimination/).

***NON-DISCRIMINATION STATEMENT***

*Middlesex Community College does not discriminate on the basis of race, color, religious creed, age, sex, national origin, marital status, ancestry, present or past history of mental disorder, learning disability or physical disability, sexual orientation, gender identity and expression or genetic information in its programs and activities. In addition, the College does not discriminate in employment on the additional basis of veteran status or criminal record.*

*The following people have been designated to handle inquiries or complaints regarding non-discrimination policies and practices:*

- Primary Title IX Coordinator  
*Dr. Adrienne Maslin*  
*Dean of Students/Title IX and Section 504/ADA Coordinator*  
*amaslin@mxcc.edu; 860-343-5759; Founders Hall Room 123/*

- Secondary Title IX Coordinator  
*Ms. Queen Fordham*  
*Coordinator of the Meriden Center Welcome Desk*  
*qfordham@mxcc.edu; 203-608-3011*

### **Expected Course Conduct**

All resources and facilities of Middlesex Community College, including the computer classroom sites, are to be used solely for legitimate and authorized academic purposes. Any unauthorized or illegitimate use of the computer systems, resources, and/or facilities will be subject to disciplinary action.

- => NO FOOD OR DRINK is to be brought into the classroom at any time.
- => CHILDREN are not allowed in the classroom at any time while you attend class.
- => PERSONAL ITEMS should be kept with you when you leave the classroom.
- => NO CELL PHONES OR BEEPERS are allowed in the classroom. Please turn off the ringers.

### **Students Responsibilities to the Course**

- You will be responsible to prepare for each class session (all readings complete and assignments done)
- You will be responsible to prepare for the exams
- You will be expected to treat each other and the instructor with respect
- You will be expected to conduct yourself in an appropriate manner while you are in attendance in this course
- You will be responsible for the reasonable care of the computer equipment used in conjunction with this course