

**DE ANZA COLLEGE**  
**BUSINESS/COMPUTER SYSTEMS DIVISION**  
**BUSINESS 89.62Z – ADVERTISING**  
**FALL 2020, CRN 00322**  
**INSTRUCTOR: Dionne Morgan**

***Instructor/Contact Info:***

Professor Dionne Morgan; Office Hours remotely every Monday and Wednesday from 6-7pm. Contact the instructor via Canvas Inbox only (please do not use email, voice mail, or the comment fields of an assignment).

***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”, Third Edition. Authors: William F. Arens, Michael F. Weigold. ISBN 978-1-259-81594-2
- Internet access, including the ability to access Canvas, is required.
- Ability to view Adobe Acrobat files and videos is required.
- Ability to save files as either .doc or .pdf is required.

**Course Requirements:**

This course will require approximately 8 to 12 hours of individual work per week, depending on your reading speed.

1. Students who decide to drop the class at any point must handle the drop procedure with the college themselves.
2. Read the textbook assignments for each week.
3. Be active online at least twice a week. Being active includes taking quizzes, submitting papers and participating in the Discussion Forum.
4. You must post at least one comment to the Online Discussion Forum each assigned week and respond to at least one other student's discussion post that same week. Responses must be substantive. A response of "I agree" or "I disagree" is not considered substantive.
5. Complete the Advertising Plan assignments. **Written assignments must be submitted as either .doc or .pdf formats. The instructor cannot open documents saved as Pages, Keynote or other formats.**
6. Pass two online exams.
7. 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.

**Attendance Policy:**

Active participation online is required the first day of class and at least once a week for each week of the course. Examples of participation include posting and responding to online discussions and watching the assigned videos. Students who do not comply will receive a warning and will be dropped from the course if they fail to comply.

Since the assignments and readings are available online (accessible anytime, anywhere) in advance, the only valid reasons for late submissions are:

1. **Unplanned court appearance or jury duty**
2. **Unplanned hospitalization**
3. **National Guard or military activation** (please contact the instructor immediately upon notification from the authority and we will meet to discuss how to move forward).

Students must submit official proofs of any of the above to the instructor **no later than 48 hours after the due date.**

**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	200	20%
Final Exam	230	23%
Online Discussions (20 points each)	120	12%
Advertising Plan Assignments (50 points each)	450	45%
<b>Total Points</b>	<b>1000</b>	<b>100%</b>

5 points per week will be deducted from all late advertising plan assignments. Late advertising plan assignments submitted after week #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+
72-77%	C
70-71%	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, ask Disability Support Programs and Services (DSPS) to send the instructor an accommodation letter. Students with disabilities can request the letter from their DSS counselor.

**Technical Support**

For Canvas Technical Support, go to the Help Menu in Canvas. There is a Canvas Student Guide, a place to open a ticket, and technical support phone numbers available in the menu. The instructor cannot resolve Canvas issues.

## Lesson Plan

Please read the instructions online in Canvas for each assignment.

Date	Assignment
<b>WEEK 1</b>	<b>Video #1</b>
	<b>Online Discussion #1</b>
<b>WEEK 2</b>	<b>Reading:</b> Read chapters 1-2
	<b>Video #2</b>
	<b>Advertising Plan Assignment #1</b>
<b>WEEK 3</b>	<b>Reading:</b> Read chapter 3-4
	<b>Video #3</b>
	<b>Online Discussion #2</b>
	<b>Advertising Plan Assignment #2</b>
<b>WEEK 4</b>	<b>Reading:</b> Read chapter 5-6
	<b>Video #4</b>
	<b>Advertising Plan Assignment #3</b>
<b>WEEK 5:</b>	<b>Reading:</b> Read chapter 7-8
	<b>Video #5</b>
	<b>Online Discussion #3</b>
	<b>Advertising Plan Assignment #4</b>
<b>WEEK 6:</b>	<b>Video #6</b>
	<b>Exam #1 (chapters 1-8)</b>
	<b>Advertising Plan Assignment #5</b>
<b>WEEK 7:</b>	<b>Reading:</b> Read chapter 9
	<b>Video #7</b>
	<b>Online Discussion #4</b>
	<b>Advertising Plan Assignment #6</b>
<b>WEEK 8:</b>	<b>Reading:</b> Read chapter 10
	<b>Video #8</b>
	<b>Advertising Plan Assignment #7</b>
<b>WEEK 9:</b>	<b>Reading:</b> Read chapters 11-12
	<b>Video #9</b>
	<b>Online Discussion #5</b>
	<b>Advertising Plan Assignment #8</b>
	<b>Note: Late ad plan submissions will not be accepted after this date</b>
<b>WEEK 10:</b>	<b>Reading:</b> Read chapter 13-14
	<b>Video #10</b>

	<b>Advertising Plan Assignment #9 (Final Advertising Plan)</b>
<b>WEEK 11:</b>	<b>Reading:</b> Read chapter 15-16
	<b>Video #11</b>
	<b>Online Discussion #6</b>
<b>WEEK 12:</b>	<b>Exam #2 (chapters 9-16)</b>

**Note:** This syllabus provides a general summary of the course. Any updates will be communicated to students via Canvas.