

DE ANZA COLLEGE
BUSINESS/COMPUTER SYSTEMS DIVISION
BUSINESS 89.61Z – ADVERTISING
SUMMER 2022, CRN 11547
INSTRUCTOR: Professor Dionne Morgan
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Instructor/Contact Info:

Professor Dionne Morgan; Office hours remotely (via Zoom) every Monday and Wednesday from 6-7pm Pacific Standard Time. The Zoom link for office hours is available in Canvas. Contact the instructor via Canvas Inbox for class-related messages. Please do not use email, voice mail, or the comment fields of an assignment.

5 Units

Advisory:

EWRT 211 and READ 211, or ESL 272 and 273

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:

- Online Textbook via McGraw-Hill's Connect system: "Advertising", Fourth Edition. Authors: William F. Arens, Michael F. Weigold. ISBN 978-1-265-21615-3
 - Watch this video for McGraw-Hill Connect registration instructions -- <http://video.mhhe.com/watch/4q72PpEpzkXAd3hW4o52c8?>
- Ability to save files as either .doc or .pdf is required.

Course Requirements:

This course will require approximately 16 to 24 hours of individual work per week, including writing and reading.

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 exams, 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. Students who do not comply will receive a warning and will be dropped from the course if they fail to participate the first week of class.

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	180	18%
Final Exam	200	20%
Online Discussions (40 points each)	120	12%
Advertising Plan Assignments (100 points each)	500	50%
Total Points	1000	100%

10 points per week will be deducted from all late advertising plan assignments. Late advertising plan assignments submitted after week #4 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.

For McGraw-Hill Connect support, visit the [Tech Online Support Center](#) or contact them below:

Hours of Operation:

Sunday: 12:00 PM to 12:00 AM EST

Monday-Thursday: 24 hours

Friday: 12:00 AM to 9:00 PM EST

Saturday: 10:00 AM to 8:00 PM EST

Phone: [\(800\) 331-5094](tel:8003315094)

Online: [Submit a Support Request](#)

Chat: [Chat with a Representative](#)

Lesson Plan

Please read the instructions on Canvas for each assignment.

Date	Assignment
WEEK 1	Reading: Read chapters 1-3
	Online Discussion #1
WEEK 2	Reading: Read chapters 4-5
	Online Discussion #2
	Advertising Plan Assignment #1
WEEK 3	Reading: Read chapter 6-8
	Exam #1
	Advertising Plan Assignment #2
WEEK 4	Reading: Read chapter 9-10
	Advertising Plan Assignment #3
	Note: Late advertising plan submissions will not be accepted after this date
WEEK 5:	Reading: Read chapter 11-13
	Online Discussion #3
	Advertising Plan Assignment #4
WEEK 6:	Reading: Read chapter 14-16
	Final Exam
	Final Advertising Plan

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