

**DE ANZA COLLEGE**  
**BUSINESS/COMPUTER SYSTEMS DIVISION**  
**BUSINESS 89.62Z – ADVERTISING**  
**FALL 2018, CRN 00322**  
**INSTRUCTOR: Dionne Morgan**  
**E-Mail: [morgandionne@fhda.edu](mailto: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](mailto:morgandionne@fhda.edu). Phone calls may also be arranged upon request.

***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 view videos online, is required.
- Ability to save files as Microsoft Word, Microsoft PowerPoint or Adobe Acrobat
- 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. Students who decide to drop the class at any point must handle the drop procedure with the college themselves.
2. Read the assigned textbook chapters each week.
3. Be active online at least twice a week. Being active includes taking exams, submitting assignments and posting to 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. Papers should be double-spaced, 12-point font. File format should be MS Word (.doc, .docx), MS PowerPoint (.ppt, .pptx) or PDF. **NOTE: Written assignments must be submitted as either .doc, .ppt or .pdf formats. I cannot open documents saved as a Pages, Keynote or other formats.**
6. Complete the Advertising Plan.
7. Pass two online exams.
8. 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 the first eight (8) weeks 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.

**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%
Exam #2	200	20%
Online Discussions (20 points each)	100	10%
Advertising Plan Assignments (50 points each)	500	50%
<b>Total Points</b>	<b>1000</b>	<b>100%</b>

5 points per week will be deducted from all late advertising plan assignments up to week #10. Late advertising plan assignments submitted after week #10 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***

For 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.

### ***Lesson Plan***

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

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

**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.