UNIVERSITY OF WEST GEORGIA

Other · Richards College of Business · Marketing/Real Estate

Advertising Practices

MKTG-3809

Fall 2022 Section E01 3 Credits 08/10/2022 to 12/09/2022 Modified 12/02/2022

Description

The integrative role of advertising in persuasive communication in business and related fields. Includes procedures for organizing, developing, and implementing effective media decisions.

Requisites

Prerequisites:
MKTG 3803 and Richards Col Upper Division RCUD
Corequisites:

Contact Information

Associate Professor of Marketing: Dr. Agnieszka Chwialkowska

Email: emailing tool on CourseDen
Office: Roy Richards Sr. Hall - Room 356
Website: https://www.westga.edu/profile.php?emp_id=91941 (https://www.westga.edu/profile.php?emp_id=91941)

Office Hours

By appointment Monday-Friday 9:00 a.m. - 5 p.m.

- Virtual/Google Meet

Meeting Times

Project and Assignment Consultations throughout the semester (*optional*). Please see CourseDen announcements for sign-up details. (Or reach out to me if you would like to schedule a different day).

This is an asynchronous online course, there are no mandatory synchronous meetings. Please see the study plan and deadlines files for details (available on CourseDen). I am available every week Monday - Friday 9 a.m. - 5 p.m. (Virtually, or F2F on Mondays) to answer any questions, and provide feedback on your assignments and group project. All you need to do is reach out through CourseDen e-mailing tool to schedule.

Materials

No required book/No-cost course

This is a no-cost course and you do *not* have to purchase a textbook.

We are using open educational resources which are available for you on CourseDen. All materials you will need to pass the course, and complete course quizzes, and assignments are available under the ***Content*** tab on CourseDen. Please click on each Module folder (on the left side) to access the reading materials for each module.

CourseDen

https://westga.view.usg.edu/d2l/home (https://westga.view.usg.edu/d2l/home)

Outcomes

This is a study of the integrative role of advertising in persuasive communication of business and related fields. This includes procedures for organizing, developing, and implementing effective media decisions.

Upon completing the course, you will be able to:

CO1. Define advertising and key advertising concepts and identify their functions. (MG1)

CO2. Identify different factors that affect consumer responses to advertising. (MG2)

CO3. Recognize factors advertisers take into account when planning brand communication. (MG2, LG4)

CO4. Discuss the role of advertising in the society and legal and ethical issues advertisers face today. (LG5)

CO5. Analyze and evaluate the effectiveness of brand communication. (MG2, LG5)

CO6. Apply the key advertising concepts to develop promotional materials and a brand communication plan. (MG2)

Evaluation

Criteria

Type	Weight	Topic	Notes
Quizzes	40%	7 Module Quizzes	You will complete 7 Module Quizzes - 1 quiz per module. Quizzes are available online on CourseDen: Click on the ***Content*** tab on CourseDen -> Select specific ***Module*** folder (on the left side of the page) -> Select ***Module Quiz*** to take (listed under the reading materials for each module) Alternatively, go to the ***Assignments*** tab on CourseDen -> ***Quizzes*** -> Select specific ***Module Quiz*** to take Each module/quiz has the same weight toward your overall 'Module Quizzes' score. All quizzes are open at the beginning of the semester, thus **no late submissions or make-ups will be permitted**. If you score 60% or more on your first attempt you will be allowed to take the quiz for the second time to improve your grade. However, if on your first attempt you score less than 60% your score on the first attempt will be your final score.

Type	Weight	Topic	Notes
Individual assignment	15%	Advertising Diary Assignment	You will complete one individual assignment - The Advertising Diary assignment. This assignment will take a lot of time to complete as first you will write 10 diary entries and then you will analyze them. This is not something you can complete in a couple of days. Thus please plan accordingly. Please see the study plan on CourseDen for a suggested schedule. To access the assignment guide and submit the assignment: Click on the ***Content*** tab on CourseDen -> Select ***Individual Assignment Folder*** folder (on the left side of the page). There you will find the Assignment Guide and the Discussion Forum where you will submit your post. Alternatively, to post to the assignment forum, Go to the ***Assessments*** tab on CourseDen -> ***Discussions***-> Scroll down for ***Individual Assignments*** forum -> ***Advertising Diary***: Influences on the decision process. **No late submissions or make-ups will be permitted**

Type	Weight	Topic	Notes
Group Project	40%	Group Project consists of several assignments 1a-b, 2a-b, 3a-b, 4, 5, and 6 due throughout the semester	Instead of completing one very big final project at the end of the semester, you will complete several smaller group assignments due throughout the semester: • Assignment 1a: Situation analysis • Assignment 1b: Campaign goals • Assignment 2a: Target audience profile • Assignment 2b: Target audiences and factors influencing their behavior • Assignment 3a: Media scheduling • Assignment 3b: Preliminary budget - not graded (prep work for Assignment 5) • Assignment 4: Media Mix • Assignment 5: Final budget allocation • Assignment 6: Creative strategy This is a group project. **No individual submissions will be permitted.** To find your group, go to: ***Communication*** tab on CourseDen -> ***Groups***: All team members are expected to work on every group assignment. ***For each group assignment, please list all group members who participated in completing this assignment*** (It is unethical and not fair to others in your group and class to list people who did not participate as co-author of the work). ***All group members not listed are assumed to have not participated in completing a specific assignment and will receive 0 points for that assignment.*** Group members who did not participate in the group work are **not*** permitted to make an individual submission and any such submissions will not be graded. I encourage all groups to complete their work in GoogleDocs. This allows you to track the history of how you edited the document, and who edited it. Each team member should complete the module reading, take the module quiz, and read the assignment guide before meeting the group to discuss the assignment. ***Only assignments returned on the assignment template (see the assignment guide for details) and submitted to the Assignment folder on CourseDen will be graded. Please do not modify the formatting and do not delete any parts of the template.*** To access the assignment guide for each group project assignment and submit the assignment: Click on the ***Content*** tab on CourseDen -> Select the specific ***Module*** folder (on the left side of the page) -> Select a specific ***Assignment*** for that module to see the assignment guide (listed under the module quiz for each module) Or, Click on the ***Content*** tab on CourseDen -> Select ***Group Project*** Folder folder (on the left side of the page). There you will find the Assignment Guides and the Submission folders where you will submit your assignments. Alternatively, to access the submission folders for specific assignments, Go to the ***Assessments*** tab on CourseDen -> ***Assignments*** -> Select the specific ***Assignment*** to upload the file. **No late submissions or make-ups will be permitted**

Type	Weight	Topic	Notes
Surveys	5%		Thanks to *Affordable Learning Georgia* you do not need to purchase a textbook when taking the Advertising Practices class this semester. In the previous years, the average cost of purchasing the textbook and access code for this class was $125 (and you are paying $0). In exchange for saving $125, you are asked to complete a short survey at the end of each module. Completing each survey will only take a few minutes but will go a long way in improving the experience for future students. You will complete 8 Surveys: • Open Educational Resources Survey • and 7 Module Surveys - 1 survey per module. Each survey has the same weight toward your overall 'Surveys' score. Surveys are available online on CourseDen: Click on the ***Content*** tab on CourseDen -> Select specific ***Module*** folder (on the left side of the page) -> Select ***Module Survey*** to take (scroll down to the very bottom) All Surveys are open at the beginning of the semester, thus **no late submissions or make-ups will be permitted**.

Breakdown

Grade	Range	Notes
A	90%+	A weighted average is an average calculated by multiplying each grade item by a factor that reflects its importance. Here you can see HOW TO CALCULATE A WEIGHTED AVERAGE IN EXCEL or use WEIGHTED AVERAGE CALCULATOR.
B	80%<90%	
C	70% < 80%	
D	60% < 70%	
F	Less than 60%	

Assignments

Course Requirements

You will be required to:

- Complete syllabus quiz [Course attendance verification requirement]
- Group introductions [Course attendance verification requirement]
- Read module learning materials available on CourseDen and complete a module quiz for each module (Modules 1-7) (available on CourseDen) [individual]
- Complete an advertising diary assignment [individual]
- Complete a group project consisting of several assignments (1a-b, 2a-b, 3a-b, 4, 5, 6) graded throughout the semester [group]
- Complete Open Educational Resources Survey and a Module Survey for each module (Modules 1-7)

Introductory assignments (Roster verification)

The following assignments have to be completed before the deadline (see course schedule) if you want to be verified as attending the course (roster verification):

1. Submit the course contract/syllabus quiz (CourseDen)
   To access the Syllabus quiz:

Go to the ***Assessments*** tab on CourseDen -> ***Quizzes*** -> Select ***Syllabus Quiz***

2. Introduce yourself to the group, and provide your contact details.
   To find your group and introduce yourself:
   Go to the ***Communication*** tab on CourseDen -> Groups -> click on the link under '***Discussions***' column ***Project - Introductions***

A failure to complete 1 & 2 **before the deadline** will result in being marked as "not attending" during the roster verification process.

Module Quizzes

[Individually graded]

You are required to complete module readings and complete a Module Quiz for each learning module. There are 7 Module Quizzes.

Quizzes are available online on CourseDen:

Click on the ***Content*** tab on CourseDen -> Select specific ***Module*** folder (on the left side of the page) -> Select ***Module Quiz*** to take (listed under the reading materials for each module)

Alternatively,
go to the ***Assignments*** tab on CourseDen -> ***Quizzes*** -> Select specific ***Module Quiz*** to take

Each module/quiz has the same weight toward your overall 'Module Quizzes' score.

All quizzes are open at the beginning of the semester, thus **no late submissions or make-ups will be permitted**.

If you score 60% or more on your first attempt, you will be allowed to take the quiz for the second time to improve your grade. However, if on your first attempt you score less than 60% your score on the first attempt will be your final score.

Advertising Diary (Individual Assignment)

[Individually graded]

You will complete 1 individual assignment. For details on the assignment due dates, please see the Course Schedule.

This assignment will take a lot of time to complete as first you will write 10 diary entries and then you will analyze them. This is not something you can complete in a couple of days. Thus please plan accordingly. Please see the study plan on CourseDen for a suggested schedule.

You will complete one individual assignment - The Advertising Diary assignment.

To access the assignment guide and submit the assignment:

Click on the ***Content*** tab on CourseDen -> Select ***Individual Assignment Folder*** folder (on the left side of the page). There you will find the Assignment Guide and the Discussion Forum where you will submit your post.

Alternatively, to post to the assignment forum,

Go to the ***Assessments*** tab on CourseDen -> ***Discussions***-> Scroll down for ***Individual Assignments*** forum -> ***Advertising Diary***: Influences on the decision process.

No late submissions or make-ups will be permitted.

Response time

The assignments will be graded within seven business days (Monday-Friday 9 a.m. - 5 p.m.) from the submission deadline.

Project (Group Assignment)

[Group grades]

Instead of completing one very big final project at the end of the semester, you will complete several smaller group assignments due throughout the semester:

- Assignment 1a: Situation analysis
- Assignment 1b: Campaign goals
- Assignment 2a: Target audience profile
- Assignment 2b: Target audiences and factors influencing their behavior
- Assignment 3a: Media scheduling
- Assignment 3b: Preliminary budget - not graded (prep work for Assignment 5)
- Assignment 4: Media Mix
- Assignment 5: Final budget allocation
- Assignment 6: Creative strategy

This is a group project. **No individual submissions will be permitted.**

To find your group, go to:
Communication tab on CourseDen -> ***Groups***:

All team members are expected to work on every group assignment. *For **each group assignment**, please **list all group members who participated in completing this assignment**.* (It is unethical and not fair to others in your group and class to list people who did not participate as co-author of the work). *All group members not listed are assumed to have **not participated** in completing a specific assignment and will receive **0 points for that assignment**.*

Group members who did not participate in the group work are ***not*** permitted to make an individual submission and any such submissions will not be graded.

I encourage all groups to complete their work in GoogleDocs. This allows you to track the history of how you edited the document, and who edited it.

Each team member should complete the module reading, take the module quiz, and read the assignment guide before meeting the group to discuss the assignment.

Only assignments returned on the assignment template (see the assignment guide for details) and submitted to the Assignment folder on CourseDen will be graded. Please do not modify the formatting and do not delete any parts of the template.

To access the assignment guide for each group project assignment and submit the assignment:

Click on the ***Content*** tab on CourseDen -> Select the specific ***Module*** folder (on the left side of the page) -> Select a specific ***Assignment*** for that module to see the assignment guide (listed under the module quiz for each module)

Or,

Click on the ***Content*** tab on CourseDen -> Select ***Group Project*** Folder folder (on the left side of the page). There you will find the Assignment Guides and the Submission folders where you will submit your assignments.

Alternatively, to access the submission folders for specific assignments,

Go to the ***Assessments*** tab on CourseDen -> ***Assignments***-> Select the specific ***Assignment*** to upload the file.

No late submissions or make-ups will be permitted.

Response time

The assignments will be graded within seven business days (Monday-Friday 9 a.m. - 5 p.m.) from the submission deadline.

Surveys

Thanks to *Affordable Learning Georgia* you do not need to purchase a textbook when taking the Advertising Practices class this semester. In the previous years, the average cost of purchasing the textbook and access code for this class was $125 (and you

are paying $0). In exchange for saving $125, you are asked to complete a short survey at the end of each module. Completing each survey will only take a few minutes but will go a long way in improving the experience for future students.

You will complete 8 Surveys:

- Open Educational Resources Survey
- and 7 Module Surveys - 1 survey per module.

Each survey has the same weight toward your overall 'Surveys' score.

Surveys are available online on CourseDen:

Click on the ***Content*** tab on CourseDen -> Select specific ***Module*** folder (on the left side of the page) -> Select ***Module Survey*** to take (scroll down to the very bottom)

All Surveys are open at the beginning of the semester, thus **no late submissions or make-ups will be permitted**.

Schedule

Course deadlines - please see 'Start here' folder on CourseDen

Detailed study plan - please see 'Start here' folder on CourseDen

When	Topic	Notes
Week 1 CourseDen - Online	Introduction to the course	Assignments: • Syllabus Quiz • Group Introductions
Weeks 2-3 CourseDen - Online	Module 1: Introduction to Advertising	Assignments: • Module 1 Quiz • Group project Assignment 1a: Situation analysis • Group project Assignment 1b: Campaign goals
Weeks 4-5 CourseDen - Online	Module 2: Understanding the consumer	Assignments: • Module 2 Quiz • Group project Assignment 2a: Target audience profile • Group project Assignment 2b: Your target audiences and factors influencing their behaviors
Weeks 6-7 CourseDen - Online	Module 3: Budget and Media Buying	Assignments: • Module 3 Quiz • Group project Assignment 3a: Media scheduling • Group project Assignment 3b: Preliminary budget
Weeks 8-11 CourseDen - Online	Modules 4 & 5: Promotion Mix	Assignments: • Module 4 Quiz • Module 5 Quiz • Group project Assignment 4: Media Mix • Group project Assignment 5: Final Budget Allocation
Weeks 12-13 CourseDen - Online	Module 6: Creative Strategy	Assignments: • Module 6 Quiz • Group project Assignment 6: Creative Strategy

When	Topic	Notes
Week 14 CourseDen - Online	Module 7: ROI and Measures	Assignments: • Module 7 Quiz • Individual Assignment - Advertising Diary (to be submitted in Week 16)
Week 15-16 CourseDen - Online	Final assignment - Putting it all together	Assignments: • Individual Assignment - Advertising Diary

* Course Policies and Resources

Deadline

Deadline s defined as:

a **:** a date or time before which something must be done

b **:** the time after which copy is not accepted for a particular issue of a publication

(Merriam-Webster Dictionary)

Late submissions will not be accepted.

Communication Policy

Please communicate any problems you have. If you need special accommodations, please make sure that you inform me about your situation prior to the beginning of the course or as soon as the need for my assistance arises. Please do not wait until the end of the semester (or on the due date) as at that point I will not be able to help you. **Submit any relevant documentation to "Special accommodations and excused absences"** in "Start here" folder on CourseDen and e-mail the professor via the CourseDen messaging tool.

Before contacting the professor, consider whether the answer to your question would benefit other students in the class. If so, please post your question to the Q&A Forum. For details, please visit:

CourseDen -> Content -> Questions?

If your question relates to your individual situation, please communicate via **e-mailing tool on CourseDen**. Please make sure that the subject line specifies what your e-mail is about:

Like this: Assignment #2. **Not like this:** Question.

E-mail format

To make sure that your questions are answered promptly and accurately, please follow the format outlined below. Your professor will not answer messages that do not follow this format.

Address your professor appropriately.

- NEVER use "Hey" or "Yo!" or "Hi!"

[1] Subject line

[2] Dear Doctor Chwialkowska,

Write a clear and concise message.

- Avoid wordiness; get to the point:
  - State your problem by being specific and detailed (I will not be in class on Monday; I apologize for missing class on Wednesday; I would like to schedule an appointment to meet with you to discuss my assignment).

    - Include the question relevant to your problem;
    - If you need a response, politely ask for one.

[3] *I am in your* Class Name, Section Number *that meets on* This Day.

[4] This is the question I have or the help I need.

[5] I have looked in the syllabus, Q&A forum, and at my notes from class and online and I asked someone else from the class, but I am still not sure about the answer.

[6] This is the action I would like you to take.

[7] Saying Thank You is always a good idea.

Proofread your message.

- Never click on "Send" before proofreading your message.
    - Make sure you have complete sentences and that you use punctuation correctly.
    - Check for spelling mistakes.
    - Pay attention to mechanics (proper capitalization) and grammar mistakes.
    - Do not use texting abbreviations.
    - Whenever possible, use paragraph breaks to organize your message.

Sign with your full name

[8] First Name & Last Name

Response time

I will respond to questions sent via CourseDen email and those posted on Q&A Forum within 48 hours during business days (Monday-Friday 9 a.m.-5 p.m.). You are free to e-mail me during the weekend or in the middle of the night but please note that you will have to wait for my response until Monday/business hours.

Basic Technical Skills Required

To successfully complete the course, you need to have the following technical skills:

- Navigating CourseDen.
- Communicating via CourseDen email tool.
- Using CourseDen discussion board.
- Taking quizzes on CourseDen.
- Uploading assignments to CourseDen submission folders.
- Using a Web browser such as e.g., Mozilla Firefox.
- Very good command of office applications, g., Microsoft Office (Word, PowerPoint, Excel).
- Converting documents into PDF files. Combining documents into one file.
- Ability to google information and use it to solve basic technical problems.

College/School Policies

Wolf Pact

Having read the Honor Code for the University of West Georgia, I understand and accept my responsibility to uphold the values described therein and to conduct myself in a manner that will reflect the values of UWG and the Richards College of Business so as to respect the rights of all UWG community members. As a UWG student, **I will represent myself truthfully and complete all academic assignments honestly and within the parameters set by my instructor**.

I understand and accept that if I am found guilty of violations (through processes due me as a UWG student and outlined in the UWG Student Handbook), penalties will be imposed.

I also recognize that my responsibility includes a willingness to confront members of the UWG community if I feel there has been a violation of the Honor Code.

Ultimately, I will conduct myself in a manner that promotes UWG as the best place to work, learn, and succeed for my generation, and those to come!

About the Richards College of Business

Vision
To become a globally recognized college of business preparing forward-thinking, responsible leaders.

Mission
We are in the business of transforming lives through education, engagement, and experiences.

Strategic Goals and Values

Student Success
Admit quality students and provide them with an education that is rich in experiences and engagement opportunities to prepare them to be effective and ethical professionals.

Academic Success
Recruit, retain and develop faculty and staff by providing sufficient resources to support dynamic and up-to-date bachelor and master-level curricula, to conduct research and other professional activities, and to support engagement with all stakeholders.

Operational Success
Recruit, retain and develop administrative management and staff personnel to manage, develop and support infrastructure and those activities that build internal and external partnerships while working in an ever-changing environment.

Ethical Values
The Richards College of Business community (administrators, faculty, staff, students, and business partners) share a commitment to the principles of honesty and integrity in interactions and undertakings, accountability for personal behavior, and respect for the rights, differences, and dignity of others. In addition, we strive to continuously improve our abilities to recognize unethical behavior and to make ethical and moral decisions.

Institutional Policies

Academic Support

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact Accessibility Services (https://www.westga.edu/student-services/counseling/accessibility-services.php).

Center for Academic Success: The Center for Academic Success (http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu.

University Writing Center: The University Writing Center (https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu.

Online Courses

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities

beyond UWG and students have the right to know the privacy policies of these entities. For help with your online classes, additional online tutoring and other student success services, information on privacy and accessibility, and technology requirements, visit this UWG Online (https://uwgonline.service-now.com/kb/) Help site.

Students enrolled in online courses can find answers to many of their questions in the Online/Off-Campus Student Guide (http://uwgonline.westga.edu/online-student-guide.php).

Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the Honor Code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to plagiarism*, cheating*, fabrications*, aid of academic dishonesty, lying, bribery or threats, and stealing. When a student chooses to enroll at the University of West Georgia students pledge the following:

> *Having read the honor code of UWG, I understand and accept my responsibility to uphold the values and beliefs described, and to conduct myself in a manner that will reflect the values of the institution in such a way as to respect the rights of all UWG community members. As a UWG student, I will represent myself truthfully and complete all academic assignments honestly.*
>
> *I understand that if I violate this code, I will accept the penalties imposed, should I be found responsible for violations through the processes due to me as a University community member. These penalties may include expulsion from the University. I also recognize that my responsibility includes willingness to confront members of the University community, if I feel there has been a violation of the Honor Code.*

For more information on the University of West Georgia Honor Code, please visit the Office of Community Standards (https://www.westga.edu/administration/vpsa/ocs/index.php) site.

UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check their email.

Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: http://www.usg.edu/hb280/additional_information# (http://www.usg.edu/hb280/additional_information)

You may also visit our website for help with USG Guidance: https://www.westga.edu/police/campus-carry.php (https://www.westga.edu/police/campus-carry.php)

Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the Counseling Center. Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in Health Services. To report a concern anonymously, please go to UWGcares.

Online counseling (https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

ELL Resources

If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the E.L.L. resource page for more information.

COVID-19

The University System of Georgia recognizes COVID-19 vaccines offer safe, effective protection and urges all students, faculty, staff, and visitors to get vaccinated either on campus or with a local provider.

Additional Items