

BADM 217 Promotion and Advertising 3 Credits

Course Description

This is a study of the integrative role of the use of promotion to inform, persuade, or remind consumers of the business or organization. This includes a discussion on how to utilize the elements of promotion (advertising, publicity, sales promotion, personal selling) in a coordinated way to meet organizational objectives. Students will develop and present an advertising/promotional campaign for a product or business as a culminating course activity.

Required Text

Course materials will be provided to you during orientation week either digitally or mailed. The cost of these materials has been added as a course fee.

Course Objectives

Upon completion of this course, the student will be able to:

1. Describe the marketing function of promotion.
2. Explain the role of promotion in marketing.
3. Explain the objectives of promotion.
4. Describe the types of promotion.
5. Discuss the advantages and disadvantages of promotional activities.
6. Describe the elements of the promotional mix.
7. Explain factors affecting the selection of a promotional mix.
8. Explain the importance of creativity.
9. Describe the processes and techniques for becoming creative.
10. Describe types of advertising media.
11. Discuss trends affecting advertising media.
12. Identify the elements of a print advertisement.
13. Describe how the content of each element can be used to achieve its objectives.
14. Explain the factors that influence copy.
15. Describe guidelines for writing copy.
16. Prepare copy for a print advertisement.
17. Describe the factors that affect advertising costs in media.
18. Calculate media costs.
19. Describe factors to consider in selecting advertising media.
20. Demonstrate procedures for selecting advertising media.
21. Explain the nature of a news release.
22. Explain ways to get news releases presented.
23. Write a news release for a business situation.
24. Explain the characteristics of publicity.
25. Discuss the importance of obtaining publicity.
26. Describe guidelines for obtaining publicity.

Course Policies and Procedures

Access Policy: Computer Failures and Viruses

Online students must maintain computer access at all times to the online course. Lack of computer access as an excuse for late work or missed exam/quiz will NOT be accepted. Review the [Computer Access Policy](#) to learn how you can take a proactive approach to your online success.

Student Attendance

Regular attendance and completion of all assignments, on time and as scheduled, is important to your success in this course. An online student who does not regularly attend their online class for a period of seven consecutive days may be dropped from the course. Attendance is evidenced by weekly completion of assignments and/or participation in online discussions. Efforts to contact inactive students are attempted as soon as each semester begins; however, if there is no response from the student and inactivity continues, a drop will be enacted. See the entire NDSCS Attendance Policy at www.ndscs.edu/online-attendance.

If your instructor is unexpectedly unavailable and may be delayed in reviewing or correcting assignments, you will be notified of this as a sign of courtesy and respect.

Online Discussions

The online discussions in this course are bonus activities. You are encouraged to actively participate and communicate with fellow students just as you would in a traditional course. These points are awarded for both posting and responding to other student posts.

Online Student Participation and Conduct Guidelines

The practices of courtesy and respect that apply in the traditional classroom also apply online. However, the expectations and practice differ in the online classroom to greater extent. Review the Online Student Participation and Conduct Guidelines (**Appendix A**) to learn of these expectations.

Assignments

Please follow the order of units as each unit will build onto the next one and will be accessible according to the schedule posted within the online course.

Assignments and quizzes within each chapter are **due within specified time frames**. Refer to the Schedule for specific due dates.

No points will be assigned for incomplete assignments. Be prepared to spend **at least four (4) hours per week** in the online class, studying, and completing assignments.

Submitting Assignments

All assignments should be turned in via **Dropbox** unless otherwise specified. You are **strongly encouraged** to make hard copies of your assignments and communications with the instructor to avoid losing data in the case of technical issues. *At the first sign of problems*, contact your Internet Service Provider (ISP) immediately.

It is your responsibility to access the class on another computer in the event of hardware or software problems. If your problems are not cleared up within 12 hours, contact the instructor to make other arrangements.

Grading Policies

Assignments are generally going to be graded the week after their due date up until the final exam when all assignments will have been graded. You cannot submit any work once the final exam has been submitted.

Grading Scale

Letter grades will be awarded as follows:

LETTER GRADE	PERCENT
A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	Below 60%

Student-Instructor Communications

While an online class is available 24 hours a day and offers greater flexibility for the student and instructor, keep in mind that your instructor will not be available 24 hours a day. Instructors will check email and voicemail on a regular basis, but there may be times when they are unavailable due to other commitments and job responsibilities. Messages will be responded to as time allows. As a general rule, you can expect your direct questions to be answered within 24 hours during week days.

When sending an email, please include your full name so your instructor knows who they are responding to. Often, the email address does not indicate who is sending the message.

Student E-Mail Accounts

NDSCS students are to use an NDSCS email account exclusively to ensure the lines of communication with your instructor and NDSCS are not broken, which often happens with other email providers. You can access your email account by following instructions at www.ndscs.edu/It-Setup. If you need help accessing your NDSCS email, contact the NDSCS IT Service Desk at 800-342-4325 ext 3333 or ndscs.servicedesk@ndscs.edu.

To make your NDSCS email account your preferred email address, log into your CampusConnection account and check the “preferred” box by campus email.

The NDSCS e-mail system provides students with an entire suite of services such as:

- 10 GB storage for email
- Instant messaging through Skype for Business
- Rich calendaring
- Photo sharing
- Multi-browser support
- SMS alerts to mobile phones

Ties to Program Assessment Outcomes

Students will develop the skills necessary for effective communication. This will be measured by written assignments and by successfully selling/presenting an advertising campaign pitch. The use of critical thinking and demonstration of sound business principles will be analyzed and assessed through the use of case problems and study-guides. Quizzes and exams will be used to measure student's accumulated knowledge.

Academic Integrity

Integrity is an NDSCS core value and there is an expectation that all students, as members of the college community, adhere to the highest levels of academic integrity.

Dishonesty in class, laboratory, shop work or tests is regarded as a serious offense and is subject to disciplinary action by the instructor and dean of the respective division. For more information, refer to the NDSCS Student Planner or [College Catalog](#) under College Policies and Basic Regulations of Conduct (page 32).

Types of Misconduct

Cheating: Intentionally using or attempting to use unauthorized materials, information, or study aids in any academic exercise.

Fabrication: Intentionally and unauthorized falsification or invention of any information or citation in an academic exercise.

Facilitating academic dishonesty: Intentionally or knowingly helping or attempting to help another to commit an act of academic dishonesty.

Plagiarism: Intentionally or knowingly representing the words or ideas of another as one's own in any academic exercise.

Disabilities and Special Needs

If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both your instructor and the **Student Accessibility Coordinator** (phone 671-2623, or toll-free 1-800-342-4325 ext. 3-2623) as early as possible in the term.

APPENDIX A

ONLINE STUDENT PARTICIPATION AND CONDUCT GUIDELINES

Online courses are based on the premise that students learn best in a community. The instructor plays an important role, but this is a different role than most instructors play in the traditional, face-to-face classroom. While you may see a shift in the way classes work, you'll also notice that some things don't change: the practices of courtesy and respect that apply in the ordinary classroom also apply online, and may actually require more attention in this venue. Here are some guidelines:

1. **Get involved.** In the online environment, it's not enough to show up! Your voice must be heard in order to show your presence. Your comments are needed to add to the information, the shared learning, and the sense of community in each class.
2. **Be persistent.** Remember that for many this is a fairly new environment. Each instructor still sets the rules, and you need to abide by them; however, if you run into any difficulties, don't wait! Send your instructor an email immediately or post in the Discussion Area. Most problems are easily solved, but your instructor and your fellow students need to hear from you before they can help.
3. **Share tips, helps, and questions.** For many, taking online courses is a new experience. There are no dumb questions, and even if you think your solution is obvious, please share it by posting it in the Discussion Area. For every student who asks a question, there are 10 others wanting to know the same thing.
4. **Think before you push the Send button.** Did you say just what you meant? How will the person on the other end read the words? While you can't anticipate all reactions, do read over what you've written before you send it.
5. **Consider the context.** Remember that we can't see the grin on your face when you make a sarcastic comment, we can't see the concern on your face if you only say a couple of words, and we can't read your mind and fill in the gaps if you abbreviate your comments. So: help us "see" you by explaining your ideas fully.
6. **Ask for feedback.** Not sure how your ideas and comments will be taken? Remember there's a person on the other side. If you disagree with what someone has said, practice all your communication skills as you express that disagreement. "Flaming," or flying off the handle and ranting at someone is unacceptable; it is the equivalent of having a tantrum, something most of us wouldn't do in an onsite, face to face classroom.
7. **Act with respect.** Any discriminatory, derogatory or inappropriate comments are unacceptable and subject to the same disciplinary action that they would receive if they occurred in the face to face classroom. If you have concerns about something that has been said, please contact your instructor.
8. **Exercise integrity.** Plagiarism, cheating, and other violations of ethical student behavior are serious actions in a learning community. See Academic Integrity Policy in the course syllabus.
9. **Recognize the consequences.** Consequences of online student behavior that contradicts the NDSCS Academic Integrity policy will be addressed on an individual basis and in accordance with NDSCS Academic Integrity policy. Refer to the NDSCS Student Planner or College Catalog for more information.

*Adapted with permission from Dr. C. A. Keller, San Antonio College