

**BUS 2364 (01) – Advertising
Fall 2017**

COURSE ESSENTIALS

This page summarizes the most important syllabus information you need for the course. Further detail can be found on the pages that follow.

Professor: Dr. Sujata Ramnarayan Office Hours: Monday: 2:00 – 3:00
Office: Cuvilly, Room 19 Wednesday: 2:00 – 3:00
Phone: 650-508-3639 ...or by appointment
E-mail: sramnarayan@ndnu.edu

Required Texts:

CB Clow and Baack, Integrated Advertising, Promotion, and Marketing Communications,
7th Ed

ISBN-10: 0133973115 • ISBN-13: 9780133973112, Pearson 2016.
Simulation Game (Will send details on access through email/moodle)

Recommended Reading:

Business Week
The Wall Street Journal
Advertising Age

Graded Components:

| Activity | Weight | Date | Day |
|-----------------------------------|--------|-------------|----------------------------|
| Exams | 29% | | |
| Syllabus Quiz | 1.0% | | Wed, Sept 6 |
| First Midterm | 10.5% | | Wed, Oct 18 |
| Final Exam | 17.5% | | Wed, Dec 13 |
| Project Papers | 25% | | |
| Proposal | 1% | | Wed, Sept 13 |
| Paper 1 | 3.5% | | Mon, Sept 25 |
| Paper 2 | 7% | | Mon, Oct 30 |
| Paper 3 | 14% | | Mon, Nov 27 |
| Simulation Game Decisions | 6% | | Fri, Oct 27, Nov 3 |
| Game Paper | | | Wed, Nov 8 |
| Project Presentations: | 17% | | |
| Presentation 1 | 3% | | Mon, Sept 25 |
| Presentation 2 | 6% | | Mon, Oct 30 |
| Presentation 3 | 8% | | Mon, Nov 27 |
| Online forum | 9% | Weekly | Fridays |
| Class Participation & Attendance: | 14% | continuous | daily |
| Student Case Project Papers (3) | - 0% * | your choice | Mon or Wed see schedule |

* explained below under “Grading”

Total:

| |
|------|
| 100% |
|------|

SYLLABUS

The following information is intended to give you guidelines to make your work in the course easier and more productive.

COURSE OVERVIEW AND LEARNING OBJECTIVES:

This class is designed to show you how advertising fits into marketing and the various alternatives to choose from in order to create an integrated mix of traditional and digital methods of advertising. This course exposes you to various concepts through a combination of readings, lectures, activities, videos, cases, a simulation game and an ongoing communications project. The learning objectives for this course are:

1. Understand the importance of communicating value to intended target audience
2. Understand and apply the concepts of developing an integrated communication mix from the different traditional, digital, and other alternative methods of communicating value to customers
3. Develop an appreciation for the role of advertising/an appropriate communication mix in any business (B to B, B to C, profit, non-profit) and in a global context.

COURSE FORMAT

This course will use a combination of lectures, videos, in-class discussions, presentations, an ongoing project, a simulation game, and other in-class activities to achieve the learning objectives. The emphasis in all classes will be on lectures and other in-class activities, including a simulation game and a major class project focusing on a cause or non-profit of your choice.

You will find your course schedule on moodle that indicates the chapters we would be covering each day. This is meant as a guideline only. The actual topics covered / or dates may vary slightly depending on our pace of progress. I will announce any changes that depart from this schedule, in class and/or through mass email. You are expected to come to class prepared with the readings prior to class in order to be an active participant in class.

GRADING COMPONENTS

The first page of the syllabus lists all the grading components. Your performance in the course depends on your performance on each of these components. It is a good idea for you to have a goal and work towards that. For example, if you want an A in the class, you should be working towards that end from the beginning. It is hard to get an A if you miss a couple of exams and then wonder how to get to that level at the end of the semester. Your performance will be evaluated based on one syllabus quiz, two exams, three written case assignments, one simulation game/ paper, three team papers/presentations, and class attendance/participation.

The number of points assigned to each of the grading components is as follows:

Syllabus quiz – 10 points

Exams – 75, 125 points each (total of 200 points)

Cases: 0 points each (P/F) with possibility of losing points if receiving an F or for non-submission

Online Forum: 65

Individual Simulation Game/Paper: 20+20 points

Team Presentations: 20, 40, 60 points

Team Papers:

 Proposal – 5 points

 Paper 1 – 25 points

 Paper 2 – 50 points

 Paper 3 – 100 points

Class Attendance/Participation: 100

Maximum available points: 715

Grading is based on a scheme similar to the following: 94% and above A ; 93% - 90% A- ; 89% - 87% B+ ; 86% - 84% B; 83% - 80% B- ; 79% - 77% C+ ; 76% - 74% C ; 73% - 70% C-; 69% - 67% D+ ; 66% - 64% D ; 63% - 60% D-; **below 60% F;**

Details on each of the grading components are as follows.

Syllabus quiz

You will have a syllabus quiz on Wednesday, September 6th. The syllabus quiz will follow the format you will see on your exams with a few short answer questions. It will count for 10 points or 1.0% of your total points for the course.

Exams

There are two exams. Questions on the exam will cover the lectures, textbook readings, and class discussions. As a study strategy, I would recommend using the “review concepts” at the end of each chapter and the ones I provide before each exam as a guide. Each exam will have a combination of multiple choice and short essay questions. You need to take the exam at the time/date indicated on the syllabus. **THERE ARE NO MAKEUP EXAMS.** Any exceptions, if at all, will be made on a case-by-case basis. *If there is any conflict with the final examination date, you need to let me know today.*

Mini-Case Projects

Each of you will work on any three of 14 case project assignments on your schedule. Your case assignments need to be submitted on the day of the discussion at the beginning of the class. I have already assigned you to three of the fourteen case projects related to one of the Chapters. You may switch as long as you do it by Wednesday, September 6th. You will

notice that the cases DO NOT carry any points and will be graded on a pass/fail basis. If you submit the case, you will most likely pass. If you **consistently** submit very good work, you have the opportunity to earn extra credit (10 points). ***If you do not submit or submit poor work, you will lose up to 2% of your total course points for each case.***

Simulation Game

Each of you will be involved in playing a simulation game in which you will use email marketing and search engine advertising to market a product for a company. In addition to two rounds of decisions, you will also turn in a two page individual report (excluding tables in appendix) on the game decisions you made, reasons, results, what you learned and what you could have done better in retrospect.

Class attendance and Participation

Class attendance and participation count for a total of 100 points with a total of 60 points for attendance. You will sign on the attendance sheet I pass around in each class to indicate your presence. I understand that emergencies come up and there might be valid reasons for absence at times. If you miss three or fewer classes, you will receive all 60 points. You will lose five points for every class you miss beyond the three class limit mentioned. However, any student with a perfect attendance record will earn extra credit points (10 points).

Another 40 points is for class participation. This will be determined by your active participation in class/case discussions. You are expected to be in class on time. Any disruptive behavior such as regular tardiness, talking/whispering constantly in class etc. will count against your participation points.

Online Forum Fridays

Every Friday, you are expected to post a summary of an advertising/marketing communication related current event or an article on best practice related to marketing communication (it could be about any advertisement related issue- design, performance, or measurement, about best practices in digital marketing – email marketing, social media marketing, search engine or mobile advertising) on an online forum (To access it, go to <http://sbmonline.ndnu.edu/> and click on the course). You can even refer to company websites for news and use that as the basis for your discussion. Please check to make sure that it relates to a marketing communication issue as outlined above before you post. You will post a summary of the article/news, along with your comments and any questions related to the article. I have posted an example online as a guideline. You are expected to post this by 1pm every Friday. You will then select any two of the posts by others to add your own comments/thoughts on the posts. These comments should be well thought out, relevant to the discussion, and relevant to marketing. Each of these three counts for 5 (3+1+1) points each for a total of 65 points.

Marketing Project Papers/Presentations

You will work as a team on a marketing project related to a cause or non-profit organization throughout the term. As part of the project you will design an integrated marketing communication strategy for the organization. You are required to work as a team of no less than two and no more than three team members on these projects. I will be selecting the team members, unless you make specific requests to me by next class (Aug 31st).

I will provide more details on the project separately.

NO LATE SUBMISSIONS will be accepted. The papers should be submitted in hard copy. *If you leave it in my inbox, please make sure that you send an email to me that very day to confirm receipt.*

CLASSROOM ATMOSPHERE EXPECTATIONS

I expect you to be in class on time and to come prepared to discuss assigned cases and readings. I expect you to be an active participant in creating a class atmosphere where other views are respected. Questioning views is okay as long as it is done in a respectful manner and based on facts. Cell phones are expected to be turned off. Computer use is required only when working on simulation assignment in class. It is disruptive to other students to have screens that are not necessarily relevant to class in front of them. All class behavior is expected to be conducive to general class atmosphere for learning.

Students with Disabilities:

If you have a learning disability or other circumstance that requires accommodations in this class, you must bring it to the attention of Disability Services to arrange for possible accommodations. Disability Services has recently become part of Counseling, Health, and Disability Services, located in New Hall E18 and New Hall E19. The main number for Counseling, Health and Disability Services is 650-508-3714. The Disability Services Specialist is Alice Wong and she may be contacted directly at awwong@ndnu.edu or 650-508-3670.

BEST WAY TO REACH ME

The best way to reach me is during my office hours and through email. I will respond within a reasonable amount of time (24 hours or less) unless I am at a conference.