

(IMPORTANT DOCUMENT: READ this today; KEEP this throughout semester; REFER to this for each activity)

**BUS 2999 (02) – Advertising (Independent Study)
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:

<u>Activity</u>	<u>Weight</u>	<u>Date</u>	<u>Day</u>
Project Papers	45%		
Proposal	1%		Wed, Sept 13
Paper 1	6%		Mon, Sept 25
Paper 2	13%		Mon, Oct 30
Paper 3	25%		Mon, Nov 27
Simulation Game Decisions	10%		Fri, Oct 27, Nov 3
Game Paper			Wed, Nov 8
Online forum	16%	Weekly	Fridays
Student Case Papers/Assignments	16%	Weekly	Mondays
Presentation	13%		
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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 is an independent study course that requires weekly meetings with the instructor to provide updates on an ongoing project, a simulation game, and other weekly assignments to achieve the learning objectives. The emphasis will be on the project and other weekly activities, including a simulation game.

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.

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. Your performance will be evaluated based on written assignments, one simulation game/ paper, and a project consisting of three papers.

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

Assignments: 65 (5 points each)

Online Forum: 65

Individual Simulation Game/Paper: 20+20 points

Proposal: 5

Paper 1: 25

Paper 2: 50

Paper 3: 100

Presentation: 50

Maximum available points: 400

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.

Mini Weekly Projects

You will work on weekly project assignments. Your assignments need to be submitted every monday. Details on weekly assignments will be provided separately.

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.

Weekly Meetings

You will meet with the instructor weekly to go over progress on the project at a mutually agreed upon time/day. It is important to keep these meetings.

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 independently 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.

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.*

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.