



Advertising, Promotion and PR

BUA 231 H50

Winter 2020

Number of Credits: 3

Contact Phone: 517-796-8517

Days Class Meets: Tuesdays

Contact Email: hugheschristil@jccmi.edu

Meeting Times: 1:00-3:54pm

Office Hours: Tues: 10:00-2:00pm

Location: JW 109

Thurs: 10:00-2:00pm

Fri. 10:00-2:00pm (by appt.)

Instructor: Christie Hughes

Online: Typical response time is 24-48 hours.

Office: WA 226-E

Course Description

Students study the principles and practices of numerous promotional tools used in marketing communications.

Prerequisite(s)

N/A

Course Goals

Goals include the creation of advertising, sales promotion and public relations to help sell goods, services and ideas. Prerequisites: CIS 095, ENG 085 and ENG 090.

Course Objectives

The course goals and objectives incorporate specific General Education Outcomes (GEOs) established by the JC Board of Trustees, administration, and faculty. These goals are in concert with four-year colleges and universities and reflect input from the professional communities we serve. GEOs guarantee students achieve goals necessary for graduation credit, transferability, and professional skills needed in many certification programs. The GEOs and course objectives addressed in this class include the following:

Upon completion of this course, students should be able to:

- Demonstrate understanding by evaluating case studies
- Engage in critical and productive dialogue

- Illustrate knowledge of advertising and promotional strategy
- Indicate key points of successful creative strategy

In this class you will be assessed in accordance with EC 1: Think critically and act responsibly.

EC 1 Think critically and act responsibly.

EC 2 Work productively with others, recognizing individual contributions to group success.

EC 3 Exhibit technological literacy.

Textbook

Creative Strategy in Advertising by Bonnie J. Drewniany.

ISBN-10:1133307264. ISBN-13: 978-1133307266.

<https://www.cengage.com/c/creative-strategy-in-advertising-11e-drawniany>

Text Book Zero! This text is available in a digital format. More information regarding Textbook Zero is available at the following link: <https://www.jccmi.edu/academics/tbz/>

Extras

Students are required to have internet access. Students are expected to check in/log in multiple times per week to complete Forum/Discussions.

Grading Procedure

Assignments	(12)	25 points each = 300 pts
Quizzes (7)	(8)	15-45 points each = 180 pts
Class Activity/Contribution		25pts

TOTAL **500 pts (est.)**

Note: Assignments and point totals could change at any time.

Grading Scale

GPA	GRADE RANGE
4.0	94-100%
3.5	89-93%
3.0	84-88%
2.5	78-83%
2.0	72-77%

1.5	66-71%
1.0	60-65%
0.5	55-59%
0.0	0-54%

Failure

Students must achieve a passing grade of D or above by completing all required examinations, submitting all required exercises and projects, and meeting the standards of the school attendance policy.

Academic Honesty Policy

Academic Honesty is defined as ethical behavior that includes student production of their own work and not representing others' work as their own, by cheating or by helping others to do so.

Plagiarism is defined as the failure to give credit for the use of material from outside sources.

Plagiarism includes but is not limited to:

- Submitting other's work as your own
- Using data, illustrations, pictures, quotations, or paraphrases from other sources without adequate documentation
- Reusing significant, identical or nearly identical portions of one's own prior work without acknowledging that one is doing so or without citing this original work (self-plagiarism)

Cheating is defined as obtaining answers/material from an outside source without authorization.

Cheating includes, but is not limited to:

- Plagiarizing in any form
- Using notes/books/electronic material without authorization
- Copying
- Submitting others' work as your own or submitting your work for others
- Altering graded work
- Falsifying data
- Exhibiting other behaviors generally considered unethical
- Allowing your work to be submitted by others

Course Management

Withdrawal

Because courses vary in length, it is critical that you check the last day to drop or withdraw by going to www.jccmi.edu , under 'Quick Links' choose "Drop Classes". If you receive financial aid, call 517-796-8410 to discuss the impact of dropping or withdrawing. Students who stop attending class without

completing a withdrawal form will receive a grade of 0.0. It is the student's responsibility to withdraw from a course. The instructor cannot issue a drop from this course for you. You should initiate a withdrawal at the main campus Registrar's Office or at any JC center if you cannot complete the course. You should also contact the instructor when considering a withdrawal.

Incomplete

No incomplete grades will be given in this class except under extenuating circumstances and if the student has completed at least 75% of the work and has a grade of at least 2.0 in the course. The grade of "I" is not awarded to students who did not attend, or seldom attended, or to those who simply are not pleased with their final grades. Students receiving an "I" submit only the remaining work that had not been completed at the end of the semester. Students do not redo work that had already been graded.

Audits

Students who do not wish to receive a grade from the course may opt for an "audit," which means they will not receive a grade. They may turn in their work and take tests for evaluation. Students who sign up to "audit" and now wish to receive a grade must contact the Registrar's Office at main campus or personnel at the extension centers by **the drop/add date** listed in Academic Calendar within this syllabus.

Extra Help

Tutors (plus additional services for academic success) can be accessed by calling 517-796-8415 or by stopping by the Center for Student Success, Bert Walker Hall Room 123. Students requiring special assistance (including those affected by the Americans with Disabilities Act) should contact the Center for Student Success. This is the first step in acquiring the appropriate accommodations to facilitate your learning

Makeup Policy

Students are responsible for completing and submitting the material and assignments covered each unit. Notify your instructor if you are going to miss any work. Up to one (1) week is allowed (no questions asked) for missed work with a 20% point deduction. After two (2) weeks, the assignments are not accepted unless it has been agreed upon otherwise with the instructor.

Help

It is important to contact a Center for Student Success professional prior to the start of the semester in order to receive accommodations in a timely manner. While we will make every effort to coordinate accommodations in a timely manner, failure to self-identify prior to the start of the semester may delay notification to instructors and timeliness of acquiring accommodations. Accommodations do not automatically carry over to the next semester.

<https://www.jccmi.edu/center-for-student-success/accommodations-for-students-with-disabilities/>

Calendar

**Calendar timelines and assignments are an approximation and could be changed.*

UNIT	DATE	TOPIC	HOMEWORK
1	Jan 14	Welcome, Introduction - Creativity - Branding	Intro, Ice Breaker Activity/Assignment, Quiz
2	Jan 21	- Uncovering Insights - Inclusion	Assignment/Activity, Quiz
3	Jan 28	- Strategy - Ideas	Assignment/Activity, Quiz
4	Feb 4	- Words on Paper - Layouts	Assignment/Activity, Quiz
5	Feb 11	- Radio - Television	Case Studies P1 Activity Quiz
6	Feb 18	- Direct Marketing - Social Media	Case Studies P2 Activity, Quiz
7	Feb 25	- Integrated Marketing - The Law and Creativity	Assignment/Activity, Quiz Makeup, Course Evaluations

Important Dates: Winter 2020

DATE	EVENT
JAN. 13, 2020	DAY AND EVENING CLASSES BEGIN
JAN. 13 – MAR 1, 2020	1 ST 7 WEEK SESSION
JAN 8-10, 2020	LEARNING DAYS
JAN. 31, 2020	IN-SERVICE DAY, NO CLASSES
MAR 9-15, 2020	MID-SEMESTER BREAK
MAY 2, 2020	COMMENCEMENT
MAY 5, 2020	GRADES DUE

Student Responsibilities

Attendance Policy

In compliance with Federal Title IV funding requirements, as well as college initiatives, reporting of student participation in classes will occur at three designated times each semester. Instructors will assign one of three non-transcribed letter symbols to each student during each reporting period (see below). Students identified as no longer participating will be dropped or administratively withdrawn from the class, and students identified as needing academic assistance will be contacted.

Caveat

There may be things that would require revisions to the syllabus or calendar. For example, severe weather, causing cancellation of classes or instructor illness causing changes in the calendar. Other events may affect the course calendar (at times it varies). Typing errors or a due date that must be changed may occur. In any case, the class will be notified of changes to the syllabus or calendar.