

## Advertising, Promotion and PR

BUA 231 I60

Fall 2020

**Number of Credits:** 3

**Contact Phone:** 801-839-5385

**Days Class Meets:** Online

**Contact Email:** [hugheschristil@jccmi.edu](mailto:hugheschristil@jccmi.edu)

**Meeting Times:** As needed [Zoom]

**Online Office Hours:** As needed via [Zoom]

**Location/Venue:** (Virtual/Distance Learning)

<https://us02web.zoom.us/j/3138369196>

**Instructor:** Christie Hughes

**E-mail Response:** 24-48 hr turn-around response time.

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### 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

EC 1 Think Critically and act responsibly.

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

EC 3. Exhibit technological literacy.

**Text Book Zero!** This text is available in a digital format. Please see the links posted on our class Jet Net site. This text is available to rent or purchase in digital format through the JC Bookstore.

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>

**Follett Access! Please review the cost of your required materials at the following link to determine the best option for you to purchase your materials:**

<https://www.bkstr.com/jacksonstore>

For more information on the Follett ACCESS Program, you can view the frequently asked questions here: <https://www.jccmi.edu/bookstore/student-services-follett-access/>.

If after reviewing the costs, you choose to opt out, you may do so here: [www.jccmi.edu/optout](http://www.jccmi.edu/optout).

Please note your opt out selection is for your entire semester schedule. You cannot opt out and opt in to individual courses. And you must opt out by the due date for your first class.

<b>Class Starts On:</b>	<b>Opt Out Date:</b>
August 31, 2020	September 3, 2020
October 6, 2020	October 9, 2020
October 27, 2020	October 30, 2020
November 11, 2020	November 14, 2020

If you have questions about materials, please contact the Jackson College Follett bookstore at [jackson@bkstr.com](mailto:jackson@bkstr.com). For account billing questions, please contact the Jackson College Cashier at [jccashier@jccmi.edu](mailto:jccashier@jccmi.edu).

## Extras

Students are required to have internet access, cloud or flash storage and regular access to either Adobe Creative Cloud or creative software applications of choice.

## Grading Procedure

Assignments	(12)	25 points each = 300 pts
Quizzes (7)	(8)	15-45 points each = 180 pts
Class Activity/Contribution		25pts
<b>TOTAL</b>		<b>500 pts (est.)</b>

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

## Grading Scale

<b>GPA</b>	<b>GRADE RANGE</b>
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

### **Accessibility**

Jackson College understands that cultivating a broadly diverse community is crucial to our educational mission and to our foundational commitment to leadership and service. Jackson College is fully committed to ensuring our courses are accessible to everyone including those with disabilities. We are currently working to increase accessibility and usability of our course materials in order to meet or exceed the requirements of Section 508 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1991 and Web Content Accessibility Guidelines (WCAG) 2.0. For more information about Jackson College's efforts to ensure accessibility please visit the [Jackson College accessibility web page](#).

If you have an accessibility need in any of our classes please e-mail the Center for Student Success at [JCCSS@jccmi.edu](mailto:JCCSS@jccmi.edu) or visit the [Center for Student Success web page](#).

At the Center for Student Success (CSS), we are committed to providing all students the opportunity to achieve academic success by providing a variety of support services free of charge to Jackson College students. This includes, but is not limited to, peer and faculty tutoring, mental health referral, temporary assistance with transportation, various workshops/seminars, and the TRIO program.

In addition, the CSS staff is committed to adapting the College's general services to meet the individual needs of otherwise qualified students with disabilities, for the purpose of providing equal access to all programs and facilities.

## Course Management

Because courses vary in length, it is critical that you check the last day to drop or withdraw by going to [www.jccmi.edu](http://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

Ways that students can manage their enrollment in a course for special circumstances. Includes withdrawal, and audit and incomplete grading procedures.

## Help

Available learning services or opportunities for students seeking help with their course work. May include information about tutors, learning centers, reserved library materials, counseling services.

## Academic Advising

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. Please e-mail [JCCSS@jccmi.edu](mailto:JCCSS@jccmi.edu) or visit the [Accommodations for Students with Disabilities](#) web page

### Student Responsibilities

You may be asked to search for images or graphics to use for the assignments in this class. Feel free to visit any Web site of interest, but **do not upload any copyrighted material in JetNet** — anything from an article to a cartoon—without the permission of the copyright owner or proper attribution. **YOU MUST CREDIT THE AUTHOR OR ARTIST AT ALL TIMES.** This will be discussed in class further.

You will be expected to review any regular Zoom recorded live session links if you are not able to attend the synchronous live sessions.

### Attendance Policy

Just as in a traditional classroom course, regular class participation and keeping up on the reading and assignments is strongly correlated with survival in college. It is my recommendation that you plan to do your assignments and take your exams BEFORE the last day they are due. If problems occur, there is time to fix them before the deadline.

In compliance with Federal Title IV funding requirements, as well as college initiatives, I will be monitoring student participation on a regular basis and officially reporting student activity throughout the term to assure compliance with college policy and federal regulations. It is imperative that you log in to the course and actively participate **within the first couple of days of the term** to validate your enrollment in the course. After that, not actively participating in class may result in you being withdrawn from the course. Being withdrawn from a course can have an impact on financial aid, billing, athletic eligibility, and housing status. As a college student you are responsible for how your participation impacts your academic progress; the accountability lies with you.

### 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.

### Calendar

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

UNIT	DATE	TOPIC	HOMEWORK
1	10/27	Welcome, Introduction - Creativity - Branding	Intro, Ice Breaker Activity/Assignment, Quiz

2	11/02	- Uncovering Insights - Inclusion	Assignment/Activity, Quiz
3	11/09	- Strategy - Ideas	Assignment/Activity, Quiz
4	11/16	- Words on Paper - Layouts	Assignment/Activity, Quiz
	11/23	Thanksgiving	Break
5	11/30	- Radio - Television	Case Studies P1 Activity Quiz
6	12/7	- Direct Marketing - Social Media	Case Studies P2 Activity, Quiz
7	12/14	- Integrated Marketing - The Law and Creativity	Assignment/Activity, Quiz Makeup, Course Evaluations

DATE	EVENT
8/31-12/19	SEMESTER DATES
10/27	7-WEEK TERM BEGINS
10/31	CENSUS DATE
11/25-11/29	THANKSGIVING
12/19	END OF TERM