

THE UNIVERSITY OF TEXAS AT EL PASO
College of Business Administration

Spring 2024

MKTG 3320 – Advertising and Sales Promotions



Instructor: Delfina Glenn, Associate Professor of Practice

Class Meetings: Tues/Thurs COBA BUSN 326 9:00 am-10:20 am

Office: Room COBA 249

Contact: djglenn@utep.edu

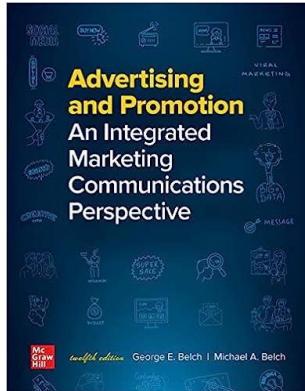
Office Hours: **TR** 2:50pm – 4:20 pm **W** 9am - 1:00pm

Course Description: This course will explore the planning, execution, and evaluation of advertising and sales promotion activities to stimulate customer demand.

Course Learning Objectives:

Objective	Blooms Taxonomy	UTEP EDGE Advantage	Activities	Assessments
Acquire the knowledge and skills to generate customer demand using advertising and sales promotions	Remember, Understand, Analyze	Critical Thinking Problem Solving	Reading material, In class lectures, in-class discussions	Exams, Connect Activities
Develop an understanding for different advertising and sales promotion tactics & strategies	Remember, Understand, Analyze	Critical Thinking Problem Solving	Reading material, In class lectures, in-class discussions	Exams, Connect Activities
Prepare and present an Integrated Marketing Communications plan	Create, Apply, Evaluate	Teamwork Critical Thinking Communication	Presentation	Advertising Plan

Required Textbook:



Advertising and Promotion: An Integrated Marketing Communications Perspective 12th Edition by George Belch and Michael Belch

ISBN: 9781260259315

The textbook and access to Connect are required materials for the Marketing course.

Course Assignments & Grading:

A = 1000-900 Points B = 899-800 Points C = 799-700 Points D = 699-600 Points F = 599 and below

Participation: 120 Points

Connect Smart Book (14 @ 10pts): 140 Points

Connect Assignments (14 @ 10pts): 140 Points

Connect Application Based Activity (2 @ 50): 100 Points

Project Presentation: 200 Points

Exams (3 @ 100 pts): 300 Points

Participation & Class Attendance: To be successful in this class you must attend. You are responsible for materials covered in class, chapter readings, and participating in class discussions. Please, arrive on time and take your seat quickly and quietly to avoid disrupting others. The use of laptops and tablets is permitted during class time to access Blackboard.

Connect Assignments: Each week, students will access Connect to read a smart book chapter and complete assignments. For full credit, assignments must be completed by Sunday end of day, the week the chapter was assigned. There will be a 30% deduction in grade if the assignment is submitted late.

Connect Application Based Activity: There will be two Connect ABA assignments (see schedule below for dates). These assignments are meant to provide a deeper dive into the course content by providing real world scenarios.

Integrated Marketing Communications plan/presentation: Teams of four will need to be created no later than week 2 and emailed to me. If you cannot find a group please contact me and I will assign you to a group. Your team will create and present a comprehensive Integrated Marketing Communications plan for an assigned product. Students will receive one grade for the power point and

one grade for the presentation. All project requirements and grading rubric will be posted on Blackboard.

Exams: There will be three exams worth 100 points each. Exams will consist of approximately 50 multiple choice questions. All exams will be held in class. Students are required to bring their laptops on the date of the exam. You will be asked to use the Respondus Lockdown Browser (RLB) for all exams. Exam dates and topics appear in the course schedule below.

There will be an Optional Final Exam which will consist of 100 questions. This exam can be used to replace your lowest test score.

NOTE: There are no makeups for exams. Severe illness or emergency will be the only reason I will consider a makeup; however, documentation must be provided before it will be considered.

*Tentative Schedule

Dates	Topics	Chapter	Readings and Activities
Week 1 (Jan 16)	Introduction to the course		Class Introduction, Syllabus Review
Week 1 (Jan 18)	The Role of IMC in the Marketing Process	2	Read Chapter 2 & Complete Connect Assignment
Week 2 (Jan 23, Jan 25)	The Communication Process, Source, Message and Channel Factor	5,6	Read Chapter 5 & 6 Complete Connect Assignment
Week 3 (Jan 30, Feb 1)	Establishing Objectives and Budgeting for the promotional Programs	7	Read Chapter 7 & Complete Connect Assignment and Connect ABA
Week 4 (Feb 6, Feb 8)	Ch 2, 4-6 Exam Review & Exam		Exam 1 Ch. 2, 5-7 (Feb 8)
Week 5 (Feb 13, Feb 15)	Creating Strategy: Planning & Development, Implementation & Evaluation Super Bowl Advertising	8, 9	Read Chapter 8 & 9 Complete Connect Assignments and Connect ABA
Week 6 (Feb 20, Feb 22)	Media Planning and Strategy	10	Read Chapter 10 & Complete Connect Assignment

Week 7 (Feb 27, Feb 29)	TV, Radio, Magazines & Newspapers	11, 12	Read Chapter 11 & 12 and Complete Connect Assignments
Week 8 (Mar 5, Mar 7)	Ch 8-12 Exam Review & Exam		Exam 2 Ch. 8-12 (Mar 7)
Spring Break (Mar 11-15)			
Week 9 (Mar 19, Mar 21)	Support Media, Direct Marketing	13,14	Read Chapter 13 & 14 and Complete Connect Assignment
Week 10 (Mar 26, Mar 28)	Digital and social media	15	Read Chapter 15 and Complete Connect Activities
Week 11 (Apr 2, Apr 4)	Sales Promotion	16	Read Chapter 16 & Complete Connect Assignment
Week 12 (Apr 9, Apr 11)	Public Relations, Publicity, and Corporate Advertising	17	Read Chapter 17 & Complete Connect Assignment
Week 13 (Apr 16, Apr 18)	Ch 13-17 Exam Review & Exam		Exam 3 Ch 13-17 (Apr 18)
Week 14 (Apr 23, Apr 25)			Project Presentations
Week 15 (Apr 30, May 2)			Project Presentations
Finals Week (May 6 -10)			OPTIONAL FINAL: Tuesday May 7 @ 10am

*Schedule subject to minor changes

Technology Requirements: The main online platform for this course is Blackboard. Students can access Blackboard through UTEP's website (www.utep.edu) or directly at MyUTEP (www.my.utep.edu/My). Blackboard works best with Google Chrome or Mozilla Firefox. To learn about Blackboard features, visit:

https://www.utep.edu/technologysupport/ServiceCatalog/BB_Students.html

For Blackboard assistance please call the IT Helpdesk at 915-747-4357 or visit

<https://www.utep.edu/technologysupport/>

NOTE: While you can use your phone to access Blackboard and review the assignments, it is strongly discouraged, as the viewing capabilities are limited on mobile phones.

Course Communication:

Here are the ways we can keep the communication channels open:

- Office Hours: I will have office hours for your questions and comments about the course. My office hours are in-person, please see the days and times at the top of this syllabus.
- Email: UTEP e-mail is the best way to contact me. I will make every attempt to respond to your e-mail within 24 hours of receipt. When e-mailing me, be sure to email from your UTEP student e-

mail account and please put the course number and time of the class in the subject line. In the body of your e-mail, clearly state your question. At the end of your e-mail, be sure to put your first and last name, and your university identification number.

- **Announcements:** Check the Blackboard announcements frequently for any updates, deadlines, or other important messages.

Class drop: The last day to drop the class with a “W” is March 28, 2024. The student MUST contact an advisor to drop this course. If a student does not drop the class with an advisor and stops coming to class, the student will receive an “F”.

COBA Advising:

<https://www.utep.edu/business/UndergraduatePrograms/advisingresources/AdvisingAppointment.html>

Excused Absences and/or course drop policy: According to UTEP Catalog, “At the discretion of the instructor, a student can be dropped from a course because of excessive absences or lack of effort. A grade of “W” will be assigned before the course drop deadline and a grade of “F” after the course drop deadline.” See Policies and Regulations in the UTEP Undergraduate Catalog for a list of excuse absences. Therefore, if I find that, due to non-performance in the course, you are at risk of failing, I will drop you from the course. I will provide 24 hours advance notice via email.

Accommodations Policy:

The University is committed to providing reasonable accommodations to students with documented disabilities. Students who become pregnant may also request reasonable accommodations, in accordance with state and federal laws and regulations and University policy. Accommodations that constitute undue hardship are not reasonable. To make a request, please register with the UTEP Center for Accommodations and Support Services (CASS). Contact CASS at 915-747-5148, email them at cass@utep.edu, or apply for accommodations online via the CASS portal.

Scholastic Integrity:

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the Office of Student Conduct and Conflict Resolution (OSCCR) for possible disciplinary action. To learn more, please visit HOOP: Student Conduct and Discipline.

Guidance On Artificial Intelligence:

AI allowed only with prior permission from instructor.

Use of AI technologies or automated tools, particularly generative AI such as ChatGPT or DALL-E, is **only allowed with approval from the instructor BEFORE being used**. Without permission, you will be expected to think creatively and critically to complete assignments without assistance from these tools.

If given permission to use any of these tools, students must properly cite and give full credit to the program used upon submission of every relevant assignment. For example, text generated using ChatGPT must be cited:

Chat-GPT(version). Date of query (year/month/day). "Text of your query."
Generated using OpenAI. <https://chat.openai.com/>

A short paragraph describing how the tool(s) was/were used for the assignment must be included.

AI allowed with proper acknowledgement

Use of AI technologies or automated tools, particularly generative AI such as ChatGPT or DALL-E, is **only allowed with proper attribution given for its use**.

Students must properly cite and give full credit to the program used upon submission of every relevant assignment. For example, text generated using ChatGPT must be cited:

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Generated using OpenAI. <https://chat.openai.com/>

A short paragraph describing how the tool(s) was/were used for the assignment must be included.

Plagiarism Detection Software:

Some of your course work and assessments may be submitted to SafeAssign, a plagiarism detecting software. SafeAssign is used to review assignment submissions for originality and will help you learn how to properly attribute sources rather than paraphrase.

Course Resource

UTEP provides a variety of student services and support. Please refer to the QR code below for a listing of campus resources.

