

THE UNIVERSITY OF TEXAS AT EL PASO
College of Business Administration

Fall 2023

MKTG 3320 – Advertising and Sales Promotions



Instructor: Delfina Glenn, Associate Professor of Practice

Class Meetings: Mon/Wed COBA BUSN 331 9:00 am-10:20 am

Office: Room COBA 249

Contact: djglenn@utep.edu

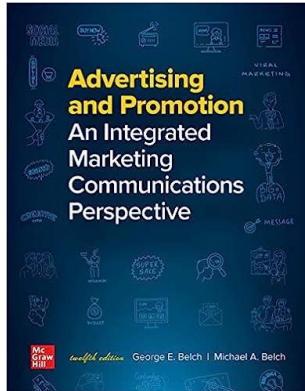
Office Hours: **MW** 10:30 am - 12:00 pm, 3:00 - 4: 20 **TR** 9:00am – 10:20 am

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	Activities	Assessments
Acquire the knowledge and skills to create an Integrated Marketing Communications plan	Remember, Understand, Analyze	Reading material, In class lectures, in-class discussions	Exams, Connect Activities
Develop an understanding for different advertising tactics & strategies	Remember, Understand, Analyze	Reading material, In class lectures, in-class discussions	Exams, Connect Activities
Develop an understanding for sales promotion tactics & strategies	Remember, Understand, Analyze	Reading material, In class lectures, in-class discussions	Exams, Connect Activities
Prepare and present an advertising and promotions plan	Create, Apply, Evaluate	Presentation	Rubric

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

Connect Smart Book (17 @ 10pts): 170 Points

Connect Assignments (17 @ 10pts): 170 Points

Connect Application Based Activity (2 @ 100): 200 Points

Project Presentation: 160 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. Exams will be partially based on lectures. 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. Late assignments will not be accepted.

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.

Presentation: Teams of three – four will need to be created no later than week 4 and emailed to me. If you can not 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 campaign for an assigned product. The day of your presentation you must submit your power point presentation as well. 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) and Respondus Monitor (RM) for all exams. Exam dates and topics appear in the course schedule below.

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 (August 28)	Introduction to the course		Class Introduction & Syllabus Review
Week 1 (Aug 30)	Introduction to Integrated Marketing Communications	1	Read Chapter 1 & Complete Connect Assignment
Week 2 (Sept 6)	The Role of IMC in the Marketing Process	2	Read Chapter 2 & Complete Connect Assignment
Week 3 (Sept 11, Sept 13)	Perspectives on Consumer Behavior	4	Read Chapter 4 & Complete Connect Assignment
Week 4 (Sept 18, Sept 20)	The Communication Process	5	Read Chapter & Complete Connect Assignment Deadline to submit team for group presentation.
Week 5 (Sept 25, Sept 27)	Source, Message, and Channel Factor	6	Read Chapter 6 & Complete Connect Assignment Exam 1 Ch. 1-2, 4-6 (9/27)
Week 6 (Oct 2, Oct 4)	Establishing Objectives and Budgeting for the promotional Programs	7	Read Chapter 7 & Complete Connect Assignment and Connect ABA
Week 7 (Oct 9, Oct 11)	Creating Strategy: Planning & Development, Creating Strategy Implementation & Evaluation	8, 9	Read Chapter 8 & 9 & Complete Connect Assignments and Connect ABA
Week 8 (Oct 16, Oct 18)	Media Planning and Strategy	10	Exam 2 Ch. 7-9 (10/16) Read Chapter 10 & Complete Connect Assignment

Week 9 (Oct 23, Oct 25)	TV, Radio, Magazines & Newspapers	11, 12	Read Chapter 11 & 12 and Complete Connect Assignments
Week 10 (Oct 30, Nov 1)	Support Media, Direct Marketing	13,14	Read Chapter 13 & 14 and Complete Connect Assignment
Week 11 (Nov 6, Nov 8)	Digital and social media, Sales Promotion	15, 16	Read Chapter 15 & 16 and Complete Connect Activities
Week 12 (Nov 13, Nov 15)	Public Relations, Publicity, and Corporate Advertising	17	Read Chapter 17 & Complete Connect Assignment
Week 13 (Nov 20, Nov 22)			Exam 3 Ch 10-17 (Nov 20) Nov 22 Teams can work on projects in class
Week 14 (Nov 27, Nov 29)	Measuring the Effectiveness of the Promotional Program Tentative Guest Speaker	18	Read Chapter 18 & Complete Connect Assignment
Week 15 (Dec 4, Dec 6)			Project Presentations
Finals Week (Dec 11 -15)			

*Schedule subject to minor changes

Special Accommodations for students: The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be provided unless it is determined that doing so would cause undue hardship on the University. Students requesting accommodations based on a disability must register with the UTEP Center for Accommodations and Support Services (CASS). Contact the Center for Accommodations and Support Services at 915-747-5148, email them at cass@utep.edu, or apply for accommodations online via the CASS portal.

Class drop: The last day to drop the class with a “W” is November 3, 2023. 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>

Blackboard: The main online platform for this course is Blackboard. Students can access Blackboard through UTEP's website (www.utep.edu) or directly at MyUTE (P) (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.

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.

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: Students must cite any borrowed content sources to comply with all applicable citation guidelines, copyright law, and avoid plagiarism. Instances that violate these guidelines will be referred to the Office of Student Conduct and Conflict Resolution.

Plagiarism Detective 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 Resources: Where you can go for assistance.

Technology Resources

- [Help Desk](#): Students experiencing technological challenges (email, Blackboard, software, etc.) can submit a ticket to the UTEP Helpdesk for assistance. Contact the Helpdesk via phone, email, chat, website, or in person if on campus. If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP

Academic Resources

- [UTEP Library](#): Access a wide range of resources including online full-text access to thousands of journals and eBooks plus reference service and librarian assistance for enrolled students.
- [University Writing Center \(UWC\)](#): Submit papers here for assistance with writing style and formatting, ask a tutor for help and explore other writing resources.
- [Math Tutoring Center \(MaRCS\)](#): Ask a tutor for help and explore other available math resources.
- [History Tutoring Center \(HTC\)](#): Receive assistance with writing history papers, get help from a tutor and explore other history resources.
- [RefWorks](#): A bibliographic citation tool; check out the RefWorks tutorial and Fact Sheet and Quick-Start Guide.
- [The Miner Learning Center](#): Join peer-led study sessions in person or online to review content and discover study strategies in core curriculum courses.
- [UTEP Edge](#): UTEP's cross-campus framework for student success and empowerment – develops students' assets through high-impact experiences made possible by the expertise and dedication of faculty, staff, alumni, and community partners.

Individual Resources

- [Student Success Help Desk \(SSHD\)](#): Students experiencing challenges or obstacles to academic success including registration, financial, food, housing, and transposition resources may submit a ticket request assistance to studentsuccess@utep.edu
- [Military Student Success Center](#): Assists personnel in any branch of service to reach their educational goals.
- [Center for Accommodations and Support Services](#): Assists students with ADA-related accommodations for coursework, housing, and internships.
- [Counseling and Psychological Services](#): Provides a variety of counseling services including individual, couples, and group sessions as well as career and disability assessments.
- [UTEP Food Pantry](#): Non-perishable food items are available to students who are currently enrolled in classes. Bring a Miner Gold Card to Memorial Gym, Room 105, Monday through Friday, 10 a.m. to 2 p.m.