

ADVERTISING AND PROMOTION
MARKETING 125 #40465 - FALL 2017
ONLINE 8-Weeks

Class Time: Online – Starting August 28th, 2017

Class location: Canvas

Required Text: Advertising and Integrated Brand Promotion, by: Thomas O'Guinn; Chris Allen; Richard J. Semenik; Angeline Close Scheinbaum
Please note that you do NOT need to purchase a brand new book. A used or rented book is fine, as long as you have complete access to it.

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Hours: See Canvas

Office: Bldg. A Room 107-11

Course Description:	This course will provide students with an in-depth look into cutting edge advertising and promotion strategies used by small, medium, and large companies. Students will learn how to create an advertising campaign, including the planning, costs, and creative design process. Students will learn how promotions are used to increase sales, to build brand loyalty and to build relationship with customers.		
Course Objectives:	Upon completion of this course each student will demonstrate a detailed understanding of advertising and promotion. All students will benefit by acquiring detailed knowledge of advertising and promoting goods and services that will enhance their career.		
Due Dates and Instructions	This is a 100% online class. That means it is <u>VERY important</u> to follow the instructions and read the directions VERY carefully. I try to send reminders for the more important deadlines, but <u>it is on YOU to meet the deadlines and follow the Syllabus and Canvas</u> instructions for when to post discussions and when to submit assignment and when the Quizzes are due. You also ought to read/listen/study the material (books, links, assignments) based on the schedule on your own and try not to fall behind. Remember: this is an 8-week class.		
Canvas Discussions	For all discussions - you must create a thread prior to being able to join the discussion and see the other student comments. You are required to post on <u>at least</u> two (2) other students' comments to receive up to full credit for the discussion.		
SCHEDULE	Discussions (for due dates refer to class Canvas)	Reading Assignments	Quizzes and Assignments (for due dates refer to class Canvas)
Aug 28 - Week 1	Post Discussion 1 by Tues. Aug 29 th , 11:00pm	Chapters 1 and 2	Quizzes for Chapters 1 and 2
Sept 4 – Week 2	Discussion 2	Chapters 3 and 4	Quizzes for Chapters 3 and 4
Sept 11 – Week 3		Chapters 5 and 6	Quizzes for Chapters 5 and 6

Sept 18 – Week 4	Discussion 3	Chapters 7 and 8	Quizzes for Chapters 7 and 8 ASSIGNMENT 1 OPENS
Sept 25 – Week 5		Chapters 9 and 10	Quizzes for Chapters 9 and 10
Oct 2 – Week 6	Discussion 4	Chapters 11 and 12	Quizzes for Chapters 11 and 12 ASSIGN. 1 DUE: Oct 7 th , by 11:pm ASSIGNMENT 2 OPENS
Oct 9 – Week 7		Chapters 13 and 14	Quizzes for Chapters 13 and 14
Oct 16 – Week 8	Discussion 5	Chapters 15 and 16	Quizzes for Chapters 15 and 16 ASSIGN. 2 DUE: Oct 20th, by 11pm
Participation & Attendance	<u>Last days to drop:</u> Sept 3 – without fees Sept 6 – without a “W” Oct 8 – with a “W”	Participation in discussions and in-class activities are important to understanding the material covered in the text and in the lectures. Each student will be expected to participate to the best of their abilities. Missing Three (3) consecutive tasks will result in a drop if permissible, or a maximum of a “D” Missing Four (4) total tasks will result in a drop if permissible, or a maximum of a “D” It is the STUDENT’S RESPONSIBILITY to drop the class. If there has been no drop, and the student has missed more than 4 tasks, an “F” grade may be assigned.	
Honesty Policy	A student caught cheating on any exam or assignment will receive no credit for that exam or assignment. Additional disciplinary actions may result as per the policies found in the SAC student handbook.		
Accommodation for disabilities	Any student with verifiable disabilities who wishes to request accommodations is responsible for notifying the instructor and Disabled Students Programs and Services (DSPS) within the first two weeks of class. To arrange for accommodations, contact DSPS by phone 714.564.6260 or 714.564.6384 TDD. Or visit DSPS in U-103.		
Tests & Grading	The course consists of 2 Assignments: 125 point each Total: 250 points 16 quizzes: 25 points each Total: 400 points 5 Discussions: 50 points each Total: 250 points Participation: 100 points		A = 900 to 1000 B = 800 to 899 C = 700 to 799 D = 600 to 699 F = 599 or lower
Disclaimer	Please note that the syllabus may be updated at any point through the semester at the instructor’s discretion.		