



Course Prefix/Number/Title: BADM 210 Advertising

Number of Credits: 3

Course Description:

As the field of advertising and promotion continues to dramatically change, marketers must look beyond traditional media in order to achieve success. In order to best communicate with consumers, advertisers must utilize a myriad of tools (advertising, public relations, direct marketing, interactive/Internet marketing, sales promotion, and personal selling). This course focuses on the shift from the conventional methods of advertising to the more widely recognized approach of implementing an integrated marketing communications strategy.

Pre-/Co-requisites: None

Course Objectives:

After taking this course students should be able to:

- Identify important advertising concepts and be able to apply them.
- Analyze and critically discuss important advertising issues.
- Develop a basic advertising plan.
- Recognize that a firm must use all promotional tools available to convey a unified message to the consumer (integrated marketing communications).
- Create effective integrated marketing communications.
- Understand basic advertising placement strategies.

Instructor: Casey Pierson

Office: Can be reached through Course Messages

Office Hours: Can be reached through Course Messages

Email: [casey.pierson@dakotacollege.edu](mailto:casey.pierson@dakotacollege.edu)

Phone: N/A

Textbook(s):

Advertising & Promotion, 11th Edition – Belch and Belch. ISBN: 978-1-259-54814-7

Course Requirements:

Course requirements consist of class participation, assignments, quizzes, and exams. All assignments will be turned in Via Blackboard – All PowerPoints are in Blackboard as well.

Tentative Course Outline:

### Graded items

Item	Points	Percentage
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Assignments (3@40)	120	12%
Weekly Discussion Questions (16@10)	160	16%
Quizzes (12@20)	240	24%
Mid Term Exam	100	10%
Final Exam	200	20%
Participation (16@10)	160	16%
Introduction	20	2%
Total	1000	100%

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
Less than 60%	F

No incompletes will be given.

CTE Competency/Department Learning Outcome(s):

Students will:

1. Employ industry-specific skills in preparation for workplace readiness.
2. Combine general education and vocational skills curriculum.

Relationship to Campus Theme: Dakota College at Bottineau emphasizes nature, technology, and beyond as a focus for the unique blend of courses and programs offered here. This course will emphasize the use of technology, communications, and the diverse makeup of the business community.

Classroom Policies:

**IMPORTANT:** All assignments (unless noted by instructor) are posted on the Blackboard course shell, accessible through the College's website. Also, all assignments must be submitted electronically through Blackboard. I designed the course shell to not accept any late assignments, so be sure to take the necessary amount of time to appropriately complete and submit the assignment on time. **NO LATE ASSIGNMENTS ARE ACCEPTED.**

\*\*If you are experiencing issues with Blackboard, I have no issue with you emailing the assignment to me – there will still be a time stamp on your submission, regardless of which method you use. It is your responsibility to get the assignment to me.

### ONLINE NATURE OF COURSE

To simulate class discussion, I will have you participate in the discussion forums. Protocol for these discussion questions (DQs) is as follows:

- You will be required to post one initial discussion question of 125-175 words each week. This will be due by Thursday at 11:59 PM every week.
- You will be required to reply to at least one other students' responses per discussion question with a substantial follow-up. This could be a question about what they wrote, expansion on their thoughts, however you see fit. "Susie, I agree with what you wrote" is NOT sufficient.
- Please include at least one resource (cited in APA format) for each initial discussion question response.

DISCUSSION QUESTIONS WILL BE GRADED THE WEEK AFTER THEY ARE DUE. MAKE SURE THAT YOU RESPOND ON TIME TO THE QUESTIONS.

The syllabus is a living document that is subject to change. The instructor reserves the right to allow the class agenda to fluctuate as the course progresses.

### **Late Assignments**

No late work will be accepted unless previous arrangements are made. Arrangements will only be made in emergency situations.

### **Student Email Policy:**

Dakota College at Bottineau is increasingly dependent upon email as an official form of communication. A student's campus-assigned email address will be the only one recognized by the Campus for official mailings. The liability for missing or not acting upon important information conveyed via campus email rests with the student.

### **Academic Integrity:**

According to the DCB Student Handbook, students are responsible for submitting their own work. Students who cooperate on oral or written examinations or work without authorization share the responsibility for violation of academic principles, and the students are subject to disciplinary action even when one of the students is not enrolled in the course where the violation occurred. The Code detailed in the Academic Honesty/Dishonesty section of the Student Handbook will serve as the guideline for cases where cheating, plagiarism or other academic improprieties have occurred.

### **Disabilities or Special Needs:**

Students with disabilities or special needs (academic or otherwise) are encouraged to contact the instructor and Disability Support Services.

### **Title IX:**

Dakota College at Bottineau (DCB) faculty are committed to helping create a safe learning environment for all students and for the College as a whole. Please be aware that all DCB employees (other than those designated as confidential resources such as advocates, counselors, clergy and healthcare providers) are required to report information about such discrimination and harassment to the College Title IX Coordinator. This means that if a student tells a faculty member about a situation of sexual harassment or sexual violence, or other related misconduct, the faculty member must share that information with the College's Title IX Coordinator. Students wishing to speak to a confidential employee who does not have this reporting responsibility can find a list of resources on the DCB Title IX webpage.