

Dakota College at Bottineau Course Syllabus

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.

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:

Megan Fixen

Email:

megan.fixen@ndus.edu

Textbook(s):

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

Various Handouts

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.

Course Outline

Graded items

Item	Points	Percentage
Item	Points	Percentage of Grade
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

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. IF YOU DECIDE TO RESPOND TO A DQ FROM SEPTEMBER IN OCTOBER, I WILL NOT SEE IT, THEREFORE, NOT GRADE IT.

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.

Electronic Communication: If you are contacting me through email – you must use your Dakota College email account. Emailed assignments that are not sent through your Dakota College account will not be accepted. This is a school-wide policy.

Academic Integrity:

Plagiarism: To plagiarize is to “steal and pass off the ideas or words of another as one’s own” (*Webster’s Dictionary*). **Plagiarism will not be tolerated in this course.** When completing a research paper, it is necessary to cite all information gathered from other sources - including direct quotations and paraphrases. Students are expected to follow APA guidelines. If you have any questions - please contact myself or go to the learning center for more information.

Students found plagiarizing material will receive a “0” for the assignment.

Cheating: Cheating will not be tolerated. Any student found to be cheating will receive a 0 on the assignment; an additional incidence of cheating will result in the student being dismissed from the course.

Disabilities and Special Needs:

If you have any condition, such as a physical or learning disability, for which you need extra assistance, please inform me immediately. If you have already met with Student Development personnel, please provide me with information regarding your special needs as soon as possible so that appropriate accommodations can be made.