



Instructor: Linden Dalecki, Associate Professor
Office: Kelce 201-C
Hours: 8:15am - 1:00pm Mondays (online)
9:30am -10:45am, 12:30pm - 1:45pm, 3:30pm – 6:15pm Tuesdays
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Textbook (required):

M: Advertising (4th edition) by William Arens, Christian Arens, Michael Weigold, and David Schaefer (McGraw-Hill 2022)

ISBN: 9781264058532* (Connect Plus, which includes ebook and Connect access)

*Available for purchase at the campus Barnes & Noble and via URL linked to Canvas.



Access to Riipen Course-Client Platform:

This semester's Advertising Management course-clients will be assigned to student teams early in the semester. Major course-client related milestones are **bolded below in this syllabus** and are listed on the Riipen.com platform. *There is no charge to students for access to the Riipen platform.*

Catalog Course Description:

(3 hours)

Advertising management in relation to overall marketing program; analysis of advertising strategy, organization, and media selection; measurement of effectiveness; social and economic aspects.

Prerequisites:

MGMKT 330 Basic Marketing.

Course Objectives / Learning Outcomes:

Students will learn about advertising management by covering a wide range of topics including the evolution of advertising, account planning, IMC, creative execution, media planning and buying, sales promotion and corporate advertising. Ethical issues related to the practice of advertising management will also be covered. Upon successful completion of the course, students will have acquired a comprehensive understanding of the structure of—and activities and career opportunities within—the realm of contemporary advertising management.



Course Outline:

Week 1

Tuesday Jan. 17: Syllabus Review / Course Overview / Connect Registration Process
Teams Assigned by Instructor

Week 2

Tuesday Jan. 24: Chapter 1: The Evolution of Advertising
Learn Smart Assessment (due by 10:30am day of class)
Chapter Assignments
Chapter Discussion (team-based, based on in-class instructor prompt)
Chapter Quiz (individual, open-book, 3 attempts)
Intro to Riipen Platform and Course-Clients
Teams Develop Preliminary Course-Client Questions
Presentations by—and Q&As with—Course Clients

Week 3

Tuesday Jan. 31: Chapter 3: The Business of Advertising
Learn Smart Assessment (due by 10:30am day of class)
Chapter Assignments
Chapter Discussion (team-based, based on in-class instructor prompt)
Chapter Quiz (individual, open-book, 3 attempts)
Presentations by—and Q&As with—Course Clients

Week 4

Tuesday Feb. 7: Chapter 4: Segmentation, Targeting and the Marketing Mix
Learn Smart Assessment (due by 10:30am day of class)
Chapter Assignments
Chapter Discussion (team-based, based on in-class instructor prompt)
Chapter Quiz (individual, open-book, 3 attempts)
Presentations by—and Q&As with—Course Clients
Teams Submit Rank-Order Preference for Course-Client Projects



Week 5

Tuesday Feb. 14:

Chapter 5: Communication and Consumer Behavior
Learn Smart Assessment (due by 10:30am day of class)
Chapter Assignments
Chapter Discussion (team-based, based on in-class instructor prompt)
Chapter Quiz (individual, open-book, 3 attempts)
Teams Discuss Phase 1 Deliverables with Course Client

Week 6

Tuesday Feb. 21:

Chapter 6: Communication and Consumer Behavior
Learn Smart Assessment (due by 10:30am day of class)
Chapter Assignments
Chapter Discussion (team-based, based on in-class instructor prompt)
Chapter Quiz (individual, open-book, 3 attempts)
**Teams-to-Team Feedback re: Phase 1 Deliverables
(including planned research strategy and sources)**

Week 7

Tuesday Feb. 28:

Chapter 7: Marketing, Advertising, and IMC Planning
Learn Smart Assessment (due by 10:30am day of class)
Chapter Assignments
Chapter Discussion (team-based, based on in-class instructor prompt)
Chapter Quiz (individual, open-book, 3 attempts)
Teamwork on Phase 1 Deliverables

Week 8

Tuesday Mar. 7:

Chapter 8: Creating Ads: Strategy and Process
Learn Smart Assessment (due by 10:30am day of class)
Chapter Assignments
Chapter Discussion (team-based, based on in-class instructor prompt)
Chapter Quiz (individual, open-book, 3 attempts)
Teamwork on Phase 1 Deliverables



Week 9

--Spring Break [Saturday, March 11, 2022 - Sunday, March 19, 2022]--

Week 10

Tuesday Mar. 21:

Chapter 9: Creative Execution: Art and Copy
Learn Smart Assessment (due by 10:30am day of class)
Chapter Assignments
Chapter Discussion (team-based, based on in-class instructor prompt)
Chapter Quiz (individual, open-book, 3 attempts)
Phase 1 Deliverables Due to Instructor & Client

Week 11

Tuesday Mar. 28:

Chapter 11: Broadcast, Cable and Satellite Media: TV and Radio
Learn Smart Assessment (due by 10:30am day of class)
Chapter Assignments
Chapter Discussion (team-based, based on in-class instructor prompt)
Chapter Quiz (individual, open-book, 3 attempts)
Phase 1 Client Feedback Due to Teams and Instructor

Week 12

Tuesday Apr. 4:

Chapter 12: Digital Interactive Media
Learn Smart Assessment (due by 10:30am day of class)
Chapter Assignments
Chapter Discussion (team-based, based on in-class instructor prompt)
Chapter Quiz (individual, open-book, 3 attempts)
Teamwork on Phase 2 Client Deliverables

Week 13

Tuesday Apr. 11:

Chapter 13: Out-of-Home, Direct-Mail, and Promotional
Learn Smart Assessment (due by 10:30am day of class)
Chapter Assignments
Chapter Discussion (team-based, based on in-class instructor prompt)
Chapter Quiz (individual, open-book, 3 attempts)
Teamwork on Phase 2 Client Deliverables



Week 14

Tuesday Apr. 18:

Chapter 14: Media Planning and Buying

Learn Smart Assessment (due by 10:30am day of class)

Chapter Assignments

Chapter Discussion (team-based, based on in-class instructor prompt)

Chapter Quiz (individual, open-book, 3 attempts)

Draft Phase 2 Client Deliverables Presented in Class

—MAKE-UP WEEK— (in Week 13, all students may petition the instructor to make-up up to 2 Chapters of materials, *see policy below*)

Week 15

Tuesday Apr. 25:

Chapter 15: Direct Marketing, Personal Selling, Packaging, and Sales Promotion

Learn Smart Assessment (due by 10:30am day of class)

Chapter Assignments

Chapter Discussion (team-based, based on in-class instructor prompt)

Chapter Quiz (individual, open-book, 3 attempts)

Phase 2 Instructor Feedback to Teams

Week 15

Tuesday May 2:

Chapter 16: IMC: Public Relations, Sponsorship, and Corporate Advertising

Learn Smart Assessment (due by 10:30am day of class)

Chapter Assignments

Chapter Quiz (individual, open-book, 3 attempts)

PLEASE NOTE: TEAMS WILL BE SCHEDULED FOR ZOOM PRESENTATIONS WITH THEIR COURSE CLIENT THIS WEEK AND THUS THERE IS NO FACE-TO-FACE CLASS

(team presentation sequence determined by random selection)

Week 16:

[FINALS WEEK]

Tuesday May 9:

Final Exam: Online Tuesday, May 9, 2023, 11:00am - 12:50am

The Final Exam for this course is individual, open-book and cumulative (exam items will be based on material from all the textbook chapters listed above).

The Final Exam for this course will consist of 50 items.



Teaching Methods:

This is a hybrid delivery course, with both face-to-face and online components, where preparation for class and class attendance are both important and required. In class and online you will participate in class discussion, submit individual quizzes, and collaborate on in-class + remote team-assignments and course-client work. You are expected to individually review textbook chapters and complete Learn Smart assessments for all chapters *at least a half-hour prior to the start of class* on Tuesdays.

Canvas:

This course will utilize the Canvas system for course grades, announcements, etc. The instructor will make every attempt to be timely with posting announcements and grades. Note that faculty members are NOT required to use Canvas [please note that up-to-date points earned—apart from participation and teams discussion points—can be found on Connect and please also note that though grades on Connect will eventually be integrated to Canvas, the process generally takes several weeks].

Attendance Policy:

You are expected to attend class regularly. Because you were aware of scheduled class periods prior to enrolling in class, it is expected that scheduling conflicts will be minimal. Note that participation points will be accumulated based on the professor's perception of classroom contributions and behavior. It is assumed at the beginning of the semester that you will earn all of these points, however, deductions may occur throughout the semester based on lack of participation, poor attendance, or the classroom conduct policy as described below. Note further that unexcused absences will result in a deduction of 20% in participation points for every unexcused absence beyond 1 absence. NOTE: In the event of campus closure(s) due to inclement weather, any course updates will be posted via Canvas messaging and/or announcements.

Make-Up Policy:

As a student preparing for a professional career, you are expected to meet all deadlines as detailed in the course syllabus. Because you were made aware of course deadlines during the first week of class, it is expected that missed deadlines will be minimal. As a courtesy, during Week 13 of the semester the instructor will allow all students to petition to make-up up to 2 Chapters (maximum) worth of missed material (by Week 15). *Apart from extreme circumstances, no make-up accommodations beyond the 2 Chapter maximum will be allowed.*



Classroom Conduct:

This course has a “respect and courtesy” policy designed to maximize the potential for learning within the classroom with minimal disruptions. This policy is similar to other policies found in the Kelce College of Business. This policy is enforced so that the learning experience may be as efficient and effective as possible.

*****The overriding assumption is that the student has enrolled in the course, has paid the fees for the course, and wants to learn. *****

Rules of common courtesy will apply in this class. The minimum courtesy requirement is that students refrain from disturbing the learning experience by disrupting other students or the professor.

The Following Will Be Considered Violations of Classroom Conduct:

1. Tardiness
2. Sleeping in class
3. Talking during lectures
4. Excessively walking out during lectures
5. Disturbing fellow students in any other inappropriate way (e.g., passing personal notes, making distracting noises, having a cell phone ring)
6. Reading newspapers in class
7. Utilizing any electronic device in class without prior permission
8. Excessively disrupting the professor, or the class, during lectures
9. Any disruption of class, quizzes, or exams as determined by the professor
10. Texting / cell phone use during class

*At the discretion of the professor, courtesy disruptions—listed above and otherwise determined by the professor—will result in a deduction in class “participation” points, dismissal from the class meeting, and/or official dismissal from the course.

****ELECTRONIC DEVICES (including cell phones) MAY NOT BE USED DURING CLASS** without prior permission. The only exception will be for students who have filed for accommodations with the Director of Learning Disabilities, or if the instructor specifically states that such devices may be used. Laptops and tablets are only to be used for in-class assignments and quizzes.

****The sale of notes or tapes from this class is prohibited.**

Academic Integrity

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current Syllabus Supplement. Please familiarize yourself with these rules and



guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college's Student Code of Ethics as outlined below.

Students pledge to:

- Arrive on time, remain until dismissed at all class sessions, and notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.
- Turn off cell phones or other electronic devices while in class, unless permission to use them has been granted.
- Refrain from class disturbances.
- Refrain from use of profane or vulgar language in a threatening or disruptive manner.
- Treat fellow students, staff, faculty, administrators, and property with respect.
- Refrain from giving or receiving inappropriate assistance.
- Prepare assignment and exams honestly, refraining from such unacceptable conduct as plagiarism or unacknowledged appropriation of another's work in any academic work.
- Obey the policies, regulations, and laws of the United States of America, the State of Kansas, The Kansas Board of Regents, Pittsburg State University, and the Gladys A. Kelce College of Business.
- If a student observes someone committing dishonesty in connection with academic work, the student is encouraged to report that dishonesty to the appropriate individual (ex, faculty member, or administrator).

Students with Disabilities:

Please inform the instructor if you have a learning or physical disability that interferes with course requirements. Assistance and/or appropriate accommodations may be available through the contacts listed on the current syllabus supplement.



Course Evaluation Methods:

	(points)
Learn-Smart Online Chapter Assessments (unlimited attempts):	1,400
Chapter Assignments:	1,400
Chapter Quizzes:	1,400
Participation:	1,000
Preliminary Course-Client Questions	200
Q&A with Course Client	200
Phase 1 Deliverables Confirmed	200
Phase 1 Deliverables	450
Phase 2 Deliverables Presented (to Students and Instructor)	400
Teams Present Final Deliverables to Client	1,400
Final Exam:	850

Grading Scale: 100%-90% = A, 89%-80% = B, 79%-70% = C, 69%-60% = D, 59%-0% = F

Syllabus Supplement:

For a copy of the most current Pitt State syllabus supplement, please link to:

<http://www.pittstate.edu/office/registrar/syllabus-supplement.dot>

TikTok Ban:

Per Governor Laura Kelly’s Executive Order #22-10 issued December 28, 2022, any and all use of TikTok on any and all Kansas state-owned devices and/or networks—including but not limited to any and all PSU-owned devices and/or PSU networks—is strictly prohibited (though the ban applies to all students and all student teams, student teams with course-clients who have adopted or who may express an interest in adopting TikTok are especially cautioned). For details regarding Governor Kelly’s ban see the links below:

<https://governor.kansas.gov/governor-kelly-bans-tiktok-from-state-owned-devices-prohibits-access-on-state-network/>

https://content.govdelivery.com/attachments/KSOG/2022/12/28/file_attachments/2365344/EO%202-10%20TikTok%20Ban%20-%20Signed%20&%20Filed.pdf



KELCE
COLLEGE OF BUSINESS
Pittsburg State University

Course Syllabus:
Advertising Management
MKTG 440-93 (Hybrid)
Kelce 210
T. 11:00am-12:15pm, Spring 2023

Note:

The instructor reserves the right to amend and to reorganize this syllabus at any time.

