



Economic & Workforce Development
and Business Science Division
BUS 138-CTVR 138: Advertising (3 Units) Ticket #19925A/D

FALL 2017 - Course Syllabus

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Image Credit: McGraw Hill

Textbook

Welcome to Advertising

Dear Students,

Hello and welcome to Fall 2017, Advertising. We will begin 9/19/2016 and end 12/18/2016.

We will meet for orientation Friday September 8th in Room BSG 235 at 6pm – 7:30pm.

This class is being taught online, we still have deadlines, group work and discussions.

Your Professor

Alana Gates

I have worked in Business Management since the early 80's and have been fortunate to experience predominantly the retail sector in Australia, New Zealand and the United States. I earned my Business degree, with an emphasis in Human Resource Management. I have worked more than 30 years in sales, management, training and development, always favoring the latter.

I have also been an active licensed Realtor and an educator in California since 2006. As a member of the Association of Realtors, I have served on the education committee and the Professional Standards Committee (Arbitration/Mediation). I also worked as a Real Estate Compliance Manager for a large broker, which involved residential real estate contracts, disclosures and procedures—reviewing and interpreting the implementation of federal and state laws and regulations that impact the Real Estate transactions.

I have created and taught classes for Legal Compliance in Business, Transaction Coordinator, Branding, Marketing and Real Estate/Business information seminars.

I look forward to getting to know you all.

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Student Resources

YOU MUST HAVE THE TEXT TO COMPLETE THIS COURSE

Required Materials

Text Book: M: Advertising Second edition (2015) by William F. Arens David H. Schaefer Michael F. Weigold. ISBN 978-1259703188.

Internet access to and utilization of publisher resources (McGraw-Hill Connect or Connect Plus) is required.

NOTE: **YOU CAN REGISTER AND ACCESS CONNECT DIRECTLY**

THROUGH CANVAS TO BUY THE BUNDLE or THE

SADDLEBACK BOOKSTORE SELLS A CUSTOM BUNDLE THAT INCLUDES A HARDCOPY OF THE BOOK AND CONNECT PLUS.



When you sign into Canvas, under "Course Content", then "McGraw-Hill" you will be asked if you have a connect code, if you have purchased your bundle through the bookstore, you will enter your code and continue. If you plan to purchase through Connect, follow the prompts.

- Contact tech support number below if you have questions. Also, do not attempt to take this course using only your smartphone. It will not work!!!
- For Registration Help, Online Information, and Technical Support for Connect: Contact Customer Support at [McGraw-Hill Support](#)
- If you need help or have any questions about Connect, you can visit McGraw-Hill Customer Experience Teamsupport center:
- At 1-800-331-5094 (I recommend you call as they may take 24 hours via email. They also have live help available online.)
- Before starting the class, go to the following site and review-Student Help and Getting Started with Connect and Frequently Asked Questions: [Connect Student Success](#).
- Also check out the following Saddleback website [Saddleback Student Technical Support](#)
- NOTE: Please contact the Customer Experience team before contacting your instructor with ANY technical help issues. If while working within Connect material you have a problem, contact the help desk first. But if they tell you there is a glitch for some reason in the system, please email me and let me know so I can share that with other students. On the interactives and the videos, please read instructions thoroughly to make sure you understand what is required.

Course Description

Contemporary advertising for profit and non-profit organizations. Examines ethics, strategies, design approaches, electronic applications, and media selection. Elements of good copy, layout, and production of both print and electronic media, including email, e-marketing, e-retailing, web sites, and social media will be discussed.

Also listed as CTVR 138. Credit given in either area, not both.

Learning Objectives

Upon completion of this course, the student will be able to:

1. Identify the various types of contemporary advertising
2. Appraise the impact of advertising on the American economy
3. Critique a selection of advertisements according to a set of instructor provided criteria.
4. Compare the roles advertising agencies and other advertising service models play in the advertising business
5. Describe the influences of the family, society, cultures, social classes, reference groups and opinion leaders on consumer behavior.
6. Prepare an advertising plan for a product or service of the student's choosing and evaluate media selection and strategy.
7. Assess the strengths and weaknesses of direct mail as an element of the creative mix.
8. Evaluate, analyze and select appropriate current technologies for advertising products, services, ideas and people globally.
9. Evaluate the effectiveness of advertising plans for their creativity, copy, use of e-commerce, media and potential to reach the correct target market using various technologies.
10. Create a portfolio of original advertising materials

Learning Outcomes

Through discussions and activities, individual assignments, and examinations, the student will have:

1. Demonstrated knowledge of advertising terminology.
2. Demonstrated an understanding of advertising's role in society and the marketing mix; its structure, key players, and agencies.
3. Applied basic advertising theories and principles to practice.
4. Recognized and explained how creative elements are used in advertising to target specific audiences.
5. Demonstrated an understanding of strategic, creative, and media planning in advertising.
6. Developed a comprehensive advertising campaign that integrates market research, creative strategy, media selection, and budgeting.

How the Course Works

It is important that you have completed each of the following:

- Read the 1 or 2 chapters that are assigned for the week, so you are ready for active participation in the group work and discussions.
 - In total, there are 17 chapters to be studied over the 12-week session.
- Complete the Connect LearnSmart assignments for each chapter via Canvas.
 - The LearnSmart assignments are designed to take about 30 minutes for each chapter (though they could take you longer).
 - The assignment is not time-restricted and full credit is given for completion.
- Actively participate, in order to earn full points for "Participation".
- Plan ahead!! Problems occur (and snowball) for students who fall behind.

Student Success Elements

Canvas

Canvas is the online learning system that we will utilize for the course. You will access the Connect components through Canvas. You can access Canvas from the Saddleback Home Page or My Site.

To access Canvas: Your username is the first part of your Saddleback email user name (e.g., jdoe16@saddleback.edu becomes the username "jdoe16".) Your password is your SADDLEBACK email password (default is your student PIN or the last four digits of your social security number + two zeros). If you changed your email password, that will also be your Canvas password.

Submissions

All written submissions must be uploaded as a PDF.

DO NOT create links to documents in Google Drive, Pages or DropBox.

Failure to submit documents in the correct manner will result in a failing grade for the assignment.

Announcements

Announcements will be posted on Canvas, check your email frequently, and subscribe to the Canvas Announcements. Students are held responsible for announcements posted on Canvas. Every attempt will be made to avoid changes, but sometimes they are necessary. When changes are necessary, I will attempt to provide as much advance notice as possible.

Participation

Students will receive high points for class participation when:

- Effectively dialoguing the week's current events research reading requirement.
- Participation shows evidence of careful case analysis.
- Participation is consistent with flow of class discussion.
- Appropriately responding to others' point of view.
- Demonstrates ability to influence the class to consider important avenues that have been neglected.

Communication Policy

Instructors will respond to your email within 24 hours, Monday – Friday. If you do not receive a response within 24 hours, please contact me again as you may assume I have not received it. Weekend responses are possible but not guaranteed.

You can reach Prof. Gates at agates@saddleback.edu

You may also text or call Prof. Gates at 949-636-6464

If you have an urgent need for a response, please text or call Prof. Gates.

Student Life

The [Student Health Center](#) offers quality, confidential medical health care and psychological therapy for all currently enrolled students, who have paid their health fee. Seeing a physician, nurse or mental health therapist is always free (low cost fees apply to some procedures, tests, labs and prescriptions). The student health fee includes treatment for acute, short term illnesses, health education, referrals as needed, injuries, and general health screening, including women's health and mental health therapy.

[Student Services Center](#) SSC-177 for information on appropriate policies and procedures.

Disabled Students Program and Services. Saddleback College makes reasonable accommodations for students with documented disabilities. If you have a disability that qualifies under the Americans with Disabilities Act (ADA), impacts your work for this class, and necessitates accommodations, you should contact [Disabled Students Programs and Services](#) (DSPS) at (949) 582-4885 or visiting them on campus at SSC-113.

[Veterans Education and Transition Services \(VETS\)](#) The VETS program directly provides support services and acts as a bridge to external support services for student veterans, active military personnel, and their loved ones. For more information, contact VETS on (714) 628-4793 or visit them on campus at SSC-207.

Policies and Procedures

Academic Honesty Policy Information

Violations of the Academic Honesty Policy, found in the [Saddleback College Student Handbook](#) will result in disciplinary action and subject a student to administrative procedures. Please read these policies carefully. Note that any student found cheating on any exam or assignment will receive no credit for that exam or assignment.

Students of Saddleback College are expected to be honest and forth-right in their academic endeavors.

In matters relating to academic honesty violations, the primary responsibility for disciplinary proceedings rests with the instructor and the academic division where the violation allegedly occurred.

Student Conduct

By logging onto the Saddleback College Canvas system with a username and password, I affirm that I am the student who enrolled in this course. Furthermore, I affirm that I understand and agree to follow the regulations/policies regarding academic integrity and the use of student data as described in the Student Code of Conduct that governs student rights and responsibilities. Failure to abide by the regulations/policies may result in disciplinary action up to expulsion from my college.

Drop Policy

It is the student's responsibility to officially drop/withdraw from courses within the allowable deadlines for refund purposes and to avoid receiving a substandard grade. Students may withdraw from courses online through MySite.

Although it is the student's responsibility to withdraw from courses, instructors have the authority to drop students who miss the first class meeting.

NOTE: Only student initiated or instructor drops completed prior to the refund deadline are eligible for refund consideration.

Critical

1. Keep up with the work. If this were the business world, a project that arrives late to the client may result in the loss of that client.
2. Be honest, be original, no plagiarism. Always.
3. Active participation in this course is required.
4. If you miss an assignment for any reason without a legitimate excuse, you lose the points for that assignment.
5. Learn about proper time management; don't delay or postpone your assignments or procrastinate. You can't afford to be ambivalent about your work – it has your name on it and represents who you are, what it means to your degree, and ultimately, what it means to your career and the company/agency that hires you, and the clients you will help represent. Think about that line of people who will depend on you....

Assessment and Grades

A = 90% - 100%

B = 80 - 89%

C = 70 - 79%

D = 60 - 69%

F = Below 60%