Advertising Management – MKTG 463  
Spring 2015  
Monday/Wednesday/Friday 12 - 12:50 p.m.  – Rehn Hall 0012

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Office Hours: Monday and Wednesday 11 - 12 p.m., or by appointment

Class Web Page: https://mycourses.siu.edu  
All announcements, assignment instructions, PowerPoint slides, and grades will be posted on Blackboard.

Textbook: Custom Textbook by Pearson Custom Business Resources  
MKTG 463 – Advertising Management  
Available at SIU Campus Bookstore

Course Description:
This course studies advertising as one part of an integrated marketing communications (“IMC”) program. We will take a strategic orientation, looking at the design, execution and monitoring of advertising from the viewpoint of the management of an organization. The course will cover issues including strategic planning for advertising, media evaluation and buying, creativity and creative development, and measurement of advertising effectiveness. The students will receive hands-on experience developing a strategic advertising plan for a real-world client, which includes working within the budgetary limitations of a real-world business situation.

Course Objectives:
After completing this course, students should be able to:
• Understand and clearly describe the types and roles of advertising in industry, the economy, and society  
• Describe and understand the management and relationships of an advertising agency, vendors, and clients  
• Research and develop advertising strategy and tactics  
• Choose appropriate media to reach a specific audience and measure their abilities to reach that audience through a variety of metrics
• Articulate the various creative approaches to advertising and their uses, and be able to apply them appropriately
• Understand how to test, monitor, and measure advertising effectiveness both during development and after deployment
• Integrate advertising plans with other promotional and marketing communications activities to create a complete IMC program for a company or brand
• Research, design, write and present a complete strategic advertising plan, including the strategic orientation, audience evaluation, media plan, creative platform, and measures of success

Course Prerequisites:

To register for this course, students must have already taken MKTG 304 and MKTG 363 and earned grades of C or better, and be classified as a junior or higher, and be a business major or minor. If you do not meet one or more of these criteria, consent of the department is required.

Course Requirements and Grading:

The course grade is based on a combination of the best three out of four exam scores, a major group assignment, class participation, and a variety of in-class and homework exercises assigned throughout the semester.

Grades will be determined based on the following criteria:

<table>
<thead>
<tr>
<th>GRADING</th>
<th>% of Grade</th>
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<tbody>
<tr>
<td>Requirements</td>
<td></td>
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<tr>
<td>Attendance/Participation</td>
<td>10%</td>
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<tr>
<td>Group Project</td>
<td>40%</td>
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<tr>
<td>In-Class Activities and Homework Assignments</td>
<td>20%</td>
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<tr>
<td>Three Exams @ 10% each</td>
<td>30%</td>
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<tr>
<td>TOTAL</td>
<td>100%</td>
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Course grades will be assigned according to the following schedule:

- 90 % or higher = A
- 80% - 89.99% = B
- 70% - 79.99% = C
- 60% - 69.99% = D
- 59:99% or lower = F
This class is designed to be a “success-oriented course.” My desire is that all students in the class meet their individual learning (and grade) goals.

However, this does not mean that students can avoid working hard in this class, and it does not mean that all students automatically get a high grade just because they want it. What this does mean is that all students who do well in the class will be rewarded accordingly. That is, the grade distribution will not be adjusted to force it to fit a bell-shaped curve in which an equal number of students must fail as succeed – thus, students are not in direct competition with each other.

Also, I’ve included various types of assignments that tap into different learning styles in order to help students demonstrate their understanding of the material we cover in class. In addition, the exams and assignments are designed to encourage the development of students’ ability to not only restate course material, but to observe, evaluate, communicate and apply the concepts to solving real-world problems, which are skills that are highly valued in the workplace.

**Attendance and Participation:**

Students are expected to attend every class. Attendance will be worth half of the attendance/participation grade, or five percent of the course grade. Attendance will be taken at the very beginning of class - anyone arriving late will be marked absent. Only documented, University-approved excuses will be accepted for absences. You will be allowed one unexcused absence, after that, each additional absence will result in a reduction in your participation grade. Participation will be worth half the attendance/participation grade, or five percent of the course grade. Participation also requires being fully attentive and active in any in-class activities, and not relying on others to carry the bulk of the activity. If students are caught texting and/or using the internet during class, they will be marked as absent for that day's class.

**Group Project:**

The largest portion of the course grade will be based on a group assignment working with a real-world “client” to develop a strategic advertising plan, including the strategic orientation, target audience evaluation, media plan, creative platform, and measures of success. At various points in the semester, the teams will turn in interim stages of the plan, which I will grade and provide feedback for improvement. At the end of the semester, each team will turn in the final, completed plan and present the plan to the class and myself. The final plan and presentation will be graded separately from the interim stages, but should integrate the feedback for improvement from each stage. Complete instructions will be provided at each stage of the plan development.

**In-Class Activities and Homework Assignments:**

Throughout the semester, a variety of graded in-class activities and homework exercises will be assigned, and these assignments will be averaged to be worth 20
percent of the course grade. Some of these will be individual assignments, other will be team assignments. No “make-ups” will be allowed for missed graded in-class activities, unless documentation is provided for a University-approved absence.

All assignments must be turned in at the beginning of class the day they are due – no late assignments will be accepted – NO EXCUSES. Note that if you are late to class and the assignments have already been collected, then the assignment is late also and will not be accepted.

**Exams:**

There will be three non-cumulative exams during the semester, based on the readings, lecture and discussions in class, and assignments. Questions will focus on your understanding of advertising management concepts and ability to apply these concepts to real-world problems.

No “make-ups” are given for any of these exams unless the student presents documented evidence of a valid university-approved absence. These include: (1) participation in an approved field trip or other official SIU activity (e.g. athletics, debate, AMA conference, etc); (2) confined under doctor’s orders; (3) granted leave of absence from SIU for reasonable cause by an academic dean. All approved absences require proper documentation, including absences for medical reasons. All absences must be approved by the instructor prior to the class session that will be missed, except for medical emergencies (however, note that medical emergencies still require documentation.)

**Classroom Policies:**

I expect students to treat this course like a job: Be professional in your speech, your writings (including email), and your behavior; be on time; and be prepared.

**Prior to Class:**

The format of this class necessitates participation and preparedness on the part of the student. You must read all materials before the class to which they are assigned.
During Class:

As a member of this class, you are invited to think, question, disagree and offer alternatives. That is part of the academic experience, as well as part of learning to be a contributing, critical thinker in any professional setting. However, my expectation is that you will behave professionally and courteously and respect the rights of others at all times. Failure to do so will result in being un-enrolled from the course.

Most of you will be graduating soon and taking a job in a corporate setting. It may be helpful in preparing you for that experience to think of class as a business setting. That means:

- You don’t ever simply fail to show up for work in a corporate setting. You can’t decide you’re just “not interested” in going to work today. You have to arrange in advance for time off for valid reasons (such as attending a relevant business conference) or let your manager know if you are too ill to be in the office. You would never schedule vacation during a critical work project – that means that while you’re in school you should schedule vacations between semesters or on approved university holidays, not during the semester.
- If you needed to miss a business meeting, you’d inform your manager in a courteous manner and make arrangements with a colleague to fill you in on what you missed.
- You would never ask your manager if “anything important” were likely to happen at the meeting you are not attending. To do so implies that you believe meetings with your manager and colleagues are generally unimportant.
- You would never show up to a meeting empty handed, without bring any materials you might need – including the means to take notes (pen and paper or laptop), as well as any materials that were distributed in advance by your manager that will be referred to during that meeting.
- You would avoid being late, walking out in the middle of the meeting for any reason, or leaving early.
- You would turn off your cell-phone to avoid disturbing the meeting and would never take a call during a meeting.
- You would not use your cell phone to text or IM during the meeting. You would not surf the internet or read/send email on your laptop during the meeting. You would not read a newspaper or work on tasks unrelated to the meeting. Doing any of these is rude, disruptive, and unprofessional.
- You would avoid whispering and laughing with the person sitting next to you. You would listen attentively, take notes, and manage your face and posture to convey interest and competence.
- You would avoid interrupting people or being rude in any way.
- You would wait until after the meeting to discuss special accommodations for your personal situation.

Why should you avoid these behaviors? Because doing any of these things reflects badly on you!
Deviations from student expectations will affect your class participation grade. If it appears to me that you are particularly unprepared for class or are failing to meet the basic requirements of course etiquette, I reserve the right to ask you to leave the room or withdraw from the course entirely.

Continued enrollment in this course indicates agreement with these policies.

OTHER IMPORTANT INFORMATION:

Late Work:

My experience with teaching university students suggests that, on average, 10 to 15 percent of the class will attempt to turn in assignments later than the time specified. Many reasons are given for late work (printer problems, computer files corrupted, flat tire, illness, oversleeping, teammate was supposed to do it, etc.) Trust me, I’ve heard them all. But no matter what the reason, the bottom line is that either (a) the work was completed and turned in when required, or (b) the work was not completed and turned in when required.

As specified earlier, assignments are due in class at the beginning of class on the specified due date. They may not be emailed or dropped off, unless given specific permission in advance to do so. Never stick an assignment under an office door. There is NO PROVISION for late work on any assignment.

Late submissions are NOT ACCEPTED under any circumstances. No partial credit will be given for late work.

Note that if you are late to class and the assignments have already been collected, then the assignment is late also and will not be accepted.

However, assignments may be turned in early! I strongly suggest that students plan and schedule to complete work early (that means not waiting until the last minute!) I also strongly recommend having backup systems in place so that files aren’t lost and all work can be completed on schedule.

Again, treat your classes like a job – you don’t get to miss work deadlines without consequences, and in the corporate world those consequences are often much more serious than missing a grade on one class assignment. And making a reputation for yourself for completing work on schedule – or better yet, early – is a key to success in one’s early business career.

A major complaint of employers is that university faculty don’t instill a responsibility in students to have work done on time; I have a desire to be part of the solution rather than part of the problem. So, start now to develop good work habits for meeting deadlines.
“Extra Credit”:

I do NOT offer “extra credit” to individual students to make up for poor grade performance. There may be opportunities during the semester that will be offered to all students equally to participate in activities that would provide the potential to earn extra points, but these are not guaranteed – they will only become available as an opportunity arises. I suggest you take advantage of them if offered, but do NOT bother asking me for extra work individually.

Peer Evaluations:

“Free riders” on group work are not tolerated.

Peer evaluations at the end of the semester will be used to assess a student’s individual contribution (both effort and quality) to group projects and will be used to adjust individual students’ final course grades to reflect their participation in the group project.

In addition, if a situation arises in which a student’s individual work (especially on the homework assignments and exams) is NOT in line with the grades his/her group earns, it is an indication that the student is relying on his/her group members to learn and apply the course material rather than learning it him/herself. Such a case will invoke a review that may require an adjustment of the final course letter grade to better reflect that individual’s performance than what is represented by the numerical total.

Academic Honest Policy:

All university, college, and departmental policies on academic honesty will be strictly enforced. The consequence of academic dishonesty is failure in the course and referral of the case to the Dean of the college for additional disciplinary action. Please see the College of Business’ academic dishonesty policy at:


Emergency Procedures:

Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on the BERT’s website at www.bert.siu.edu, Department of Public Safety’s website www.dps.siu.edu (disaster drop down) and in the Emergency Response Guidelines pamphlet. Know how to respond to each type of emergency.

Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. **It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency.** The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.
Help Sessions:

Students who desire help in studying for exams or preparing homework assignments or projects are encouraged to meet with me during my regularly scheduled office hours or by scheduling an appointment. Although I am very willing to meet with students outside of class to clarify points or provide study suggestions, I will not repeat the lectures outside of class, loan my notes to be copied, or be a private tutor.

I encourage you to make an appointment to see me if you incur any difficulties with the course – but please approach me early in the problem so that we can work together to create the opportunities for you to succeed. If you wait until the end of the semester, it will be too late to take any effective action.

Syllabus Attachment