

MKG350: Promotion and Public Relations

Credit Hours: 3

Contact Hours: This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 10-25 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

Course Description and Outcomes



This course introduces the fields of advertising and public relations. Topics include media relations, media buying, determining appropriate media, promotions, public relations and publicity development tools, methods for improving customer satisfaction, relationship-building strategies, and ethics in advertising and public relations.

The key purpose of this course is to introduce students to advertising and integrated brand promotion. Students learn that advertising is both an advertising and communications process and explore how advertisers are rethinking the ways they communicate with consumers. Students look at the consumers' behavior from the perspective of a consumer as a systematic decision maker and from the perspective of the consumer as an interpreter of advertising. Additionally the course provides coverage of the agency's new emphasis on account planning and accountability and familiarizes students with the basic components of an ad plan. Students will understand the budgeting process and the role of the ad agency in formulating the advertising plan. There is discussion of print and broadcast media where students learn about the strategic and creative impact of illustration, design, and layout to get to the final ad. Students evaluate the pros and cons of various media including social media. We also look at how direct marketing continues to grow in popularity and how direct marketing creates special challenges for achieving integrated brand promotion. The last portion explains the role of public relations as a part of the organization's overall IMC strategy and details the objectives and tools of public relations. This leads to the discussion of the various ways available for building the reputation of an organization.

Course Learning Outcomes:

- Discuss the role played by agencies and media organizations in executing brand promotion campaigns.
- Discuss the issues that are relevant in practicing good corporate citizenship.
- Identify the value proposition of products, discuss how to choose a target segment, and apply that value proposition to increase brand equity.
- Describe the basic components of an advertising plan, evaluate how to set advertising budgets, and determine the agency and client's roles in the plan.
- Identify the characteristics of the creative process and interpret how the firm can utilize that knowledge to develop or maintain a competitive advantage.

- Describe the components of the media planning process and evaluate the effectiveness.
- Identify sales promotion techniques, the strengths and weaknesses associated with each of these methods, and evaluate the appropriate use of each.
- Identify primary purposes and the appropriate media used by direct marketers.
- Identify the strategies, techniques, and communication strategies to develop a corporate public image through the various public relations methods available.

Participation & Attendance



Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes.

Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

Course Materials



Textbook Information is located in the CSU-Global Booklist on the Student Portal.

Course Schedule



Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- Discussion Boards: The original post must be completed by Thursday at 12 midnight MT and Peer Responses posted by Sunday 12 midnight MT. Late posts may not be awarded points.
- Mastery Exercises: Students may access and retake mastery exercises through the last day of class until they achieve the scores they desire.
- Critical Thinking Activities: Assignments are due Sunday at 12 midnight MT.
- The final assignment is due at the end Module 8 on Sunday at 12 midnight MT.

Week #	Readings	Assignments
1	<ul style="list-style-type: none"> • Chapters 1, 3 & 5 in <i>Integrated Advertising, Promotion, and Marketing Communications</i> 	<ul style="list-style-type: none"> • Discussion (25 points) • Mastery Exercise (10 points)
2	<ul style="list-style-type: none"> • Chapters 2 & 4 in <i>Integrated Advertising, Promotion, and Marketing Communications</i> 	<ul style="list-style-type: none"> • Discussion (25 points) • Mastery Exercise (10 points) • Critical Thinking (75 points)
3	<ul style="list-style-type: none"> • Chapters 6 & 7 in <i>Integrated Advertising, Promotion, and Marketing Communications</i> 	<ul style="list-style-type: none"> • Discussion (25 points) • Mastery Exercise (10 points) • Critical Thinking (100 points)
4	<ul style="list-style-type: none"> • Chapters 9 & 10 in <i>Integrated Advertising, Promotion, and Marketing Communications</i>. 	<ul style="list-style-type: none"> • Discussion (25 points) • Mastery Exercise (20 points) • Portfolio Milestone (0 points)

5	<ul style="list-style-type: none"> Chapter 8 in <i>Integrated Advertising, Promotion, and Marketing Communications</i> 	<ul style="list-style-type: none"> Discussion (25 points) Mastery Exercise (10 points) Critical Thinking (75 points)
6	<ul style="list-style-type: none"> Chapters 11 & 12 in <i>Integrated Advertising, Promotion, and Marketing Communications</i> 	<ul style="list-style-type: none"> Discussion (25 points) Mastery Exercise (10 points) Critical Thinking (100 points)
7	<ul style="list-style-type: none"> Chapter 13 in <i>Integrated Advertising, Promotion, and Marketing Communications</i> 	<ul style="list-style-type: none"> Discussion (25 points) Mastery Exercise (10 points)
8	<ul style="list-style-type: none"> Chapters 14 & 15 in <i>Integrated Advertising, Promotion, and Marketing Communications</i> 	<ul style="list-style-type: none"> Discussion (25 points) Mastery Exercise (20 points) Portfolio Project (350 points)

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Assignment Details



This course includes the following assignments/projects:

Module 2

Critical Thinking Activity: Dealerchic (75 points)

Review the following link: <http://trendwatching.com/trends/dealerchic/>

Identify two companies from the article and compare and contrast their advertising with regard to the target market/market segment, positioning and communication techniques. How does this trend “dealerchic” change the company’s image?

Using a formal writing approach, write a 2- to 3-page paper. Be sure to include at least two additional credible references other than the required textbook. Also be sure to incorporate and cite terms, concepts, theories or other material that pertains to the subject being addressed. The CSU-Global Library is an excellent place to search for credible and scholarly sources. Your response should be formatted per CSU-Global specifications for APA Style.

Module 3

Critical Thinking Activity: Comparing Ads (100 points)

Most advertising agencies provide examples of advertisements on company web pages. The goal is to display the agency’s creative abilities to potential clients. Using a search engine, locate three different advertising agencies. Locate samples of their work. Compare the ads produced by your three agencies in terms of message appeals, executions, and spokespersons.

- What similarities do you see? What differences do you see?
- Which agency, in your opinion, is the most creative? Why?

Using a formal writing approach, write a 4- to 5-page paper. Be sure to include at least two additional credible references other than the required textbook. Also be sure to incorporate and cite terms, concepts, theories or other material that pertains to the subject being addressed. The CSU-Global Library is an excellent place to search for credible and scholarly sources. Your response should be formatted per CSU-Global specifications for APA Style.

Module 4

PORTFOLIO Milestone: Choose a Project Topic (0 points)

Please read the complete Portfolio Project Description on the **Week 8 Assignments** page and review the Portfolio Project Rubric, which can be accessed from the **Course Information** page. The Portfolio Project should reflect your understanding of creating an advertising campaign and/or demonstrate a good understanding of how an advertising agency works. As such you may choose from one of three alternatives for your project. You may create your own creative designs, but it is not a requirement to act as the “creative” in either of the first two alternatives.

Directions for Milestone:

The milestone is considered a requirement of the Portfolio Project. You should begin to consider which project option you would like to work on and be prepared to submit your choice at the end of Week 4.

- You will submit your choice to your instructor, and
- Share your choice and your reasons for your choice on the area reserved for this on the discussion board.

At the end of Week 8 you are required to turn in your completed Portfolio Project.

Module 5

Critical Thinking Activity: Radio Advertising (75 points)

Use the Internet or phone directory to identify all of the radio stations in your area. What type of format does each have (i.e., talk, country, hip hop, rock, etc.)? For college students at your university, is radio a good advertising medium? Why or why not? Which of the radio stations on your list would be the most effective in reaching college students, and why? What other media would be the most effective for college students?

Using a formal writing approach, write a 2- to 3-page paper. Be sure to include at least 2 additional credible references other than the required textbook. Also be sure to incorporate and cite terms, concepts, theories or other material that pertains to the subject being addressed. The CSU-Global Library is an excellent place to search for credible and scholarly sources. Your response should be formatted per CSU-Global specifications for APA Style.

Module 6

Critical Thinking Activity: Case Study (100 points)

Visit the Week 6 assignments page to find a link to the case study Hot Road Marketing

Then write an essay that addresses the following questions and requirements:

1. What should be the main trade promotions objectives for Hot Fire Fuel Injector Cleaner? What challenges or obstacles might keep the company from reaching those objectives?
2. Design a trade promotions program for Hot Fire Fuel Injector Cleaner.
3. Create a trade magazine advertisement and tag line for Hot Fire that ties in with the trade promotions program.
4. Describe how the advertising would change if promoting directly to consumers.

Your paper should be 4 to 5 pages in length and formatted per CSU-Global specifications for APA Style. Be sure to incorporate and cite terms, concepts, theories or other material that pertains to the subject being addressed.

Module 8

Portfolio Project: Social Media Campaign (350 points)

Now more than ever, retail brands are engaging consumers on social networks to offer deals, to allow users to socialize around purchases, and more. Choose one of the case-study options below and complete an analysis of how that company has incorporated social media and alternative advertising into its marketing strategy. Then develop a media plan for the chosen entity following the guidelines provided in the sample outline.

- Starbucks
- Crayola
- Your local mall

Sample outline:

1. Executive summary of the media plan
2. Marketing objectives and strategies that relate to media
3. Copy strategy statement -- how media supports copy
4. Competitive Media Expenditures Analysis
5. Clearly stated media objectives that are tied to marketing strategies and objectives
6. Clearly stated media strategies tied to the media objectives
7. Media plan details and documentation

- Criteria for determining media values
- Data showing monthly reach and frequency
- Data showing effective reach levels

By Midnight MST Sunday of week 4 your decision should be chosen from the three alternatives and submitted to the instructor. No points will be given for turning in your topic. Points will be subtracted from your final grade if not turned in by Sunday at midnight MST, however.

Your analysis and media plan should be approximately 8 to 10 pages in length, well written, and formatted using CSU-Global guidelines for APA Style. Cite and discuss a minimum of five credible sources. Your textbook can serve as one of those sources. The CSU-Global Library is a good place to search for credible and scholarly sources. Also remember to incorporate and cite terms, concepts, theories or other material that pertains to the subject being addressed.

Additional charts or advertisement examples should be included as an appendix.

Be sure to review the list of research resources that will be helpful in completing this project available from the Week 8 Assignments page, in the Portfolio Project description.

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Course Policies



Course Grading

20% Discussion Participation
10% Mastery Exercises
35% Critical Thinking Activities
35% Final Portfolio Paper

Grading Scale and Policies

A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

In-Classroom Policies

For information on late work and Incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

Academic Integrity

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /re-purposing your own work (see *CSU-Global Guide to Writing and APA Requirements* for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

Citing Sources with APA Style

All students are expected to follow the *CSU-Global Guide to Writing and APA Requirements* when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the “APA Guide & Resources” link. A link to this document should also be provided within most assignment descriptions on your course’s Assignments page.

Netiquette

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual

advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom.

If you have concerns about something that has been said, please let your instructor know.

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