

ELGIN COMMUNITY COLLEGE
Course: MKT 115 770 – Advertising and Promotion
Course Syllabus

Instructor: Clark Hallpike

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Course Description:

Course Description: Broad survey of advertising in an economy of abundance and its relationship to marketing, sales and profit. Newspaper, radio, TV and direct mail advertising will be studied. Problems and techniques of planning and coordinating an integrated series of promotional efforts for a successful promotional program will be discussed.

Measurable Objectives:

- Understand and evaluate advertising as an institution in society, as a tool of marketing and as a process of mass communication.
- Demonstrate general knowledge of the broad areas of advertising: history and development, types of advertising, advertising media, advertising copy-writing, design and publication, and planning and managing the advertising campaign.
- Demonstrate ability to understand and apply basic advertising concepts through development of an advertising campaign for a commercial sponsor.
- Awareness of and ability to discuss intelligently current business topics.

Prerequisites: none

Textbook:

Textbook: Contact the ECC Bookstore: eccbookstore@elgin.edu; 847-214-7395

A stable internet connection is required for taking quizzes, exams and submitting assignments.

Course Format:

This is a 13 week online class requiring the student to have knowledge in the use of a computer and participate in reading assignments, discussion board interactions, on-line research and assignments, written papers, and any other work the instructor feels necessary to reach the course objectives. Below is an overview on how this course is structured:

- Discussions: Every other week you will need to go to the Discussion Board.
- Quizzes & Exams: Every week you will have a quiz and/or exam.
- Assignments: Assignments are due on Sundays unless specified otherwise.
- Progress Checks: At the end of Weeks 3, 6, and 9 you will turn in a Progress Check.
- Research Paper:

Responsibilities:

This course requires significant self-motivation. Deadlines are very important. The course is not self-paced. We will all be moving along together. Be sure to keep up. Plan to spend between 12 – 15 hours each week on readings and projects.

Academic Dishonesty: Examples include, cheating on tests, allowing other students to copy your work on a test, multiple submissions and plagiarism which includes: copying another person’s actual words without the use of quotation marks or footnotes attributing their source, presenting another person’s ideas or theories in your own words without acknowledging the source, using information that is not common knowledge without acknowledging the source, internet plagiarism by submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the internet without citing the source, and “cutting & pasting” from various sources without proper attribution. If an act of academic dishonesty is identified, the student will fail the assignment or the course.

Students will be evaluated by the following criteria:

Assignments: You will be required to complete assignments as scheduled. Each paper is worth up to 10 points, unless specified otherwise, so it is in your best interest to complete the assignments on time.

Weekly Quizzes and Exams: Each week you will be required to complete a quiz and/or exam for the assigned Chapter(s). Quizzes are worth up to 10 points each. Exams are worth up to 50 points each.

Discussion Posts: Every week you will be required to post a response to a discussion board question. You will receive up to 10 points depending on your level of response, original thought, and information that you provide in your post.