Course Syllabus

Course Title:	Advertising Campaigns
Designation:	BADM 289
Format:	Online
Number of credits:	3
Term and year:	Spring, 2020
Department:	Business
Instructor's name:	Patti Heisler
Office:	Online
Phone:	701.239.6605 (daytime)
Email:	Patti.Heisler@dakotacollege.edu
Course prerequisites:	ECON 2101 OR 2012, PSY 1001 or instructor consent

Course Description

This course is a capstone course in the Advertising and Marketing program. Students will utilize knowledge gained in previous classes in addition to the topics covered in this course to understand all that must be accomplished to create a successful advertising campaign. Students will be expected to study and analyze existing advertising campaigns, conduct focus group discussions, and write reports evaluating the campaigns. Additionally, students will research, plan, and create their own campaign plan along with a presentation of their work. Understanding and developing an insightful, effective advertising campaign will be the end result of this class.

Course Goals, Objectives, and Expectations

After taking this course students should be able to:
- Analyze existing advertising campaigns
- Effectively lead a focus group discussion that generates actionable information
- Showcase effective creative development of advertising messages
- Understand and apply the principles of effective reach and continuity to media buying plans.
- Develop new, valuable advertising campaigns
- Effectively present their campaign ideas to prospective clients

Texts and Required Material

Launch! Advertising and Promotion in Real Time - M. Solomon, L. Cornell, A. Nizan
This is an open educational resource and is available (free) for download or view online at:
https://open.umn.edu/opentextbooks/textbooks/launch-advertising-and-promotion-in-real-time

Advertising & Promotion, 8th Edition – Belch and Belch

Relationship to Campus Theme

A focus on the growing "green" movement in advertising as well as consumption and addressing the new technologies that are affecting the advertising industry. Students will also understand how to utilize these new ideologies and tools to their benefit, as well as the benefit of the world and society as a whole.

Technology Requirements

This course requires:

- Access to a laptop or desktop computer.
    - Make sure to have a backup plan in place such as using a library or a friend's computer.
- Access to the Internet - highspeed Internet is required.
- Chrome is the recommended browser for Blackboard Learn.
    - If Chrome is not your preferred default browser, consider creating a shortcut to Chrome on your desktop and use that for accessing the course.
    - You can download Chrome here: https://www.google.com/chrome/
    - Check the latest version of any browser here: https://updatemybrowser.org/
- Office 365 is Microsoft's collection of office productivity tools including Word, Excel, PowerPoint, Outlook, and more. Students have access to Office 365 free of charge. Click here for instructions on how to download and install. You can also use these tools on a smartphone.
- A working webcam and microphone are required for this course.

Dakota College has technical requirements for online students. Additions and exceptions to these requirements have been noted above.

Course Requirements

Course requirements consist of online participation, assignments, quizzes, and exams. Rubrics will be used as part of the assessment process.

Grading Scale

A = 90-100%
B = 80-89%
C = 70-79%
D = 60-69%
F = Less than 60%

Grade Weighting

Unit 1 Project	100 points
Unit 2 Project	100 points
Unit 3 Final Project	100 points
Presentation	50 points
Discussion/Participation (15)	150 points
Total:	**500 points**

Class Policies and Course Expectations

PARTICIPATION. This is an online course. Like a face-to-face course, regular interaction is expected between students, the course activities and material, and the instructor. Students should expect to log in several times each week and will be graded on their online participation.

It is recommended that students establish a schedule for themselves to focus on their coursework. For example, you may decide that Monday, Wednesday, and Friday from 7-9 PM will be the times you will set aside to focus on this course. Sharing this information with your instructor and peers can help keep you accountable.

This online classroom is a place where the thoughts and ideas of all can be expressed without fear or reprisal from others. It is expected that you will show respect when the opinions of others conflict with your own. Situations like this are an opportunity for discussions to become more dynamic and allow you to learn effective ways to navigate difficult conversations. It can also become an opportunity for you to exercise leadership skills. The instructor reserves the right to terminate discussions.

COURSE WORK. All assignments, discussion forums, and exams will be open well ahead of their deadlines. This provides you an opportunity to work ahead. Submitting work ahead of schedule demonstrates good planning and time management. Waiting until the deadline and/or submitting work late – regardless of the reason – is a cause for concern. Your instructor will be looking closely at this.

- All assigned work must be uploaded to Blackboard Learn. Assignments and other coursework will not be accepted via email.
- If a personal issue arises that could impact your ability to turn in your work, contact your instructor well before the deadline to make arrangements for submitting your work. Keep in mind, your instructor must consider what is fair to others and will evaluate extenuating circumstances individually and make accommodations only when absolutely necessary.
- All work will be graded after the deadline passes.
- Students can submit work up to 5 days late however grades will be reduced by 10% of earned points for each day late. After 5 days, work cannot be accepted.

ACADEMIC INTEGRITY. In this course, all work turned in must be your original work. Copying the work of another and submitting that work as your own constitutes plagiarism. This includes self-plagiarism such as reusing a paper (submitting work that was done to satisfy an assignment in another course.) Plagiarized work will receive the grade of zero with no opportunity to redo.

Cheating will not be tolerated. Any student found to be cheating will receive a zero on the assignment or exam; an additional instance of cheating will result in dismissal from the course.

When doing research, it is appropriate to quote phrases, data, ideas, concepts, images or tables, likenesses, and other information as long as in-text citations are included, and a full bibliographic reference is provided at the end of the document or work. Bibliographic references with no in-text citation cannot be counted as a valid reference.

Students are expected to follow MLA guidelines for papers and similar work such as discussions. A handout regarding the MLA guidelines is available at the writing center if you would like more information.

COMMUNICATION. You can expect to receive a weekly email message from your instructor. This email will have a newsletter attached that explains the activities and deadlines for the week.

STUDY PLAN. Your instructor has put together a suggested study plan which outlines what chapters should be read, any assignments that are due, and so forth. You can use this plan to budget your own time and manage your workload.

DISABILITIES AND SPECIAL NEEDS. If you have any condition, such as a physical or learning disability, for which you need extra assistance, please contact the Disability Support Center so accommodations can be made. Let your instructor know who you are working with and what accommodations are needed.

Website: http://www.dakotacollege.edu/academics/student-success-center/disability-support/

COURSE ASSISTANCE. Expect to be challenged. The most important outcome of any course is to learn new things. If your progress in this course isn't where you expected it to be, don't hesitate to reach out to your instructor for assistance. You can also contact Dakota College's Academic Support Center. Free tutoring is also available.

Website: http://www.dakotacollege.edu/academics/student-success-center/academic-support/

Student Email Policy

Your Dakota College at Bottineau email account is the official form of communication to be used. To remain in compliance with FERPA, students must use their DakotaCollege.edu email address since your identity as a Dakota College student cannot be validated when using a personal email account. Messages sent using a personal email account will not be acknowledged by your instructor. The liability for missing messages or not acting upon important information conveyed via campus email rests with the student.

Troubleshooting and Support

As an online student, you're expected to have a back-up plan in case there's a malfunction with the technology you're using. You should also make back-ups of your work. For technology assistance with your computer or with Blackboard Learn, contact Dakota College's help desk at: 701-228-5429

Website: http://www.dakotacollege.edu/current-students/computer-services/remote-support/

Dakota College's Help Desk hours are:

> Monday – Friday
> 8:00 AM – 12:00 Noon
> 2:00 PM – 4:00 PM

Evening and Weekend Assistance

> 866-457-6387

> NDUS Help Desk website: https://helpdesk.ndus.edu/

> Email: ndus.helpdesk@ndus.edu

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Weekly Course Outline (Study Plan)

This plan may be subject to change. Students will be given prior notification of any changes or corrections.

Week	Dates (Mon-Sun)	Description	Absolute Deadlines
1	Jan 13-18	Students become familiar with the content and navigation of this course Download a copy of the course syllabus Select the Resources link to review: • Final project (this is submitted in three parts) • Rubrics • Course discussions Post a self-introduction Read chapter 1 of Launch! text	
2	Jan 19-25	**Monday, Jan 20 Holiday – Campus Closed** Read chapter 2 of Launch! text Make a decision on the project you will plan to do Respond to Week 2 Discussion	
3	Jan 26-Feb 1	Read chapter 3 of Launch! text Respond to Week 3 Discussion	Monday, January 27th: • Discussion – self introduction • Discussion – Week 2
4	Feb 2-8	Read chapter 4 of Launch! text Respond to Week 4 Discussion	Monday, February 3rd: • Discussion – Week 3
5	Feb 9-15	Respond to Week 5 Discussion	Monday, Feb 10th: • Project part #1 is due • Discussion – Week 4
6	Feb 16-22	**Monday, Feb 17 Holiday – Campus Closed** Read chapter 5 of Launch! text Respond to Week 6 Discussion	Monday, February 17th: • Discussion – Week 5
7	Feb 23-29	Respond to Week 7 Discussion	Monday, February 24th: • Discussion – Week 6
8	Mar 1-7	Read chapter 6 of Launch! text Respond to Week 8 Discussion	Monday, March 2: • Discussion – Week 7

Week	Dates (Mon-Sun)	Description	Absolute Deadlines
9	Mar 8-14	Respond to Week 9 Discussion	Monday, March 9th: • Project part #2 is due • Discussion – Week 8
10	Mar 15-21	**Spring Break**	
11	Mar 22-28	Read Chapter 7 of Launch! text Respond to Week 11 Discussion	Monday, March 23rd: • Discussion – Week 9
12	Mar 29-Apr 4	Read chapter 8 of Launch text Respond to Week 12 Discussion	Monday, March 30th: • Discussion – Week 11
13	Apr 5-11	**Friday, Apr 10 Holiday – Campus Closed** Respond to Week 13 Discussion	Monday, April 6th: • Discussion – Week 12
14	Apr 12-18	Read chapter 9 and chapter 10 (pages 289-298 and 301-313) of Launch! text. Respond to Week 14 Discussion	Monday, April 13th: • Discussion – Week 13
15	Apr 19-25	Read section 11.2 starting on page 348 in Launch! text Respond to Week 15 Discussion	Monday, April 20th: • Discussion – Week 14
16	Apr 26-May 2	Read chapter 12 in Launch! text	Monday, April 27th: • Discussion – Week 15
17	May 3-9	Schedule practice session: how to present online using Blackboard Collaborate (make arrangements with your instructor) Schedule final presentation	Monday, May 4th: • Final project due
18	May 10-15 (finals week)	The Unit 3 Final Project is the comprehensive demonstration; there is no final exam in this course.	Monday, May 11th: • Final presentation