



Spring 2020

Syllabus

Course Number: 2327.001

Course Title: Intro to Advertising T & Th 11 – 1215 p.m.

Instructor: Margaret Kirby

Office: CM 154 **Phone:** 716-2451

e-mail: mkirby@southplainscollege.edu The fastest way to reach me, other than coming to my office during office hours, is to e-mail. Please do **NOT** e-mail me using the Blackboard system. I do not check that regularly.

Instructor Office Hours: M, T, W, Th 8 – 930 a.m.

M, W 4 – 430 p.m.

Fri 800 a.m. – 12 p.m. or by appointment

Prerequisites: None

Credit: 3 semesters hours – 3 spent in lecture

Course Description: This course is a study in the fundamentals of advertising including advertising appeals, copy writing, layout and selection of media. It will include creative techniques, the use of demographics, marketing research and psychographics, target marketing, marketing strategies, and ad agency organizations and operations.

No Required Textbook

Course Evaluation: Students' grades in this class will be determined by the following:

1000 points are available for the final grade.

900 – 1000 = A

800 – 899 = B

700 – 799 = C

600 – 699 = D

Below 600 = F

Points are allocated as follows:

Exams – 200 points (2 exams x 100 points each)

Homework/Classwork – 300 points

Creative work/Projects - 500

Sometimes the final number of points available for the course will not reach the 1000 mark.

If that is the case, the scale will be recalibrated and you will be notified.

Tardiness and Attendance Policy: I generally will not allow you to enter class after the first 5 minutes because it is disruptive. I will take attendance after the first 5 minutes of class. If you repeatedly come to class after the 5 minute cut off, you will be asked to leave.

Attendance in this class is required. Students are expected to attend all classes in order to be successful in a course. The student may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus below.

When an unavoidable reason for class absence arises, such as illness, an official trip authorized by the college or an official activity, the instructor may permit the student to make up work missed. It is the student's responsibility to find out about and complete work missed within a reasonable period of time as determined by the instructor. Please come to my office during office hours to find out what you missed.

All homework assignments are due at the start of class unless specifically told otherwise. Some work cannot be made up. I generally do not allow exams to be made up. In the event that a makeup exam is allowed, the highest grade available on it will be an 89.

Students with more than 4 absences *in a row* automatically will be dropped from the class with an F or X without further warning. If a student misses more than 4 classes *throughout the semester*, I consider that number to be "excessive" and reserve the right to drop the student with an X or an F. I will warn you if you reach the 4 class limit. That will be your only warning.

Students who enroll in a course but have "Never Attended" by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. A student who does not meet the attendance requirements of a class as stated in the course syllabus and does not officially withdraw from that course by the official census date of the semester, may be administratively withdrawn from that course and receive a grade of "X" or "F" as determined by the instructor. Instructors are responsible for clearly stating their administrative drop policy in the course syllabus, and it is the student's responsibility to be aware of that policy.

It is the student's responsibility to verify administrative drops for excessive absences through MySPC using his or her student online account. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award will be adjusted in accordance with the classes in which the student did attend/participate and the student will owe any balance resulting from the adjustment.

Deadlines- ALL deadlines are absolute. All assignments are due at the beginning of each class unless specifically told otherwise. Late work may or may not be accepted depending on the assignment. If accepted, late assignments will be penalized harshly.

Diversity Statement

In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

Disabilities Statement

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability

Services Office early in the semester so the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health & Wellness Office) at 806-716-2577, Reese Center (Building 8) 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

Equal Opportunity, Harassment, and Non-Discrimination Statement

South Plains College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Vice President for Student Affairs, South Plains College, 1401 College Avenue, Box 5, Levelland, TX 79336. Phone number 806-716-2360.

Title IX Pregnancy Accommodations Statement (updated 6/2019)

If you are pregnant, or have given birth been within six months, under Title IX you have a right to reasonable accommodations to help continue your education. To activate accommodations you must submit a Title IX pregnancy accommodations request, along with specific medical documentation, to the Director of Health and Wellness. Once approved, notification will be sent to the student and instructors. It is the student's responsibility to work with the instructor to arrange accommodations. Contact the Director of Health and Wellness at 806-716-2362 or e-mail cgilster@southplainscollege.edu for assistance.

Civility Code:

As future professionals, you are to communicate with each other in a professional and civil manner. Any successful learning experience requires mutual respect on the part of the student and the instructor. Neither instructor nor student should be subject to others' behavior that is rude, disruptive, intimidating, aggressive, or demeaning. Student conduct that disrupts the learning process or is deemed disrespectful or threatening shall not be tolerated and may lead to disciplinary action and/or removal from class.

Plagiarism and Cheating: Students are expected to do their own work on all projects, quizzes, assignments, examinations, and papers. Failure to comply with this policy will result in an F for the assignment and can result in an F for the course if circumstances warrant.

Plagiarism violations include, but are not limited to, the following:

1. Turning in a paper that has been purchased, borrowed, or downloaded from another student, an online term paper site, or a mail order term paper mill;
2. Cutting and pasting together information from books, articles, other papers, or online sites without providing proper documentation;
3. Using direct quotations (three or more words) from a source without showing them to be direct quotations and citing them; or
4. Missing in-text citations.

Cheating violations include, but are not limited to, the following:

1. Obtaining an examination by stealing or collusion;
2. Discovering the content of an examination before it is given;
3. Using an unauthorized source of information (notes, textbook, text messaging, internet, apps) during an examination, quiz, or homework assignment;
4. Entering an office or building to obtain unfair advantage;
5. Taking an examination for another;
6. Altering grade records;
7. Copying another's work during an examination or on a homework assignment;
8. Rewriting another student's work in Peer Editing so that the writing is no longer the original student's;
9. Taking pictures of a test, test answers, or someone else's paper.