**Proposal Form For Addition And Revision Of Courses**

1. **Proposing College / School:** Business  
   **Department:** Marketing

2. **Course Prefix and Number:** MKTG 4320

3. **Effective Term:** at approval

4. **Course Title:** Advertising
   **Abbreviated Title (30 characters or less):** Advertising

5. **Requested Action:**
   - [ ] Renumber a Course
   - [ ] Add a Course
   - [ ] Revise a Course

6. **Course Credit:**

<table>
<thead>
<tr>
<th>Contact/Group Hours</th>
<th>Scheduled Type</th>
<th>Weekly or Per Term?</th>
<th>Credit Hours</th>
<th>Anticipated Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum Hours</td>
<td>3</td>
<td>lecture/discussion</td>
<td>weekly 3</td>
<td>45</td>
</tr>
</tbody>
</table>

   **Total Credit Hours:**

7. **Grading Type:**
   - [ ] Regular (ABCDGF)
   - [ ] Satisfactory/Unsatisfactory (S/U)
   - [ ] Audit

8. **Prerequisites/Corequisites:**
   Use "P:" to indicate a prerequisite, "C:" to indicate a corequisite, and "P/C:" to indicate a prerequisite with concurrency.
   
P: C or better in MKTG 3310 or 3317

9. **Restrictions:** List specific restriction in space above.
   - [ ] College  
   - [ ] Major  
   - [ ] Standing  
   - [ ] Degree

10. **Course Description:**
    (20 Words or Less; exactly as it should appear in the Bulletin)
    Examination of advertising objectives, strategy and tactics in marketing.

11. **May Count Either:**

   (Indicate if this particular course cannot be counted for credit in addition to another)

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Program Title</th>
<th>Requirement or Elective?</th>
</tr>
</thead>
<tbody>
<tr>
<td>major/minor</td>
<td>PUBR; BSBA</td>
<td>elective</td>
</tr>
</tbody>
</table>

12. **Affected Program(s):**

   (Respond "N/A" if not included in any program; attach memorandum if more space is required)

<table>
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<th>Program Title</th>
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</thead>
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<tr>
<td>major/minor</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

13. **Overlapping or Duplication of Other Units' Offerings:**

   (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
   - [ ] Applicable
   - [ ] Not Applicable
14. Justification: The name change alters nothing of the class from basic approaches of past 25 years, but puts the name more in line with class description. The course has always been a focus on advertising theory and practice, with textbook that had advertising in the title, which in business practice also includes other forms of tactical mass communications used in marketing, such as sales promotion and publicity, whose activities fall under the advertising budget. In the 1980s, the current title, Promotional Strategy, was a business buzz word referencing the work of the advertising business. But that term has long since faded in of common use to describe the wide range of activities known as advertising. The description change only removes the word "promotional" and replaces it with "advertising."

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources: none. change of name doesn't alter anything teaching assignments.

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond "Not Applicable")

16. Student Learning Outcomes: Students would gain an understanding of various facets of advertising and other tools of marketing mass communications; the common business activities and terminology, the perspectives applied when making of "optimal" decisions, plus the approaches and rationales behind the more commonly used practices.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:

- Week 1) Definitions & History of National Advertising
- Week 2) Organizations: Advertisers, Agencies and Media Vehicles
- Weeks 3 & 4) Advertising theory
- Weeks 4 & 5) Advertising Communications Goals
  → Test 1-first day of 5th week
- Week 6 & 7) Creative Strategy & Tactics
- Week 8) Media Strategy
- Week 9) Budget Setting
  → Test 2-first day of 10th week
- Week 10 & 11) Media Selection: "old" media
- Week 11 & 12) Media Selection: Internet, & other new media
- Week 12 + 13) Sales Promotion & Publicity
- Week 14) Measuring Effectiveness & Predicting Success
- Last days) Summary & exam review

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects: Quizzes: Since the lectures & class discussion require active day-to-day preparation, quizzes evaluate preparations for class meetings and are drawn from the reading assignment scheduled to be discussed in the upcoming class.

Tests and final exam: The all essay format tests will cover material from a specified third of the course, to assess progress made in learning and help students determine areas that might need additional understanding. The essay-format comprehensive final exam covers all materials from the entire semester, and no one section will have extra coverage, as repeated studies of marketing students finds that this is the single strongest impetus for long term learning and retention of class materials.

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course's learning objectives)

19. Rubric and Grading Scale: Sum of the raw scores from the following items:

→ best 8 scores on 9 unannounced quizzes (80 points)
→ 2 tests of 30 points each (60 points)
Applied advertising assignment (10 points)
Comprehensive final exam (100 points)
Grades will be based on point totals, with the points scored on each item added together and the grade is based on the point total.
A=225 points or more
B=200-224 points
C=175-199 points
D=150-174 points
F=149 and down
FA=either:
  1) less than 150 points & absent from more than 25% of classes, or
  2) unexcused absence from any test or final exam

(List all components of the course grade -- including attendance and participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit: na

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Student Policy eHandbook, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please consult the Student Policy eHandbook for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g.: hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Student Policy eHandbook will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately, if you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1226 Haley Center, 844-2096 (TTY).
Approvals

Date: 5/20/13

Department Chair / Head

Date: 6/3/13

College / School Curriculum Committee

Date: 6/3/13

College / School Dean

Date

Dean of the Graduate School (for Graduate Courses)

Date

Assoc. Provost for Undergraduate Studies (for Undergraduate Courses)

Date

Contact Person: ______________________________ Telephone: _______________
E-Mail Address: ____________________________ Fax: ________________________