

## BA 2010 ADVERTISING AND SALES PROMOTION

**INSTRUCTOR:** Audrey Nerbas  
C214 539-2829 W 539-0201 H

**NO CHANGE TO:** Text  
Prerequisite  
Course Description  
Course Objectives  
Late Assignments  
Responsibility for Class Content

**COURSE CONTENT:** Addition, if time allows:  
Electronic media advertising/promotion—Internet/CD-ROM

**GRADING:\*\*** GROUP ADVERTISING AND SALES PROMOTION CAMPAIGN PLAN:  
PRESENTATION: 30%  
FINAL PLAN DOCUMENT 25%  
  
QUIZZES: 30%  
Quiz 1 Feb. 12  
Quiz 2 March 5  
Quiz 3 April 9  
  
PARTICIPATION 15%  
Participation in class on course content, group progress reports,  
helpful comment for other groups, attendance at group  
presentations, and completion of randomly administered class  
exercises.

\*\*Changes are to compensate for a quiz administered prior to January 27 for which grades are unavailable and to allow for adjustments to instructional methods and requirements of current instructor.

**MISSED QUIZZES:** No rewrites. Option of accepting the 0 for not being there or to have value of missed quiz added to the next quiz.

### GROUP ADVERTISING AND SALES PROMOTION CAMPAIGN PLAN:

8 groups of 3 or 4 members each

Written agreement with an organization. You are designing a campaign for them to use as they see fit. The more information the company will give you, the better the campaign plan will be. You MUST warn them that the information will be discussed in class and presented.

DESCRIPTION	DETAILS
Preliminary Report (2-3 pages)	January 17
Midterm Report (5-10 pages)	March 7
Final Campaign Plan (20 pages)	April 9 (last day of classes)
	ALL REPORTS TO BE TYPED
GROUP PRESENTATIONS	20 minutes each Out of class time to be scheduled (TBA)
***To be able to complete required course content within remaining time without loss to student learning and to ease the availability of community co-evaluator(s) for the group presentations.	
EVALUATION CRITERIA FOR FINAL PLAN and GROUP PRESENTATION	Spelling, quality of writing, presentation, creativity, practicality and application of studied materials will all be evaluation factors according to predetermined criteria

(Revisions made after consultation with  
Tom Thompson and BA faculty.)  
January 27, 1997