

**Florida Gulf Coast University
Lutgers College of Business
Department of Marketing**

**MAR 4930 (Special Topics in Marketing)
Advanced Promotional Writing and Design (CRN 13937)
SPRING 2020**

Subject to change as deemed necessary and appropriate by the course instructor

Course Information

Credit:	3
Course Mode:	On Campus
Meets:	Thursdays, 4:30 p.m. – 7:15 p.m. Griffin Hall, Room 114
Instructor:	Michael W. Kennedy, MBA Instructor I
Email:	mwkennedy@fgcu.edu
Office Hours:	Mondays and Wednesdays 2:30 –3:30 and by appointment
Office:	Modular 2, Room 36
Phone:	(239) 590-1877

LCOB Vision:

The Lutgers College of Business will be nationally renowned in providing students with the education and capabilities to take leading roles in a diverse and global environment.

LCOB Mission:

The Lutgers College of Business educates students from Southwest Florida and beyond to address local and global business challenges. We are dedicated to student learning, scholarship, service, and community relationships that foster entrepreneurship and economic growth.

Course Description:

This course offers students the opportunity to improve their writing skills and produce specific content required in the marketing world. This includes advertising and promotional writing and writing for specific media outlets. The course will provide experience in writing for digital media platforms and the creation of video scripts and feature articles as well as other marketing-related materials.

Prerequisite – MAR 3023 Intro to Marketing

Course Overview:

Welcome to Advanced Promotional Writing and Design. The goal of this class is to go beyond the skills and techniques you picked up in Intro to Marketing and other courses within your major and produce innovative creative content appropriate for digital, print and broadcast media.

We will exercise your creativity, develop storytelling techniques and fine tune your writing and marketing expertise. We will expand your knowledge of photography and video production while adding to your portfolios. As you did in your other marketing classes, you will learn to judge the importance of information, set priorities and adapt your writing to meet the needs of the media you are working with.

You also will further develop a rich understanding of the relationship between marketing practitioners and key intervening publics, such as media personnel, opinion leaders and influencers.

Even with all the new technological advancements, writing well remains a necessary skill in the marketing profession. This course will even further improve your writing skills and combine these skills with visual elements to prepare you to communicate effectively with various publics using a combination of tactical materials.

Teaching Philosophy:

The textbook provides an excellent framework for introducing students to the study of writing from a variety of perspectives. My objective is to bring to life these principles of writing and design from my real-world corporate, agency and nonprofit marketing, advertising and public relations experiences (*and* your experiences as well).

The fundamental concepts we'll discuss will prepare you for further development in your professional career. Coming to class, asking questions, and participating in discussions will enhance your learning experience. Our discussion will provide you with a firm foundation and understanding of different promotional writing styles and to see how writing, design and video work together for the greater good of your organization and the publics it serves.

Course Objectives and Student Learning Outcomes:

Upon successful completion of this course, students should be able to:

- Employ and build upon the foundational knowledge and skills acquired in Intro to Marketing (MAR 3023) to create specific written and visual marketing and public relations related content. This includes producing: ad and promotional copy, feature stories, multi-media news releases, photo essays, videos, social media posts and other content as assigned.
- Stretch your creative muscle to develop engaging, informative and persuasive content.
- Strategically evaluate and apply concepts of audience identification, key messaging, persuasion, and distribution channels in determining and creating effective communication strategies and tactics.
- Apply rules of AP (Associated Press) style, correct punctuation and grammar, and consistent industry design standards to formatting and structure for all required course projects.
- Develop and apply a working knowledge of the media environment (including legacy, online and emerging) required for the forth "P" of the Marketing Mix.

- Identify and resolve ethical considerations in creating communication strategies.
- Add to your professional portfolio by creating professional quality content specific to print, broadcast and online/social media platforms utilized in marketing and public relations to reach identified customers, stakeholders and audiences.

Course Content:

Class meetings will consist of lectures, analysis and discussion. Students will prepare four homework assignments to be handed in by their due date. **A total of 100 points will be deducted from your overall point score for each missing assignment. These papers are assigned to produce a learning outcome; therefore, they must be handed in on time. The Instructor's record of whether a case paper was handed in will be the final determinant.**

Please keep a record of case papers handed in. Sometime between the second exam and the final project each student should check with the Instructor to determine if his/her own record matches mine.

Required Text:

Public Relations Writing and Media Techniques, Eighth Edition. Authors: Dennis L. Wilcox and Bryan H. Reber. Pearson, 2016. **ALWAYS BRING YOUR BOOK TO CLASS.**

Other Required Materials:

1. Articles and videos distributed in class and/or posted online.
2. USB drive for course work.
3. Android or iPhone capable of shooting photos and video.

Optional Text: AP Stylebook. You may use the 2019, or online version (available through the FGCU library).

Recommended Text:

Elements of Style by William Strunk Jr. and E.B. White.

Articles, case studies and homework assignments to be distributed in class and/or posted on Canvas.

Class Participation/Professionalism/Attendance Policy:

Each student is expected to actively contribute to class discussions, as this mirrors real life business situations and this is the way we all learn from each other. Thus, a component of your grade will be based on your classroom performance. Even though we have a lot of material to cover, there will be ample time for discussion. Raise your hand often. While you are not expected to know the correct answer every time, if you have been keeping up with the reading, you should be able to answer most questions. In any event, each student will be called upon during class meetings, even if your hand is not raised.

Your presence in class is necessary to class participation. Because of the term's duration, no unexcused absences are allowed. Excessive absences will result in a lower grade for this grade component and may also result in a lower final grade or a failure for

the course. Your successful role in class discussion will necessarily be a value judgment by me, not subject to negotiation. In other words, if you “actively” participate, you will get a good grade for this course segment.

If you are absent, be sure to find out what you missed in class (lecture notes, homework assignments, etc.) from a fellow student. **It is your responsibility to find out from a classmate what you missed. Please do not contact me or come up and ask me in the following class, “What did I miss in class?” or “Did I miss anything important in class?”** (Note: If there are any handouts for the class you missed, I will save one for you and give it to you in our next class session OR if you come in to see me during my office hours or you may designate a classmate to get one for you.)

Attendance at all classes is expected and is part of your grade in this course. However, I understand that there may be emergencies that prevent you from coming to class, so you can miss a class and still get an A in your attendance grade.

Every class you miss counts as a point. Other factors that can affect your attendance grade are coming to class on time, and remaining for the full period. Late arrival and early departure will add to your attendance points. Attendance points can also increase due to inappropriate classroom behavior such as sleeping, unauthorized use of your cell phone, or going in and out of the classroom for anything other than emergency reasons. In other words, attendance is about more than just being physically in the room. It also means being attentive and actively involved in the lesson, discussion, and activity for the day.

The attendance grade is based on how often you are in class, NOT the reason you missed class.

ALERT: You will fail the course if you accumulate more than 5 points.

Every time you miss a class, it counts as 1 point; other factors (late arrival/early departure mentioned above) count for 1/2 point. Missing classes also counts on your participation grade.

Attendance is critical for students to achieve the learning outcomes for the class. Students are expected to attend each class and be on time for class. Attendance will be monitored for each class. To receive credit for attending class, a student must be present for the entire class period. As previously stated, when you miss a class, it is your responsibility to obtain any information that was covered in class from other class members. The following explains the FGCU Class Attendance Policy for Authorized and Excused absences. These are only exceptions for a student to miss a class without a penalty to a student’s final grade.

AUTHORIZED ABSENCE: An authorized absence is an absence due to participating in a sponsored activity that has been **approved in advance by the program director and the appropriate student affairs officer.** Such an absence permits the student to makeup the work missed when practical or to be given special allowance so that he/she is not penalized.

EXCUSED ABSENCE: An excused absence is an absence due to other causes such as illness, family emergency, death in the family, or religious holiday. A student seeking an excused absence should **obtain documentation such as a physician’s statement, accident report, or obituary** and contact all instructors or the Office of the Dean of Student Affairs.

Audio/video recordings of the lecture is not permitted. To help you focus, **the use of phones is prohibited in class.** Laptops or tablets may be used for note taking on a trial basis. **Students may not e mail, text or otherwise make contact with others while in class.**

Lateness/leaving early will also greatly affect your professionalism grade. If lateness becomes a chronic problem once the semester is underway, I will make adjustments to the lateness policy such as locking the door after the start of class.

GRADING FOR ATTENDANCE:

If you use zero points, perfect attendance:	100/A PERFECTION!
If you use 1 point:	95/A
If you use 2 points:	85/B
If you use 3 points:	75/C
If you use 4 points:	60/F
If you use 5 points:	0/F FAIL THE COURSE

Contact:

My work requires me to be in other classes throughout the university or off-campus, thus I may not be in my office (Modular 2, Room 36) except during my posted office hours. The best way to contact me is through my **FGCU email at mwkennedy@fgcu.edu**. Please do not contact me via Canvas email. Please do not wait until the last minute to send me your questions. I try to respond to all emails within 24 hours, there are times when I may not be able to do so.

Grades:

Grades will be based on how well each student performs on written assignments, class discussions, and other assignments. **Any grade or participation issues must be address with the professor within two weeks of posting.**

Course Grading:

Grading for this course will follow this breakdown:

Written and Visual Assignments (7 total - 100 points each)	700 points
In-class Activities and Exams (4 total – 50 points each)	200 points
Final Project (Two-parts/content & presentation)	500 points
Attendance	200 points
Participation/Professionalism	200 points
TOTAL	1,800 points

Grading:

The final course grades will be assigned according to the following schedule:

Course grades (as shown above) will be assigned based upon the following scale:

93.00-100	A	83.00-86.99	B	70.00-77.99	C	60.00-69.9	D
90.00-92.99	A-	80.00-82.99	B-	00.00-59.99	F		
87.00-89.99	B+	78.00-79.99	C+				

Exams:

There will be three (2) exams during this term. Note the dates in the course outline. (These dates are subject to change.) If a student misses a formally announced exam, a make-up will be given on a given date. **Without a verified excuse, a total of 10 points will be deducted from the student's make-up test score.**

Scantron forms are required for each test. No test can be taken without a Scantron form.

General Course Policies:

- Each student will be responsible for the following:
 1. All materials listed in the text and the syllabus.
 2. Class participation and attendance.
 3. All work assigned in class, whether on the syllabus or not.
 4. All information disseminated in class whether in the syllabus or not.
 5. All written work submitted must be typed and in Times New Roman, 12 point font, double spaced, with correct spelling and grammar and/or submitted as a Word document at the beginning of class on the assigned due date. All assignments handed in during class time must be **STAPLED before handing in (5-point deduction for all unstapled papers)**.
 6. Reading of all material to be discussed in class **prior** to class.

- Attendance Policy:

Attendance at all classes, for the entire period of each class, is required. (Presence is a precondition of participation.) Unavoidable absences must be cleared with the professor in advance. If not cleared in advance to the professor's satisfaction, an absence will result in a participation grade of F for that class.

- Participation Policy:

Class participation is a vital component to your learning in this class. Discussions in this class can touch on powerful personal opinions, ideas, and stories. Students need to respect and honor the sensitivity of the information shared by others in the course. Each student's participation grade is determined by both the quality and the frequency of comments made by the student in class, and those comments are evaluated in direct comparison to the participation of the other students in class.

In other words, simply speaking in class does not guarantee participation points—only comments that add value to the current discussion earn participation points.

- Late Work:

Incompletes are awarded only in rare cases. Assigned work not handed in at the designated time will not be accepted for full credit. Work handed in within 24 hours after the due date and time will be penalized 25% of the grade. Work handed in more than 24 hours late will be given a grade of zero (0).

- Fatal Error Policy:

I will stop grading a paper if it exhibits three or more of the fatal errors (listed below) on a single page or nine errors in total (whichever comes first). At that time, the paper will be returned to you and you will have one week to fix it (go to the writing center, have someone knowledgeable proofread it, etc.). If you don't make the necessary corrections, you will receive a grade of zero on the paper. If you do make the corrections, your paper will be graded and will receive a reduction of 5 percent off the original grade.

Each instance of the following is a Fatal Error:

1. Misspelled word
2. Sentence fragment
3. Run-on sentence or comma splice
4. Mistake in capitalization
5. Serious mistake in punctuation
6. Error in verb tense or subject/verb agreement
7. Sentence ending with a preposition
8. Improper citation or lack of a citation where one is needed
9. Serious grammar error that obscures meaning
10. Misuse of terminology

- Cheating:

Anyone caught cheating will receive an automatic grade of F for the course.

- Cell Phone/Electronic Devices:

Laptops or tablets may be used for note taking only. **Cell phones, and all other electronic equipment must be OFF and stowed when class is in session.** No exceptions, unless the device is being used for class purposes and approved ahead of time by the professor. If you use electronic devices during class without prior approval from your professor, your grade for the course will be lowered.

- Plagiarism:

Plagiarism includes using the work or words of others without proper citations. Copying an assignment from a friend, roommate, etc. is plagiarism. Any plagiarized work will be given a grade of zero (0).

Prior Notification Responsibility of Students:

No makeup will be allowed for any student who does not show up in class for a scheduled oral presentation, exam or other assigned activity without prior notification to

and approval of the Instructor. In such a case, the student will receive a grade of 0 for that assignment.

It is recognized that a student may, for one reason or another, not finish the required work of the course and apply for a late withdrawal, or a grade of Incomplete, after the official final withdrawal date. The Instructor will not contemplate any change of grade or grade status in such cases, unless the student (or someone who speaks for the student) makes this request *before the end of the semester*.

In such cases, the student or his/her representative, must offer proof to explain the reasons why the student is unable to complete the requirements of the course. The Instructor will then, in consultation with the Advising Office, determine if such a grade change is warranted. **A grade of “Incomplete” will not be considered unless the student is otherwise passing the course.**

If a student does not complete one or more assignments of the required work and/or ceases attendance prior to the end of the semester without such prior notification, a course grade of F will be entered for the student.

How a Student Can Succeed

- Attend each class and **be on time**. You signed up to be here in class **on time**.
- To do well in the class, I strongly encourage you to take notes during the class lectures.
- Review your notes and the concepts discussed in class **each day** rather than postponing your review just before the test.
- A gentle reminder, when we write things down, we tend to retain the information.

WRITTEN ASSIGNMENTS

There are seven written assignments required this term. Note each assignment has a due date and must be completed by due date. There are no exceptions. **If a student does not complete at least seven assignments on time a zero will be assigned to assignments not done.**

The assignments must be typed, double-spaced and your answer should demonstrate your knowledge and understanding of the concepts and issues. Check your spelling, use proper grammar, and sentence structure.

Subject to change at the discretion of the instructor

Date	Topic	Reading & Assignments
Week 1 Jan. 9	Part 1: Creativity and Storytelling Introductions Exploring Creativity Discuss Writing Fundamentals	Reading Due/Textbook: Chapters 1, 5
		Kick-off Class Activities Complete Attendance Requirement Quiz
Week 2 Jan. 16	Media Relations Persuasive Writing	Reading Due/Textbook: Chapters 2,3,4
		Writing Assignment #1 Due Jan. 19, 11:59 p.m.
Week 3 Jan. 23	Storytelling/Identifying Story Ideas Story/Ideas/Storytelling	Reading Due/Handouts
Week 4 Jan. 30	Part 2: Developing Content Creating Visuals: Photography	Reading Due/Textbook: Chapter 8
		Writing Assignment #2 (w/visual) Due Feb. 2 , 11:59 p.m. (post to Facebook)
Week 5 Feb. 6	Creating Visuals: Photos Photo Essays	Reading Due/Textbook: Chapter 8 In-class activity (graded) Writing Assignment #3 Due: Feb. 9, 11:59 a.m. (Post to Canvas)
Week 6 Feb. 13	Using Video Writing Scripts Mic instructions and handed out	Reading Due/Textbook: Chapter 9
		Visual/Photo Assignment #1 Due Feb. 16, 11:59 p.m. (post to Canvas only)

Week 7 Feb. 20	Practice in Using Video (con't) Interviewing	Visual/Video Assignment #2 Due Feb. 23, 11:59 p.m. (Post to Canvas)
Week 8 Feb. 27 March 1-7	Developing story ideas/Photography and Videography In-class Activity SPRING BREAK	Reading Due/Textbook: Chapters 10, 11 <hr/> Have Fun
Week 9 March 12 Week 10 March 19	Introduction to writing for Social Media Understanding Influence and Digital Media Writing for Social Media and Mobile Apps - Practice Writing for Digital Media/Social Media Understanding Influence and Digital Media Writing for Social Media and Mobile Apps - Practice Writing for Digital Media/Social Media	Reading Due/Textbook: Chapters 10, 11 <hr/> – In-class Activity (graded – E/C) Writing Assignment #4 Due: March 22, 11:59 p.m. (Post to Canvas)
Week 11 March 26	Feature Writing and Blogging	Reading Due/Textbook : Chapters 7, 12 Writing Assignment #5 Due: March 29, 11:59 p.m. In-class Quiz – Read your textbook!
Week 12 April 2	Visit to WGPU Measuring Success	Reading Due/Textbook): Chapters 17, 19 <hr/> In-class Quiz (graded)
Week 13 April 9	Part 3: Final Project Introduction to Final Project In-class Workday	
Week 14 April 16	Final Project: In-class Workday Presentations – Final Projects	Due: Final Projects to be submitted by start of class.

Week 15 April 23	Final Presentations Wrap Up:	In-class presentations of work.
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Final Exam: Thursday, April 30, 3:00 – 5:15, Griffin Hall 114

Note: Reading assignments should be completed by the date of class indicated. You should read the assigned material **before class begins** to ensure a more robust discussion and opportunity to ask clarifying questions.

Changes to the syllabus:

Please note that this syllabus is subject to change throughout the semester to accommodate timely, late-breaking topics and events. The availability of guest speakers may affect the schedule.

IMPORTANT DATES TO REMEMBER:

- Jan. 10 Last Day to Drop/Withdraw via Gulfline
 Deadline 5 p.m. (100% refund)
- Jan. 31 Last Day to Withdraw from All Classes for 25% refund
- March 27 Last Day to Drop/Withdraw without an Academic Penalty

Academic Behavior Standards and Academic Dishonesty

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under **the Student Code of Conduct and Policies and Procedures** sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>

University Nondiscrimination Statement:

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC's phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

Disability Accommodations Services

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an

accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

Student Observance of Religious Holidays

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

Resources for Faculty General Education

Information on General Education program requirements is available online at

http://www.fgcu.edu/General_Education/index.html

Service-Learning

Information on integrating service-learning into the course and course syllabus is available online at <http://www.fgcu.edu/Connect/>

Distance-Learning

Information on distance learning courses is available online at <http://itech.fgcu.edu/distance/>

Online Tutorials

Information on online tutorials to assist students is available online at

<http://www.fgcu.edu/support/Approved>

Canvas Learning Management System and Demonstration Site Information

on Canvas is available online at <http://canvas.fgcu.edu/> and

<https://fgcu.instructure.com/courses/7692>

Library Resources

Main page: <http://library.fgcu.edu/>

Tutorials & Handouts:

<http://library.fgcu.edu/RSD/Instruction/tutorials.htm> Research

Guides: <http://fgcu.libguides.com/>

Faculty Support: http://library.fgcu.edu/faculty_index.html

Contact us: <http://library.fgcu.edu/LBS/about/contactus.html>

Counseling and Psychological Services (CAPS)

Counseling and Psychological Services (CAPS) provides free counseling and therapy services (including psychiatry) to all FGCU students. Please walk in to the new Student and Community Counseling Center building (behind Seidler Hall, behind Dunkin Donuts, just west of the observatory) on the 3rd floor any week day between 8:30 and 4:30 to schedule an initial contact appointment. Visit the CAPS website at www.fgcu.edu/caps for more information. CAPS offers a 24/7 Helpline at (239) 745-3277 (EARS).