



North Central State College

MASTER SYLLABUS

2025-2026

A. Academic Division: Engineering Technology, Business & Criminal Justice Division

B. Discipline: Business Administration

C. Course Number and Title: BUSM2110 Promotion and Advertising

D. Assistant Dean: Brooke Miller, M.B.A.

E. Credit Hours: 3

F. Prerequisites: ENGL 0040 (minimum grade of C-) or qualifying placement test score

G. Last Course/Curriculum Revision Date: Fall 2025 Origin date: 09/20/2011

H. Textbook(s) Title:

Essentials of Social Media Marketing & Mimic Social Bundle

- Author: Stukent
- Copyright Year:
- Edition:
- ISBN: 9780999630242

I. Workbook(s) and/or Lab Manual: None

J. Course Description: The purpose of this course is to examine *advertising* as both a science and an art. We will attempt to blend the basic skills as detailed in the textbook with a variety of practical experiences that will culminate in group *ad* presentations. Topics covered will include the structure of the advertising business, knowing the consumer, selecting appropriate media, the uses of research, the preparation of "ad" copy and design layouts, and the future of advertising. Special attention will be directed to the goals of local advertising.

K. College-Wide Learning Outcomes

College-Wide Learning Outcomes	Assessments - - How it is met & When it is met
Communication – Written	
Communication – Oral	
Intercultural Knowledge and Competence	
Critical Thinking	
Information Literacy	
Quantitative Literacy	

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

Outcomes	Assessments – How it is met & When it is met
1. Define advertising to include classifications, evolution and functions.	Exams/quizzes throughout the semester but primarily assessed on exam – First half of the term
2. Identify and debate the social and ethical considerations surrounding advertising to include government intervention and regulation of the ad industry.	Exams/quizzes throughout the semester but primarily assessed on exam during – First half of the semester
3. Be able to apply research and planning principles to advertising and marketing.	Exams/quizzes throughout the term; but primarily assessed on exam during the first half of term. As well as the Ad Project due at the end of the term; and the Media Buying Memo due middle of the term
4. Understand the objectives and format elements of creative copywriting.	Exams/quizzes throughout the semester. Ad Project due second half of the term Ad Reviews and Critiques due throughout the term
5. Apply common advertising layout strategies and design a product advertisement.	Ad Project due end of term Ad Reviews and Critiques due throughout the term
6. Distinguish the difference between public relations and advertising by learning the tools and concepts of public relations professionals.	Exams/quizzes throughout the term; but primarily assessed on exam. Ad Project due at the end of term
7. Apply media planning and selection strategies to include understanding media mix.	Exams/quizzes throughout the semester but primarily assessed on exam. Ad Project due at the end of term. Ad Reviews and Critiques due throughout the term

M. Recommended Grading Scale:

NUMERIC	GRADE	POINTS	DEFINITION
93–100	A	4.00	Superior
90–92	A-	3.67	Superior
87–89	B+	3.33	Above Average
83–86	B	3.00	Above Average
80–82	B-	2.67	Above Average
77–79	C+	2.33	Average
73–76	C	2.00	Average
70–72	C-	1.67	Below Average
67–69	D+	1.33	Below Average
63–66	D	1.00	Below Average
60–62	D-	0.67	Poor
00–59	F	0.00	Failure

N. College Procedures/Policies:

North Central State College believes that every student is a valued and equal member of the community.* Every student brings different experiences to the College, and all are important in enriching academic life and developing greater understanding and appreciation of one another. Therefore, NC State College creates an inclusive culture in which students feel comfortable sharing their experiences.

Discrimination and prejudice have no place on the campus, and the College takes any complaint in this regard seriously. Students encountering aspects of the instruction that result in barriers to their sense of being included and respected should contact the instructor, assistant dean, or dean without fear of reprisal.

* *Inclusive of race, color, religion, gender, gender identity or expression, national origin (ancestry), military status (past, present or future), disability, age (40 years or older), status as a parent during pregnancy and immediately after the birth of a child, status as a parent of a young child, status as a foster parent, genetic information, or sexual orientation*

Important information regarding College Procedures and Policies can be found on the syllabus supplement located at

<https://ncstatecollege.edu/documents/President/PoliciesProcedures/PolicyManual/Final%20PDFs/14-081b.pdf>



North Central State College
SYLLABUS ADDENDUM

Academic Division: Engineering Technology, Business & Criminal Justice Division **Discipline:** Business

Course Coordinator: _____

Course Number: BUSM2110 **Course Title:** Promotion & Advertising

Semester / Session: Fall 202x / Session A **Start / End Date:** 10/13/2025 thru 12/12/2025

Instructor Information

Name: Paula Waldruff **Credentials:** Associate, Business Administration, B.S, Business Management, MBA

Phone Number: 419-566-3038 **E-Mail Address:** pwaldruff@ncstatecollege.edu

Office Location: Adjunct **Office Hours:** Adjunct

I. Topical Timeline / Course Calendar (Subject to Change):

Weeks	Topics	Assignment	Due Date
1	Intro to Advertising, SM and Personal Branding	Perspective on Advertising Discussion, Ad Appeal and Paid, Owned Earned Assignments, Chapter 1 & 2 quizzes	10/19
2	Marketing Strategies, Target Markets, Facebook, Stinternship	Super Bowl, Consumer Decision Making, and Copywriting Assignments, Stinternship Rounds 1 & 2, Chapter 3, 4 & 5 Quizzes	10/26
3	Twitter, Snapchat, LinkedIn, Pinterest and Target Markets	Developing a Target Market and SWOT Analysis assignment, Stinternship Rounds 3 & 4, Chapter 6, 7, 8 & 9 Quizzes.	11/2
4	YouTube, TikTok and Midterm Exam	Stinternship Round 5, Chapter 10 & 11 Quizzes, Reflection and Midterm Exam	11/9
5	Blog, Vlogs, Webinar, Marketing Campaigns and AIDA Model	Write a Blog, AIDA Model Assignment, Stinternship Rounds 6 & 7, Chapter 12, 13 & 14 Quizzes	11/16
6	Employee Advocacy, Public Relations and TV, Radio & Print	Employee Advocacy, SM Crisis and Future of Radio, TV & Print assignments, Stinternship Rounds 8 & 9, Chapter 15 Quiz	11/30(Holiday Week)
7	Social Media Policies, Crises Response Plan, Social Selling, Regulation, Analytics and ROI	Regulation and SM Policy Assignments, Stinternship Rounds 10, 11 & 12, and Chapter Quizzes 16, 17, & 18	12/7
8	Final Project	Final Project and Reflection	12/12

II. Grading and Testing Guidelines:

Final Grade Calculation

Activity	Qty	Points	Percentage
Various Chapter Assignments	14	210	30%
Discussions	2	20	3%
Reflections	2	20	3%
Stinternship Rounds	12	120	17%
Chapter Quizzes	18	180	25%
Mid-Term Exam	1	60	8%
Final Project	1	100	14%

Course Number: _____
Semester / Session: _____

Course Title: _____
Start / End Date: _____

Grading scale is the college grading scale:

NUMERIC GRADE POINTS DEFINITION

93–100 A 4.00 Superior
90–92 A- 3.67 Superior
87–89 B+ 3.33 Above Average
83–86 B 3.00 Above Average
80–82 B- 2.67 Above Average
77–79 C+ 2.33 Average
73–76 C 2.00 Average
70–72 C- 1.67 Below Average
67–69 D+ 1.33 Below Average
63–66 D 1.00 Below Average
60–62 D- 0.67 Poor
00–59 F 0.00 Failure

III. Examination Policy:

1. The reasons for which a student will be excused from taking an examination include:
 - a. Hospitalization (with documented verification)
 - b. Death in the immediate family (with documented verification)
 - c. Personal illness or illness in immediate family - (doctor's excuse required).
2. A student who misses an examination for any reason is responsible for contacting the professor to:
 - a. Discuss if there is an opportunity it make it up.
 - b. Discuss if there is a penalty of any kind based on the circumstances

IV. Class Attendance and Homework Make-Up Policy:

Class attendance is recorded by completion of weekly assignments and activities. Logging into Canvas and accessing the course is not counted as attendance.

· Except for the final project, all assignments are allowed to be submitted late; there is a 10% late point deduction for each day late with a maximum deduction of 20%.

· Contact the instructor in advance if you are unable to meet a deadline to determine if an alternate schedule can be considered.

Excused absences include:

- a. Hospitalization
- b. Death in the family
- c. Personal illness or illness in immediate family
- d. Military leave
- e. Travel for employment

V. Classroom Expectations:

All students are expected to demonstrate professional behavior and use language appropriate for the learning experience, both written and orally.

· For online classes, students are required to have access to an internet connection and a laptop or desktop computer. The college provides free computer labs - <https://ncstatecollege.edu/student-services/computer-labs/> and loaner laptops - <https://ncstatecollege.edu/advocacy-and-resources/> - select Technology Resources