



Advertising & Public Relations Strategies
3 Credits
ADM 203-HY6
Spring 2022

Instructor: Kathy Mitchell, M.Ed.

Office: Thursday, before/after class or upon need/request

Office Hours: Upon need/request

Class Location: Hybrid

Class Meeting Times: Thursday, 6:00-8:40pm

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Office Phone: (928) 674-9404

*after 4 pm

Required Materials:

Textbook: Advertising & Integrated Brand Promotion, 8E

ISBN: 9781337110211

Tools: Textbook, Internet

Lab Fee: N/A

Mission Statement

Navajo Technical University's mission is to provide college readiness programs, certificates, associate, baccalaureate, and graduate degrees. Students, faculty, and staff will provide value to the Diné community through research, community engagement, service learning, and activities designed to foster cultural and environmental preservation and sustainable economic development. The University is committed to a high quality, student-oriented, hands-on-learning environment based on the Diné cultural principles: *Nitsáhákees, Nahátá, Íina, Sihasin*.

Course Description: This course will provide students with the knowledge of how to present a business to the public and will teach students about the tools available that will give business documents/publications a polished and professional appearance. Students will produce their own business cards and brochures, write a newsletter, and produce a publication that profiles the students at Navajo Technical University. These projects will create an understanding of the importance and usefulness of marketing as a strategy in the marketplace.

Course Objectives

After successfully completing this course, students will become proficient in understanding the concepts of Advertising and Public Relations Strategies and its impact on our world today.

Advertising & Public Relations Strategies Objectives:

1. Define graphic design, become familiar with the major graphic design disciplines, learn about working in the fields of graphic design and advertising, be introduced to ethics in graphic design.
2. Examine the formal elements of graphic design, understand the principles of design, comprehend visual hierarchy, learn about scale.
3. Gain knowledge of anatomy and nomenclature, learn type classifications, pick up the basic principles of designing with type, learn about typeface pairings, consider spacing, become familiar with web type basics, learn about expressive typography.

4. Learn the five phases of the design process.
5. Relate creative thinking to graphic design, recognize the characteristics of a creative thinker.
6. Understand how visuals are classified, learn about signs and symbols, study the basics of designing icons, acquaint yourself with drawing for designers and graphic interpretations, begin to learn about designing with color, apprehend storytelling through visualization.
7. Learn the fundamentals of composition, grasp how to create the illusion of spatial depth, learn the importance of grouping, know the purpose of guiding a viewer through design.
8. Gain knowledge of mathematical ratios and proportional systems, learn about the use of the grid.
9. Learn the purpose of posters, understand posters in context, appreciate a poster designed as social commentary
10. Understand the purpose of cover design, become acquainted with the process of designing a cover.
11. Define branding, understand its purpose & process, understand and learn about the purpose of visual identity, comprehend the purpose of a logo, begin learning to design a logo, recognize the various logo forms and formats, become acquainted with letterhead design, learn about designing a business card.
12. Grasp the purpose of advertising, become aware of who creates advertising, understand the advertising design process, grasp the role of storytelling in advertising, examine what constitutes an advertising campaign, realize the strategy behind commercials.
13. Know key steps in the website design development process, grasp the basics of motion understand visual basics for screen-based media.
14. Realize the purpose of a brochure and other multipage formats become familiar with the brochure design process understand what an annual report is and its purpose.
15. Understand the purpose of package design, learn about the package design process, be aware of sustainable design practices.
16. Realize the purpose of a portfolio, be prepared for the job search process and become familiar with the interview process

COURSE OUTCOMES	COURSE MEASUREMENTS
In class research, activities	In-class assignments (attendance/participation)
Homework, Research Paper	Homework <i>Homework Assignments should include:</i> <i>Name</i> <i>Class</i> <i>Assignment/Chapter</i>
Evaluation of Advertising & Public Relations Strategies	Chapter Quizzes/Tests/Midterm/Final
Participation/Discussion	Attendance

2022 Spring – Monthly Schedule

Week	Date*	Chapters	Assignment TBD:	Quiz
1	Thursday, January 20, 2022	Introduction		
2	Thursday, January 27, 2022	Ch. 1		
3	Thursday, February 3, 2022	Ch. 2		
4	Thursday, February 10, 2022	Ch. 3		
5	Thursday, February 17, 2022	Ch. 4		
6	Thursday, February 24, 2022	Ch. 5 & 6		
7	Thursday, March 3, 2022	Ch. 7		
8	Thursday, March 10, 2022	Ch. 8 & 9/Midterms		
9	Thursday, March 17, 2022	Spring Break		
10	Thursday, March 24, 2022	Ch. 10		
11	Thursday, March 31, 2022	Ch. 11		
12	Thursday, April 7, 2022	Ch. 12 & 13		
13	Thursday, April 14, 2022	Ch. 14		
14	Thursday, April 21, 2022	Ch. 15		
15	Thursday, April 28, 2022	Ch. 16 & 17		
16	Thursday, May 5, 2022	Ch. 18		
17	Wednesday, May 12, 2022	FINAL		

*Schedule subject to change

Grading Plan:

90-100 = A
 80-89 = B
 70-79 = C
 60-69 = D
 0-59 = F

Weighted Grade:

80% In-class assignments/homework
 20% Midterm/Final

Course Policies

Grading Policy

Each student must do his or her own homework and case studies. Discussion among students on homework and cases is encouraged for clarification of assignments, technical details of using software, and structuring major steps of solutions - especially on the course's website. Students must do their own work on the homework and exam. Cheating and Plagiarism are strictly forbidden. Cheating includes but is not limited to: plagiarism, submission of work that is not the student's own, submission or use of falsified data, unauthorized access to exam or assignment, use of unauthorized material during an exam, supplying or communicating unauthorized information for an assignment or exam.

Participation

Students are expected to attend and participate in all class activities- as listed above, as it is 1-10% of the grade. Points will be given to students who actively participate in class activities including field trips, laboratories, and ask questions of guest speakers and other presenters.

Cell phone and headphone use

Please turn cell phones off or place them on silence or vibrate mode **BEFORE** coming to class. Also, answer cell phones **OUTSIDE OF CLASS** (not in the classroom). Exercising cell phone use courtesy is appreciated by both the instructor and classmates. Headphones are to be removed before coming to class.

Attendance Policy

Students are expected to regularly attend all classes for which they are registered. A percentage of the student's grade will be based on class attendance and participation. Absence from class, regardless of the reason, does not relieve the student of his/her responsibility to complete all course work by the required deadlines. Furthermore, it is the student's responsibility to obtain notes, handouts, and any other information covered when absent from class and to arrange to make up any in-class assignments or tests if permitted by the instructor. Incomplete or missing assignments will necessarily affect the student's grades. Instructors will report excessive and/or unexplained absences to the academic counselor for investigation and potential intervention. **Instructors may drop students from the class after 3 absences unless prior arrangements are made with the instructor to make up work and the instructor deems any excuse acceptable. Students are required to attend a minimum of 42 contact hours for each 3 credit hour course. Signing in does not constitute attendance.**

Academic Integrity

Integrity (honesty) is expected of every student in all academic work. The guiding principle of academic integrity is that a student's submitted work must be the student's own. Students who engage in academic dishonesty diminish their education and bring discredit to the college community. Avoid situations likely to compromise academic integrity such as: cheating, facilitating academic dishonesty, and plagiarism; modifying academic work to obtain additional credit in the same class unless approved in advance by the instructor, failure to observe rules of academic integrity established by the instructor.

Diné Philosophy of Education

The Diné Philosophy of Education (DPE) is incorporated into every class for students to become aware of and to understand the significance of the four Diné philosophical elements, including its affiliation with the four directions, four sacred mountains, the four set of thought processes and so forth: Nitsáhákees, Nahát'á, Íina and Siih Hasin which are essential and relevant to self-identity, respect and wisdom to achieve career goals successfully.

Students with Disabilities

The Navajo Technical College and the General Science program are committed to serving all enrolled students in a non-discriminatory and accommodating manner. Any student who feels he/she may need an accommodation based on the impact of disability, or needs special accommodations should inform the instructor privately of such so that accommodations arrangement can be made. Students who need an accommodation should also contact the Special Needs Counselor, Malcolm McKerry, whose phone number is 505-786-4138.