Mission
To educate students to be self-directed learners, collaborative workers, complex thinkers, quality producers, and community contributors

Course Description
Discover the principles and practices of advertising that is all around you. Students discover the role of advertising within marketing, current advertising strategies and techniques, and careers within the industry. This hands-on, project oriented class allows students to create various ads in print media, electronic media, social media, and non-traditional media that appeal to specific target markets. In the culminating project, students create an advertising campaign for a local business client. A Chromebook or your laptop will be required every day.

Semester Grade Calculation for Each Semester:
Coursework: 85% Semester Grade
- Formative: Demonstration and application of knowledge of advertising concepts:
  - 20% of Course Work
- Summative: Creation of advertising media/production & distribution:
  - 80% of Course Work
Final Exam: 15% of Semester Grade
- Your Advertising Campaign/portfolio is your Final Exam grade, and includes a professional presentation.

Semester Grade
- 85% Coursework
- 15% Final Exam

Grading Disbursement:
A= 90-100 B= 80-89 C= 70-79 D=60-69 F= <59

Reassessment Policy
Retake Policy (retakes are only on summative work, excluding final exams):
- Students are only allowed retakes on summative assessments which they receive a 79% or below.
- The maximum grade the student can get on the retake is an 80%.
- The higher of the two scores will be entered in Infinite Campus.
- The retake times and locations are left up to the individual teacher.
- Students are required to meet with the teacher to determine additional practice to be completed before reassessment.

Late Work
May be accepted upon discretion of the teacher.

Make Up Work
Missing work due to an excused absence must be made up in a reasonable amount of time. Please see me to make arrangements.

Course Outline
Instructional Methods:
This course is taught through discussions, hands-on activities, lectures, guest speakers, field trips, and videos. Web assignments and marketing publications are used as supplements to stay abreast of advertising issues.

Learning Environment
This class will be a “hands-on” learning experience where you will function in a professional environment and work as a team. Each team will create promotional pieces throughout the semester. Many of these will be for a real client. This may include doing research, marketing analysis, media evaluation and creative development. You will be analyzing a brand - its competition, its positioning, its marketplace, its consumers - to develop a sound integrated marketing communications strategy for the company. You will then create a campaign based on this strategy.

Supplies/Materials
Bring Daily:
- Binder or folder
- Chromebook
- Pen/Pencils
- Creativity
- Winning Attitude

Communication
- Teachers make every effort to respond to emails and phone calls within 48 hours during the workweek.
- The best way to communicate with teachers is through email; however, if you haven’t received a response in 48 hours, please resend the email or call their voicemail. Your email may have been filtered.

Parents and Guardians
- Please actively check Infinite Campus for your student’s progress in the course
  - Infinite Campus is a communication tool until final grade is posted.
- Please contact the teacher if there are questions or concerns about your student’s learning and progress in the course

Academic Integrity: Acts of academic dishonesty compromise the core values and undermines the process by which knowledge is created, shared, and evaluated. Consequently, when evidence of cheating or plagiarism exists, the assignment will receive no credit and your dean will be contacted as well as your parents.