



Texas A&M University-Commerce
MKT 366-01W: Marketing Promotion

ONLINE COURSE SYLLABUS

COURSE INFORMATION

MKT 366-01W: Marketing Promotion
Fall 2012 - 3 Credit Hours



Professor / Instructor Contact Information/Bio

Mary Anne Doty, Marketing Instructor, BA 211
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Mary Anne Doty has been a faculty member in the Department of Marketing and Management, College of Business and Technology, at Texas A&M University-Commerce since 2003. Over the past 28 years she has taught undergraduate business courses at the Universities of Arizona, Kentucky and Maryland, as well as at Eastern Kentucky University and Southern Methodist University. A generalist, Professor Doty has taught courses in Business Strategy, Marketing, Retail Management, Advertising and Promotions, Sales, Product Management, Entrepreneurship, Channels of Distribution, Sports Marketing and Global Consumer Behavior. Mrs. Doty received her MBA and was all but dissertation (ABD) for a Doctorate in Business Administration from the University of Kentucky.

In addition to her teaching experience, she has been a marketing consultant and has worked in event planning and political marketing. Professor Doty performs market research, develops strategic plans for new product launches, and does competitive analysis in her consulting work. Previous clients included Texas Instruments, Raytheon Corporation, Analog Devices, Inc, and Nortel Networks. Mrs. Doty continues to work with industry as a consultant and a provider of executive education programs.

Materials – Text

Advertising Promotion and Other Aspects of Integrated Marketing Communications, 8th Edition by Terence A. Shimp; South-Western Publishing, 2010. Textbook ISBN-10: 0-324-59360-0. The list price is around \$240 new at the bookstore, but you can probably find used copies online if you order early. If you go to Centgauge brain, you can get the eBook for \$122.49, or rent chapters. The book is ESSENTIAL to your success in this class.



Course Description

This is an advanced course designed to give students a strong theoretical background in advertising management issues, along with a practical understanding of how the elements in a marketing communications plan can help marketers achieve their objectives. Prerequisite: MKT 306.

Goals / Rationale of the course:

- Students will be able to use this course to understand the marketing communications function (marcom) within organizations and apply marcom tools at the brand/product level.
- The focus is on marketing promotion from the management (client) viewpoint as we apply these concepts by developing a team advertising and promotional campaign.
- The course is organized with weekly assignments. Exams/ discussion will be grouped in three modules: CH 1, 2, 4-7 (Aug 27- Sept 26); CH 8-13 (Sept 27- Nov 6); and CH 15-19, 21 (Nov 7- Dec 12).

Course Outcomes/Objectives

This course aims to improve student understanding of concepts, principles, problems and applications of marketing promotion. After completing this course, students should be able to:

1. Demonstrate an understanding of Integrated Marketing Communications concepts, principle and terminology.
2. Analyze a specific IMC campaign, including media strategy, target market selection, message content and evaluation criteria.
3. Apply IMC concepts in developing a limited promotional campaign that includes message development and media selection for a product or service.
4. Demonstrate project management skills as they work cooperatively on a team project.

TECHNOLOGY REQUIREMENTS

The following technology is recommended to be successful in this online course: Internet connection – high speed recommended (not dial-up) and Word Processor. Additionally, the following hardware and software are necessary to use eCollege:

Our campus is optimized to work in a Microsoft Windows environment. This means our courses work best if you are using a Windows operating system (XP or newer) and a recent version of Microsoft Internet Explorer (6.0, 7.0, or 8.0). Your courses will also work with Macintosh OS X along with a recent version of Safari 2.0 or better. Along with Internet Explorer and Safari, eCollege also supports the Firefox browser (3.0) on both Windows and Mac operating systems. It is strongly recommended that you perform a “Browser Test” prior to the start of your course. To launch a browser test, login in to eCollege, click on the ‘myCourses’ tab, and then select the “Browser Test” link under Support Services.

COURSE REQUIREMENTS

Activities / Assessments

This course is made up of a series of assignments and assessments to assist you in achieving the course and module learning objectives/outcomes. Each week you will work on various combinations of assignments, activities, discussions, readings, research, etc. which will be made available to you by each Monday and close on the date given in your course schedule.

Exams: (45% of total course grade)

Closed book exams will cover the required textbook reading and the content of the online lectures. Complete the exams online by accessing the eCollege exam tool. The exams will be timed and grades made available to students following the submission of the exam. If you lose Internet connectivity during the exam, log back in immediately and continue on with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the eCollege Helpdesk immediately so that your issue is documented with a helpdesk ticket number. Considerations regarding exam issues will be made by the instructor on an individual basis based on the documentation.

Exams consist of 75 multiple-choice questions (worth 150 points each), with 60 minutes allowed to complete each exam. I will open the exam at 7 am on the assigned day, and close it at 11:30 pm. That means you must begin by 10:30 pm if you want the entire 60 minutes. Exams are closed book; using your book or notes, or working with another student is considered cheating and is grounds for a zero on the exam. Exam I is on Wednesday, Sept 26; Exam II is on Wednesday, Nov 6. Exam III is on Wednesday, Dec 12. Grading is objective, based on terms, concepts and examples from the textbook.

Discussions (15% of total course grade)

Each chapter will have at least 2 discussion questions for you to answer. Discussion topics will be available until the night before the exam over that material. I expect you to respond to each question as well as your classmates' postings. This is your opportunity to apply the concepts in the chapter to your own experiences or observations. **ONCE THE DISCUSSION BOARDS HAVE CLOSED, IT WILL BE TOO LATE TO PARTICIPATE IN THE MODULE OF CHAPTERS.**

Assessment Method: Your contributions to the discussion forums will be graded for **quality** over quantity, **timeliness** of your contributions, and **application** of the concepts with links to relevant news stories or youtube examples of advertisements. I will give more points to a thorough, detailed paragraph answer rather than many, short comments. There is also a penalty for waiting until the last 48 hours before the discussion closes. I understand that students may fall behind on a chapter but if most or all postings occur the last day, you have not contributed adequately to the discussion. Grading will be done at the conclusion of each module (CH 1, 2, 4-7; CH 8-13; and CH 15-19, 21), not at the end of each week.

Written Individual Assignment (10% of total course grade)

Students will complete an individual assignment, worth 100 points. The topic is to evaluate a company's investment in Summer Olympics 2012 Sponsorships. Select an official sponsor from this year's Olympics (I will give you a list with the assignment instructions). Analyze the content of the sponsor's advertisements, along with the approximate budget spent. Try to tie the sponsorship to the awareness and business results the brand has experienced. Determine the advertising objectives for the sponsorship and evaluate the effectiveness. The paper is due on **Wednesday, Oct 3**. The rubric at the end of the syllabus (excluding the creativity/originality criteria) will be used to evaluate this assignment.

Group Advertising and Promotion Campaign (25% of total course grade)

An important part of this course is applying what you have learned to real examples. The team project will begin mid-semester. Teams of 4 or 5 students will research the current marcom situation and advertising efforts of a brand or company, and develop a multi-media advertising campaign. The campaign will include examples of advertisements (television storyboards, magazine or newspaper mock-ups, radio ads, website design), along with the objectives, copy platform and strategy. Each project must include a television story board and at least one type of sales promotion. Other media choices (print, radio, Internet, etc) are up to your group. One member will upload the group paper (in its entirety) to the Dropbox. Be sure all names are on the first page, in alphabetical order.

Assessment Method: Papers will be graded on the comprehensiveness of the assignment (i.e. covering every element in the assignment), quality of research (using appropriate sources, objective sources), thoroughness of research (quantity of sources), quality of writing, incorporation of marcom terms and concepts in the paper, and creativity/originality of your recommendation. Team members will also evaluate your contribution, and if a member does not contribute or is unresponsive to emails from the team, they may be “fired”. *See the rubric at the end of the syllabus for specific grading criteria.*

Core Concept Quiz: (5% of total class grade)

The core concept quiz is a cumulative measure of your knowledge about marketing promotions terms and concepts which satisfy the objectives of this course. Questions will be multiple-choice. I will give you a list of terms to study about 2 weeks before the quiz on **Tuesday, Nov 20 or Wednesday, Nov 21.**

There will also be true/false quizzes which do not affect your grade. These quizzes are a study tool to give you quick feedback about what you understand from the readings. Once you have read the chapters, reviewed the Power Point presentations, and participated in discussion, the quiz will help you identify areas that need further review.

Grading

Total Points Possible for Semester = 1000

900-1000 = A
800-899 = B
700-799 = C
600-699 = D
0-599 = F

Weights for Assessment	
Core Concept Quiz	5%
3 Exams	45%
Discussion	15%
Individual assignment	10%
Advertising and Promo Team Plan	25%

ACCESS AND NAVIGATION

Access and Log in Information

This course was developed and will be facilitated utilizing eCollege, the Learning Management System used by Texas A&M University-Commerce. To get started with the course, go to:

<https://leo.tamuc.edu/login.aspx>.

You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or helpdesk@tamuc.edu.

Being a Successful Online Student

- [What Makes a Successful Online Student?](#)
- [Self-Evaluation for Potential Online Students](#)
- [Readiness for Education at a Distance Indicator \(READI\)](#)
 - o *Login Information: Login = **tamuc**; password = **online***

How to Fail This Class

Taking an online class is like joining a health club. If you stop working out, you won't see any improvement in your physical condition, even though you are still paying dues. It takes consistent effort to run faster, jump higher, build muscle, or lose weight. "Cramming" the day before the exams will have the same result as one really intense session at the gym (which is NOT MUCH). No pain, no gain. So here are some common behaviors that lead to failing the class.

1. Don't buy the book, or if you buy it, don't bother reading it until the night before the exam. *The text doesn't come with any magical qualities – holding it or carrying it in your backpack won't transfer the information into your brain unless you read and study it.*
2. Don't log in frequently. *I can see which days you login to the course, and for how long.*
3. Wait until the last day to participate in online discussion. Shows how much you care about the class. *This is like coming to class the day before the exam and asking a lot of questions that have already been answered.*
4. Forget about deadlines – if you miss an exam, quiz or assignment, maybe it will disappear. *I don't change dates once the syllabus has been distributed, so you can use ink when you put them on your calendar and planner.*
5. Be dead weight for group projects. Even though your team members can fire you, or complain about your lack of performance, there is always the chance they will give you a free ride on the assignment. *If you need help understanding the assignment, ask for clarification.*
6. Ignore emails from the instructor advising you to drop the class if you are failing. She probably doesn't mean it. *Want to know how many Fs I gave last year because people don't want to deal with bad grades? And I hate doing it.*
7. Don't get familiar with the grade book and syllabus. Prioritizing the assignments that count the most, or understanding what your grade means will only make you worry more. *There is a big difference between 75/150 (50%) and 75/100. Know how much things are weighted so you can put your effort where it will do the most good.*
8. Put off the easy things to improve your grade, like discussion, checking emails, practice quizzes. *Emergencies can happen, but if you aren't prepared, you won't have a chance of catching up.*

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement

For personal concerns or questions, email is the best way to contact me. I generally check my email several times each day and you can expect a response within 48 hours during weekdays and most questions will be answered within 24 hours, *except for weekends*. My replies will be sent to your myLeo email address.

If you have a question that affects the entire class, the Virtual Office is a better way to clarify the answer. That way I can explain myself once instead of answering the same question multiple times. Always check your home page for Announcements when you login. I expect students will check their email daily and login at least 3 times per week. If you don't respond to emails or login over a prolonged period (10 days) then I will assume you intend to drop the course.

Student Support

Texas A&M University-Commerce provides students technical support in the use of eCollege. The student help desk may be reached by the following means 24 hours a day, seven days a week.

- **Help:** Click on the 'Help' button on the toolbar for information regarding working with eCollege (i.e. How to submit to dropbox, How to post to discussions etc...)
- **Chat Support:** Click on 'Live Support' on the tool bar within your course to chat with an eCollege Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with eCollege Technical Support Representative.
- **Email:** helpdesk@online.tamuc.org to initiate a support request with eCollege Technical Support Representative.

COURSE AND UNIVERSITY POLICIES

Academic Honesty Policy

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.

Two problems seem to come up in online classes. The first is students who attempt to cheat on exams. Exam questions are randomized in order, and a time limit is set. If you try to extend the time by claiming your computer was timed out, be aware that I can see how many questions you have answered and how long you were online.

The second problem is plagiarism. Texas A&M University-Commerce does not tolerate **plagiarism** and other forms of academic **dishonesty**. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material. All projects will be turned in through "Turnitin.com" to screen for plagiarism. **THE PENALTY FOR CHEATING AND PLAGIARISM IS AN F IN THE COURSE.**

All students must download the College's Statement on Academic Honesty, sign it, and return it. I will post instructions on this in Week 1.

Drop a Course

A student may drop a course by logging into their myLEO account and clicking on the hyperlink labeled 'Drop a class' from among the choices found under the myLEO section of the Web page. Sept 12 is the last day to drop a course with a 100% refund. November 1 is the last day to drop a course with a grade of Q. November 30 is the last day to withdraw from all classes with no refund.

Incompletes

Incompletes are only given when a student has completed all work up to the last 3 weeks of the term, and has an extenuating circumstance. Students only have access to the eCollege course for two weeks following the final day of the term. Therefore, incompletes are rarely given.

Administrative Withdrawal

Students who do not login during the first 12 days of the semester will be administratively dropped from the class. Students who stop participating for over 10 days, and do not answer emails from the instructor may also be administratively dropped.

ADA Statement**Students with Disabilities:**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library, Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
[Student Disability Resources & Services](#)

COURSE OUTLINE

Week 1 (August 27-September 2) Read [CH1: IMC and Marcom](#), and [CH 2: Marcom Challenges](#), and view the Power Point presentations. Answer discussion questions for CH 1 and 2.

Week 2 (September 3-9) Read [CH 4: Targeting](#) and review Power Point presentation. Answer discussion questions for CH4.

Week 3 (September 10-16). Read [CH 5: Marcom Positioning](#) and review Power Point presentation. Answer discussion questions for CH 5. Begin the Olympic Sponsorship assignment, due Wednesday, Oct 3.

Week 4 (September 17-23). Read [CH 6: Marcom Objective Setting and Budgeting](#), and view Power Point presentation. Answer discussion questions for CH 6.

Week 5 (September 24-30). Read [CH 7: Overview of Advertising Management](#) and view the Power Point presentation. Answer discussion questions for CH 7. **Exam 1 (CH 1, 2, 4-7) is on Wednesday,**

September 26 from 7 am until 11 pm. Discussion for CH 1, 2, 4-7 will end on Tuesday, Sept 25 at 11 pm. Continue working on Olympic Sponsorship assignment.

Week 6 (October 1-7). Read CH 8: Effective and Creative Advertising Messages and review Power Point presentation. Answer discussion questions for CH 8. **Olympic Sponsorship assignment is due Wednesday, October 3.**

Week 7 (October 8-14). Read CH 9: Message Appeals and Endorsers and review Power Point presentation. Answer discussion questions for CH 9. Form groups of 4 or 5 (using the Student Lounge) for Team Advertising Campaign. I will assign a team if you don't have one by October 10.

Week 8 (October 15-21). Read CH 10: Measuring Ad Message Effectiveness and CH 11: Advertising Media – Planning and Analysis, and review Power Point presentations. Answer discussion questions for Chapters 10 and 11.

Week 9 (October 22-28). Read CH 12: Traditional Advertising Media and review Power Point presentation. Answer discussion questions for CH 12.

Week 10 (October 29- November 4). Read CH 13: Internet Advertising and review Power Point presentation. Answer discussion questions for CH 13. Discussion boards for CH 8-13 will close next Tuesday, November 5 at midnight.

Week 11 (November 5-11). **Exam 2 will be on Wednesday, November 6 from 7 am until 11 pm.** Read CH 15: Sales Promotion and Trade Promotions and review Power Point presentation. Answer Discussion questions for CH 15. Continue working on Group Project.

Week 12 (November 12-18). Read CH 16: Sampling and Coupons and CH 17: Premiums and Other Promotions, and review Power Point presentations. Answer discussion questions for CH 16 and 17. Review Core Concepts for quiz.

Week 13 (November 19-25). **Core Concept Quiz is on Tuesday, Nov 20 or Wednesday, Nov 21 between 7 am and 11 pm.** Read CH 18: Marketing-Oriented Public Relations and review Power Point presentations. Answer discussion questions for CH 18. Continue working on Group Project.

Week 14 (November 26- December 2). Read CH 19: Event Sponsorships and CH 21: Ethical, Regulatory and Environmental Issues, and review Power Point presentation. Answer discussion questions for CH 19 and CH 21. Finish work on Group Project.

Week 15 (December 3-9). **Project is due Thursday, December 6 at 10:00 pm.**

Week 16 (December 10-14). Discussion for CH 15-19, 21 closes at 10 pm on Tuesday, December 11 at 11 pm. **Exam III (CH 15-19, 21) is on Wednesday, December 12 from 7 am – 11 pm.**

MKT 366 Rubric for Projects

Criteria	1	2	3
Comprehensiveness	All elements are covered thoroughly and are well elaborated	Most elements are covered thoroughly; some are mentioned briefly	Significant portions of the project are ignored or simply mentioned; Project is more of an outline than a fully developed strategy
Research	Exceeds expectations for quantity and quality of sources.	Better than minimum number of sources; Most sources are recently published; a variety of viewpoints are represented (not merely taken from a corporate website or blog).	Meets the minimum requirements for number of sources; Source quality is insufficient (outdated, biased, lacking in expertise, or inappropriate for a college paper, such as Wikipedia).
Creativity/Originality of Solution/Execution	Truly creative, original ideas are incorporated while the strategy positions product in a unique selling proposition.	Execution is appropriate and differentiates, using a few original elements	"Generic" execution does not distinguish the product from competing products.
Incorporates Marcom theory and terms	Applies marcom concepts with a balance of description and analysis; Examples are original and correctly applied.	Applies course concepts and terminology correctly, where appropriate.	Rarely or never enlightens with demonstrations of course concepts; Just "answers the question" without tying the answer back to marcom theory.
Writing Style	Extremely well-written and edited. Team projects are written in one voice. Uses APA or MLA style correctly. Grammar and spelling are correct. All research sources are cited correctly	Generally well-written and edited so that the document "speaks with one voice"; few errors in spelling or grammar. Most research sources are cited correctly.	Many grammatical or spelling errors in the paper. Distinct differences exist between sections written by different students. Research sources are not cited or are incorrectly cited.