MKT 366- 01E Marketing Promotion

Course Syllabus (Fall Semester: 2015)

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Office Hours: Tuesday & Thursday 1:00 – 2:00 PM and in Virtual Office

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 book is ESSENTIAL to your success in this class.

Course Description: MKT 366 Marketing Environment
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.

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.

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.

Class Schedule:
(All unit assignments and exams are due at 11:59 pm on the final day of the unit)

Unit	Dates	Chapter(s)	Activities
1	8/31 - 9/13	1, 2 & 3	eCollege Tutorial / Syllabus Review /Academic Honesty Policy/ Unit 1 Individual Assignment/Exam 1 over Chapters 1, 2 & 3.
2	9/14 - 9/27	4, 5 & 6	Unit 2 Individual Assignment/Exam 2 over Chapters 4, 5 & 6.
3	9/28 - 10/11	11, 12, 13 & 14	Unit 3 Group Assignment/Exam 3 over Chapters 11, 12, 13, & 14.
4	10/12 - 11/1	7, 8, 9 & 10	Semester Project Part 1(Group)/Exam 4
5	11/2 - 11/22	15, 16 & 17	Unit 5 Individual Assignment/Exam 5 over Chapters 15, 16 & 17
6	11/23 - 12/13	18, 19, 20 & 21	Semester Project Part 2/Individual Team Member Evaluations Exam 6 over Chapters 18, 19, 20 & 21
7	12/14 - 12/18		Core Concept Quiz
			NOTICE: this syllabus is a ***guideline*** of what I have planned for this course this semester…. it is always in a state of change. In the "real world" managers must react to change as situations dictate…this is how I teach this class. If I see an opportunity to improve the learning experience by adding or deleting an assignment (and making the necessary points adjustments), I will not hesitate to make any changes that I feel are necessary.

Unit Format:

The course will consist of 7 units with each unit covering 3 to 5 chapters. Each unit will include several types of activities to be completed by the unit ending date and will vary depending on the chapters covered. Examples of assignments will be reading of assigned chapters from text, individual and group writing and analysis and part of the group semester project. A unit will be approximately two to three weeks with a unit quiz at the end of each unit.

Exams:

Exams will account for 30 % of your semester grade and will cover the required textbook readings. Complete the exams online by accessing the eCollege exam tool. The exams will be timed and grades made available to students the day following the closing of the unit. 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 50 multiple-choice and/or true/false questions, with 75 minutes allowed to complete each exam. The exam will be open several days prior to the unit closing date and will close at 11:59 pm of the closing date. Exams are expected to be individual efforts. Each question must be completed before proceeding to the next question and there is no going back to previous questions so you must budget your time appropriately.

Core Concept Quiz:

The Core Concept quiz accounts for 5**%** of you total class grade. It consists of multiple choice questions over key terms that will be covered in the textbook. I will give you a list of specific terms to study about 2 weeks before the quiz.

Unit Assignments:

Unit Assignments will account for 25% of your semester grade and will consist of individual and group writing assignments. They will be applications based upon the unit material and past experiences. They will provide an opportunity to reflect on what you are learning, demonstrate understanding of the concepts and to apply what you are learning to real world situations. All of these assignments are chosen to allow you to learn and apply the knowledge that you are learning for future use in the business world.

Semester Project:

Group Advertising and Promotion Campeign (30% of the semester grade)

An important part of this course is applying what you have learned to real examples. Team members will be assigned to groups of 5 or 6 team members during unit 3 and the project will be divided into two parts with part 1 being due at the end of unit 4 and part 2 being due at the end of unit 6. Each group 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.

Team Member Evaluation: (10% of the complete semester grade)

Your Team Member Evaluation grade will be based upon your team member's evaluation of the quality of your work on the Group Marketing Plan, timeliness of communication and overall effort on the group project. This grade will consist of the average grade assigned to by yourself and each member of your group. If you fail to submit your team member evaluation then your grade will be "0" on this assignment.

Grading:

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

Written & Journal Assignment Rubric

Proficient	**Needs Improvement**	**Unacceptable**
Applied text and personal experiences and utilized and applied appropriate theories and concepts correctly. (25-30 points)	Minimal application of text and personal experiences with minor errors in utilization and application of appropriate theories and concepts. (20-25 points)	No text or personal application and did not utilize or apply theories and concepts correctly. (10-20 points)
Appropriately addressed key requirements and/or questions of the assignment (55-60 points)	Addressed some of the key requirements and/or questions of the assignment (45-55 points)	Did not address the key requirements and/or questions of the assignment (40-45 points)
No errors in spelling, grammar, or APA formatting (10 points)	Minor errors in spelling, grammar, or APA formatting (5-9 points)	Major errors in spelling, grammar, or APA formatting (0-4 points)

100 - 90	89 - 70	69 - 50

Group Project Rubric

(Individual sections and final project)

Proficient	**Needs Improvement**	**Unacceptable**
Utilized appropriate theories and concepts and applied correctly (25-30 points)	Minor errors in utilization of theories and concepts with limited application. (20-25 points)	Did not utilize or apply theories or concepts correctly (10-20 points)
Appropriately addressed ALL key requirements and/or questions of the assignment (25-30 points)	Addressed some of the key requirements and/or questions of the assignment (20-25 points)	Did not address the key requirements and/or questions of the assignment (40-45 points)
All members work together on ALL sections of the assignment (not divided among members). Members utilize the appropriate tools for distance group work and overcome communication and other group challenges. (25-30 points)	Most members worked together on most sections of the assignment (some division among members). Members had limited success in using the appropriate tools for distance group work with limited success in overcoming communication and other group challenges. (25-30 points)	Members divided the sections of the assignment up between themselves (complete division among members). Members failed to use appropriate tools for distance group work and failed to overcome communication and other group challenges. (25-30 points)
No errors in spelling, grammar, or APA formatting (10 points)	Minor errors in spelling, grammar, or APA formatting (5-9 points)	Major errors in spelling, grammar, or APA formatting (0-4 points)
100 - 90	89 - 70	69 - 50

Communication and Support:

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 spring break*. 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. Monday, February 13 is the last day to drop with a partial refund. Friday, March 30 is the last day to drop with no refund and a grade of Q.

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