Texas A&M University- Corpus Christi
College of Business
Department of Management and Marketing
Corpus Christi, Texas
Fall 2011

INSTRUCTOR:
Dr. Kent Byus
Office: OCNR 388
Office Hours: Monday - Thursday: 8:30 – 9:30 AM and 11:00 – 12:00 Noon
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COURSE TITLE AND NUMBER: MKTG 3315.001 – Promotional Strategy
CLASS DAYS & TIME: TTh 12:30 am – 1:45PM; CI 108

PREREQUISITES:
MKTG 3310 and Junior standing or above

CATALOG DESCRIPTION OF COURSE:
The development and implementation of a coordinated and integrated promotional program. Emphasis is placed on the interrelationships among advertising, sales management, and sales promotion activities.

COURSE PURPOSE:
The objectives of this course are to provide the student with an application and strategic understanding of promotional concepts, the role of promotions within society, the firm, and the various factors that influence integrated promotions decision-making and analysis. Such understanding will be emphasized within a framework that focuses on ethical business behavior and the implications of individual, organizational, and societal ethics in creating successful efficient marketplace exchanges.

EXPECTED COURSE OUTCOMES:
1. Learn the language and ethical practice of integrated marketing communications (that is, terms, concepts, and ethical frameworks) used by successful practicing promotions and general marketing managers and executives.

2. To have a solid understanding of the major areas under integrated communications management’s responsibility, the basic interrelationships of interrelated decision areas, and an appreciation of how to apply key frameworks and tools for analyzing integrated communications programs and strategies.

3. Help the student develop insight about the analytical selection of integrated communications issues and blending interrelated decisions related to promotion to meet the needs of a target market.

4. Students are expected to read the assigned material from the text prior to class session.

INSTRUCTIONAL MATERIALS: (Required Textbook)
O’Guinn, Allen & Semmenik; PROMO; 1st edition, Cengage Learning, Mason, Ohio 2011
INSTRUCTIONAL PROCEDURES:

The course material will be presented using a set of interrelated activities:
* Independent reading and preparation for class and tests.
* Presentations, Lectures and Class Discussions.
* MARCOM Topic Analysis (written paper and in-class presentation)
* Homework Assignments.

STUDENT PERFORMANCE ACTIVITIES: (Attendance/Punctuality)

Students will be expected to attend class and be on time. An excused absence is defined as any authorized absence that receives approval (at least 48 hours in advance) by the professor. All university-sponsored events are scheduled well enough in advance to enable the student to professionally and timely notify Dr. Byus prior to such absence.

All written assignments should be written in the following format: Type/word process, double space using either Courier, New Times Roman, Ariel or Helvetica type face (font) no smaller than 10 point; preference is for 12 point. Standard business style and grammar should be used (An example style sheet is available from the professor). All spelling should be checked before submission. NO HAND WRITTEN ASSIGNMENTS WILL BE ACCEPTED. Assignments submitted without the student’s name being typed/word processed in accordance with the required style will NOT be accepted for grading. Accordingly, these deficient submissions will be considered as missing and will receive a zero (0). The ONLY exception will be for specific mathematical computations and associated mathematical analyses. All submissions will be graded on the basis of the following criteria: neatness and readability; spelling and language usage; grammar and punctuation; accuracy of response.

Cellular telephones and electronic communication/computing devices MUST be turned-off during the class session, unless specifically instructed otherwise. In order to adhere to copyright laws and intellectual property protection, NO tape recording or electronic note taking is permitted without the explicit written permission of the instructor.

Students are expected to actively participate in class and be prepared to respond to inquiry.

ASSIGNMENT DUE DATES:

Assignments are due at the beginning of the class period on the date indicated when the assignment is given. NO LATE ASSIGNMENTS WILL BE ACCEPTED. NO ASSIGNMENTS WILL BE ACCEPTED VIA EMAIL. EXAMS OR QUIZZES WHICH ARE MISSED OR NOT TAKEN CANNOT BE MADE-UP WITHOUT SPECIFIC ARRANGEMENTS BEING MADE WITH THE PROFESSOR AT LEAST 48 HOURS PRIOR TO THE SCHEDULED EXAMINATION ADMINISTRATION DATES. The student is responsible for all material assigned even if not discussed in class. Exams and quizzes over assignments may be given without prior announcement.

STUDENT EVALUATION:

Grades will be based upon regularly scheduled tests and unannounced quizzes, homework, group presentations, video, article, and case study analysis, a comprehensive final exam, and meaningful class discussion/participation. The cumulative semester grade will be adjusted as necessary to reflect the stated attendance policy stated herein.

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
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<tbody>
<tr>
<td>Attendance and Participation (10 points per week)</td>
<td>150 points</td>
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<tr>
<td>In-class Exams (3 @ 100 points each)</td>
<td>300 points</td>
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<tr>
<td>Group Assignments (3 @ 100 points each)</td>
<td>300 points</td>
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<tr>
<td>MARCOM Project and Analysis</td>
<td>100 points</td>
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<tr>
<td>Homework Assignments (10 @ 50 points each)</td>
<td>500 points</td>
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<tr>
<td>Comprehensive Final Exam</td>
<td>100 points</td>
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<tr>
<td><strong>Total</strong></td>
<td>1450 points</td>
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The grading criteria is as follows:

- 1350 - 1450 points = A
- 1200 – 1349.9 points = B
- 1050 – 1199.9 points = C
- 900 – 1049.9 points = D
- Below 900 points = Failure

The final examination will be administered Thursday, December 9, 2010 during the regularly scheduled class. The University may adjust this schedule as administratively required.

Students are advised that the last date during the semester when they may drop a course with an automatic "W" will be Friday November 5, 2010. If you decide to drop after this date, you will receive the grade you have earned up to the drop date minus any grade components not administered.

Any students wishing to visit with the professor about their standing in the class may visit him in his office during his office hours.

Grade Appeals:

As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

Disabilities Accommodations:

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 believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Driftwood 101.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Academic Honesty:

Students are expected to conduct themselves in accordance with the highest standards of academic honesty. Ethical breach and more specifically academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one's own work.)