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

INSTRUCTOR:  
Dr. Kent Byus  
Office: OCNR 388  
Office Hours: Monday - Thursday: 8:30 to 9:30 am and 11:00 to 12:00 Noon  
Telephone: off-campus 361-825-2686  
Cell (361) 510-9874 (EMERGENCIES ONLY)  
On-campus extension 2686  
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E-mail: kent.byus@tamucc.edu

COURSE TITLE AND NUMBER: MKTG 3315.001 – Promotional Strategy  
CLASS DAYS & TIME: TTh 12:30pm – 1:45pm

PREREQUISITES:  
MKTG 3310 and Junior standing or above

CATALOG DESCRIPTION OF COURSE:  
The development and implementation of an 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, and Semenik; PROMO, Southwestern Cengage, Mason, OH.

INSTRUCTIONAL PROCEDURES:  
The course material will be presented using a set of interrelated activities:  
* Independent reading and preparation for class and tests.
* Student presentations, participation in lectures and class discussions.
* Promotional strategy project and analysis (written paper and in-class presentation)
* Individual and group 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 in the following format: Type/word process, double space using either Courier, New Times Roman, Arial or Helvetica type face (font) no smaller than 10 point; preference is for 12 point. Standard business style and grammar must be used to include appropriate citations and attribution. 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). **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 professionally to any and all inquiry.

**ASSIGNMENT DUE DATES:**

Assignments are due at the beginning of the class period or as indicated on the assignment instructions. **NO LATE ASSIGNMENTS WILL BE ACCEPTED.** ALL ASSIGNMENTS WILL BE ACCEPTED VIA EMAIL UNLESS OTHERWISE STIPULATED. ALL EMAIL CORRESPONDENCE MUST BE CONDUCTED WITHIN THE EMAIL FUNCTION PROVIDED VIA “BLACKBOARD.” 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 exams, any unannounced pop-quizzes, homework assignments, presentations, video, article, and case study analysis, and meaningful class discussion/participation. The cumulative semester grade will be adjusted as necessary to reflect the stated attendance policy stated herein.

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<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Attendance and Participation (10 points per day)</td>
<td>300 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>“Case Study” Promotional Strategy Paper</td>
<td>200 points</td>
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<tr>
<td>Comprehensive Final Exam</td>
<td>200 points</td>
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<tr>
<td>Individual Homework (10 @ 100 points each)</td>
<td>1000 points</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>2000 points</strong></td>
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The grading criteria are as follows:

- 1800 - 2000 points = A
- 1600 – 1799.9 points = B
- 1400 – 1599.9 points = C
- 1200 – 1399.9 points = D
- Below 1200 points = Failure

All Case Study strategy papers are to be submitted on December 10, 2013.

A comprehensive final exam will be administered in accordance with the published University final exam schedule.

Students are advised that the last date during the semester when they may drop a course with an automatic "W" is specified by the University as Friday, November 15, 2013. 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.

**ADA COMPLIANCE:**

If any member of the class feels that he/she has a disability and needs special accommodations of any nature whatsoever, the instructor will work with you and the University’s Office of Student Affairs to provide reasonable accommodations to ensure that you have a fair opportunity to perform in this class. Please inform the instructor of such disability and the desired accommodations at the first class attended.

**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.)