Promotional Strategy
MKTG 3315.W01 – Spring 2016
Course Syllabus

Texas A&M University – Corpus Christi
College of Business

Instructor Contact Information
Name: Nese Nasif
Email: nese.nasif@tamucc.edu
Online office hours: Monday 10:00 am – 12:00 pm

Course Duration
January 20 – May 11, 2016

Course Description and Format
Promotional Strategy provides a survey of the development and implementation of an integrated promotional program. The course focuses on integrated marketing communications as they apply to the interrelationships among advertising, sales management, and sales promotion activities.

This course has a fully online format, and so all instruction and assessment will be conducted through Blackboard. Deadlines are indicated for each instructional activity and accompanying assessment. Therefore, this is not a self-paced class. Content delivery and all communication will be in written form. Instead of traditional classroom lectures, you must read the assigned chapters and online discussions. Since no face-to-face meetings are scheduled, our textbook becomes a main source of information, making it critical that you obtain the correct edition.

Prerequisites
MKTG 3310 and Junior standing or above

Required Textbook

Add/Drop Policy
Students hold the sole responsibility to enroll and officially withdraw from the course. The instructor is not responsible for dropping any student from the course. Failure to officially withdraw from the course will result in the student being assigned the grade earned by the end of the course.

Code of Ethics
This course, and all other courses offered by the College of Business, requires all of its students to abide by the College of Business Student Code of Ethics (www.cob.tamucc.edu/ethics.html).
**Reward System and Performance Measures**
Student grades for the course will be weighted as follows:

- Weekly Discussions .......... 42%  (top 6 discussions x 7% each)
- Quizzes .......................... 42%  (7 quizzes x 6% each)
- Case Study Project .......... 16%

100%

Three main assessments will be conducted over the course of the semester. These performance measures are designed to help students achieve the objectives of the course. The final page of this syllabus provides a preliminary schedule for the assignments, although more details will be posted to Blackboard. The following is a brief description of each.

- **Weekly Discussions:** On weeks where a discussion is scheduled, students are expected to post an answer/analysis to a question posted by the instructor and post at least three other substantive replies to other students’ answers. Students must post their initial answers by the end of Wednesday, and complete their replies to other postings by the end of Sunday. Answers and responses that miss these deadlines will not be accepted for credit. The content of discussion postings (including individual opinions) must clearly be based on and justified through concepts presented in the textbook, and they must be free of any spelling, grammatical, and other technical writing errors. There are eight weeks where discussions are scheduled. Only the top six scores on these will count toward your final grade (i.e., the lowest two discussion scores will be dropped).

- **Quizzes:** All quizzes will be taken online within a six-day window and are based on reading assignments, cases, and online discussions. Each student will have only one attempt at each quiz. There will be no make-ups for missed quizzes. The window of availability for each of the seven quizzes is posted below the schedule on the last page of this syllabus. You are required to take all seven quizzes.

- **Case Study Projects:** Students must develop and an originally written paper, in the style of a short case study in promotional strategy. There are two deadline options for these projects, but each student group is only required to do one of the projects. The case study will focus on a major theme from this course. Format, deadlines and more details will be posted to Blackboard. Late projects will not be accepted for course credit, except for circumstances allowed by university policy. Students must work on this case in groups of two to four students.
**Student Responsibility**

- **Course Materials** – Students are expected to obtain the correct edition of the textbook by the first day of class. Those students who are unfamiliar with the Blackboard format are expected to use the instructional materials and technical support provided by Blackboard. Although the instructor may be able to provide support for some technical difficulties, it is the primary responsibility of the student to seek out the support services of the university and Blackboard software to address technical issues. Individual technical problems will not be accepted as an excuse for missing a discussion, project, or exam deadline.

- **Contacting the Instructor** – Emailing the address listed on the front page of this syllabus is the most efficient way to contact the instructor. Do not hesitate to contact the instructor when you need help or clarity about the course content, assignments, or any other relevant topic.

- **Time Management** – Each student is expected to log in to the course several times a week throughout the semester to read and/or post new discussion group messages, check email, get updates about the content, and obtain other relevant information. Unless the instructor gives advanced notice of change, deadlines for submissions are final. Late submissions for discussions, projects, or exams will not be accepted.

- **Professionalism** – Students are expected to interact with each other and with the instructor respectfully. Moreover, written communication should reflect a high level of intellectual scholarship. At a minimum, this means that written work must contain proper grammatical construction and correct spelling. The grade assigned to written work will reflect its professionalism as well as its factual correctness and analytical soundness.

- **Academic Integrity** – Academic dishonesty of any kind is not acceptable and will not be tolerated. Students are expected to submit original work and give appropriate credit for the work of others. Cheating, plagiarism, falsifying data, and misrepresentation of facts will face grade penalty and disciplinary action according to university policy.

**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 Corpus Christi Hall 116.

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.
**Major Field Test**
The Major Field Test (MFT) is required for all students pursuing the Bachelor of Business Administration degree and will be administered in the MGMT 4388 course, “Administrative Policy and Strategy.” To prepare for this test, business majors are advised to retain their class notes, textbooks, and other relevant materials from this class and the other business core courses. Students will enroll in BUSI 0088 “MFT Review” (concurrently with MGMT 4388) during their final semester; this online course should fine-tune their readiness for the MFT by encouraging them to complete the online MFT review materials and required quizzes available on the course Blackboard learning modules.

**Grade Appeals**
As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, 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 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 Dean’s office in the college in which the course is taught or the Office of the Provost.

**AGREEMENT TO THE TERMS OF THE SYLLABUS**
This syllabus should be considered a contract, whereby you agree to abide by the terms and requirements stated within. If you are uncomfortable with or do not wish to abide by the requirements listed in this syllabus, you should make arrangements to drop the class. Your continued enrollment in the class assumes that you have agreed to all of the terms listed herein. Any changes to the information contained in this syllabus will be posted to Blackboard.
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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Assignment</th>
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<tr>
<td><strong>Week 1</strong></td>
<td>1/20-1/24&lt;br&gt;Course Introduction&lt;br&gt;Course Introduction&lt;br&gt;Course Introduction&lt;br&gt;The World of Integrated Marketing Communication</td>
<td>Ch. 1</td>
<td>• Discussion (1/24)</td>
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<td>• Quiz 1 Course Policies (2/3)</td>
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<td><strong>Week 2</strong></td>
<td>1/25-1/31&lt;br&gt;The Promotion Industry</td>
<td>Ch. 2</td>
<td>• Discussion (1/27, 1/31)</td>
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<td><strong>Week 3</strong></td>
<td>2/1-2/7&lt;br&gt;The Evolution of Promoting Brands</td>
<td>Ch. 3</td>
<td>• Quiz 2 Ch. 1-2 (2/3)</td>
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<td><strong>Week 4</strong></td>
<td>2/8-2/14&lt;br&gt;Understanding the Marketing Environment</td>
<td>Ch. 4</td>
<td>• Discussion (2/10, 2/14)</td>
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<td><strong>Week 5</strong></td>
<td>2/15-2/21&lt;br&gt;Understanding Buyer Behavior and the Communication Process</td>
<td>Ch. 5</td>
<td>• Quiz 3 Ch. 3-4 (2/17)</td>
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<td>• Case Study Project #1 sign-up (2/19)</td>
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<td><strong>Week 6</strong></td>
<td>2/22-2/28&lt;br&gt;The Regulatory and Ethical Environment of Promotions</td>
<td>Ch. 6</td>
<td>• Discussion (2/24, 2/28)</td>
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<td><strong>Week 7</strong></td>
<td>2/29-3/6&lt;br&gt;The International Market Environment for Brand Promotion</td>
<td>Ch. 7</td>
<td>• Quiz 4 Ch. 5-6 (3/2)</td>
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<td><strong>Week 8</strong></td>
<td>3/7-3/13&lt;br&gt; Messaging and Media Strategies</td>
<td>Ch. 8</td>
<td>• Discussion (3/9, 3/13)</td>
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<td><strong>Week 9</strong></td>
<td>3/14-3/20&lt;br&gt;Spring Break</td>
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<td><strong>Week 10</strong></td>
<td>3/21-3/27&lt;br&gt;The Internet</td>
<td>Ch. 9</td>
<td>• Case Study Project #1 (3/25)</td>
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<td>• Case Study Project #2 sign-up (3/25)</td>
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<td><strong>Week 11</strong></td>
<td>3/28-4/3&lt;br&gt;Direct Marketing</td>
<td>Ch. 10</td>
<td>• Quiz 5 Ch. 7-9 (3/30)</td>
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<td><strong>Week 12</strong></td>
<td>4/4-4/10&lt;br&gt;Sales Promotion and Point of Purchase</td>
<td>Ch. 11</td>
<td>• Discussion (4/6, 4/10)</td>
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<td><strong>Week 13</strong></td>
<td>4/11-4/17&lt;br&gt;Sponsorship, Product Placements, and Branded Entertainment</td>
<td>Ch. 12</td>
<td>• Discussion (4/13, 4/17)</td>
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<td><strong>Week 14</strong></td>
<td>4/18-4/24&lt;br&gt;Public Relations, Influencer Marketing, Social Media, and</td>
<td>Ch. 13</td>
<td>• Quiz 6 Ch. 10-12 (4/20)</td>
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<td>Corporate Advertising</td>
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<td><strong>Week 15</strong></td>
<td>4/25-5/1&lt;br&gt;Personal Selling and Sales Management</td>
<td>Ch. 14</td>
<td>• Case Study Project #2 (4/29)</td>
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<td><strong>Week 16</strong></td>
<td>5/2-5/8&lt;br&gt;Measuring the Effectiveness of Brand Promotions</td>
<td>Ch. 15</td>
<td>• Discussion (5/4, 5/8)</td>
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<td><strong>Week 17</strong></td>
<td>5/9-5/11&lt;br&gt;Final Exam Week</td>
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<td>• Quiz 7 Ch. 13-15 (5/11)</td>
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**Quiz Availability**

Each quiz will be open for a 6-day window (except for Quiz 1 which will be open for 2 weeks). You are expected to complete each 50-minute quiz in one sitting during this window. Each quiz will be available at the beginning of the first day of the quiz window, and the link will be removed at the end of the last day of the quiz window. The following are the specific dates and times for each quiz window.

- **Quiz 1**: Wednesday, January 20 (12:01 am) – Wednesday, February 3 (11:59 pm)
- **Quiz 2**: Friday, January 29 (12:01 am) – Wednesday, February 3 (11:59 pm)
- **Quiz 3**: Friday, February 12 (12:01 am) – Wednesday, February 17 (11:59 pm)
- **Quiz 4**: Friday, February 26 (12:01 am) – Wednesday, March 2 (11:59 pm)
- **Quiz 5**: Friday, March 25 (12:01 am) – Wednesday, March 30 (11:59 pm)
- **Quiz 6**: Friday, April 15 (12:01 am) – Wednesday, April 20 (11:59 pm)
- **Quiz 7**: Friday, May 6 (12:01 am) – Wednesday, May 11 (11:59 pm)