MKTG3315 ADVERTISING AND PROMOTIONAL STRATEGY
TENAS A&M UNIVERSITY-CORPUS CHRISTI

INSTRUCTOR INFORMATION
Monica Hernandez, Ph.D.
Office: OCNR368
Telephone: 361/825-3162
Email: monica.hernandez@tamucc.edu
Office hours: Six hours per week as posted.

COURSE INFORMATION
Semester: Fall 2016
Section: W01 (Online)

PREREQUISITES
MKTG3310 and Junior standing or above.

REQUIRED TEXT BOOK

PURPOSE AND OBJECTIVES
This class provides an understanding and application of promotional concepts, the role of promotions within society and the firm, and the various factors that influence integrated promotion 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 and efficient marketplace exchanges.

Students will apply Advertising and Promotional Strategy concepts in projects, group discussions, student presentations and assignments. By successfully completing the course, the students will be able:

- To learn the language and ethical practice of the basic tools and key frameworks used in planning, implementing, and evaluating advertising and promotional strategies.
- To have a solid understanding of the major areas under integrated communications management’s responsibility (including but not limited to advertising, sales promotion, sponsorship, direct marketing and public relations), their basic interrelationship, and their role in a comprehensive promotion plan.
- To develop insight about the analytical selection of integrated communications issues and interrelated decisions related to meeting the needs and promoting to a target market.

STUDENT EVALUATION
The student’s final grade in this course will depend on performance in the following areas:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Discussions</td>
<td>20%</td>
</tr>
<tr>
<td>ePortfolio</td>
<td>45%</td>
</tr>
<tr>
<td>Midterm Project</td>
<td>10%</td>
</tr>
<tr>
<td>Final Project</td>
<td>15%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>10%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
</tr>
</tbody>
</table>

The student’s final grade will be strictly determined as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90.00%+</td>
</tr>
<tr>
<td>B</td>
<td>80.00%-89.99%</td>
</tr>
<tr>
<td>C</td>
<td>70.00%-79.99%</td>
</tr>
<tr>
<td>D</td>
<td>60.00%-69.99%</td>
</tr>
<tr>
<td>F</td>
<td>Below 60%</td>
</tr>
</tbody>
</table>
EXAMS
One single exam will be comprehensive and it will be administered at the end of the semester. Students are responsible for all reading assignments, regardless of whether a particular reading is fully covered during the discussions. Questions on exams will be taken from the reading assignments, handouts posted to Blackboard, assignments, videos and/or discussions.

MIDTERM AND FINAL PROJECTS
Each student will conduct research projects and present results. The content of the research project should be in sufficient depth to exceed the extent to which the textbook covers the material. Format, deadlines and more details will be posted to Blackboard.

DISCUSSIONS
Selected topics and/or cases will be discussed or analyzed during the semester. Participation in class discussions is required, of each student. The consistent quantity and quality of participation (high quality comments are based on knowledge gained from assigned readings, class discussions, and assignments) over the entire semester will account for 20% of your final grade. Selected topics, format, deadlines and more details are posted to Blackboard.

EPORTFOLIO
The individual electronic portfolio will consist of a compilation of assignments and quizzes. The project will consist of 7 assignments and 14 quizzes. Students will take quizzes on scheduled days during the semester. The topic of the quiz is announced on the corresponding learning module.
Assignments will be given for selected chapters. Assignments should be submitted electronically via Blackboard. Assignments will not be graded if submitted by other means. Please note hard copies/printed assignments will not be accepted. Format and more details will be posted to Blackboard. To obtain an excused absence, contact the Student Affairs office and they will notify all your professors and the reason for it. Student athletes and students involved in other university-related activities should be sure their coaches or university representatives submit a notification of absence in order for their absences to be excused.

COURSE POLICIES

Method of Instruction: The course is arranged in 14-15 weekly modules with deadlines. Deadlines are indicated for each activity of a learning module. Therefore, this is not a self-paced class. The content delivery and all communication for the online portion will be in written form. Instead of lectures, you have to read the written material. Written material typically includes book chapters, teacher notes and group discussions. Online content also includes audio-visuals and/or student presentations. Please note our textbook becomes our main source of information. Be sure to get the required edition.

Time Management: The course is asynchronous. You should plan to log in to Blackboard at least three days 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.

Contact Information: E-mail ensures the quickest response. I generally respond to Blackboard e-mail the same day. You can also contact me anytime you see me online via Blackboard chat.

Questions: When you don’t know something or are confused about a particular topic, do not hesitate to ask me. There are probably others in the same situation.

Readings Assigned: The chapters should be read when assigned on the course schedule.

Assignment/Project Deadlines: The project deadline must be met in a timely manner and the assignments must be sent to the instructor or teaching assistant via Blackboard-Assignment tab. The failure to complete any assignment or project at the specified time represents a failure to meet your responsibilities. Any assignment, which is not submitted at the specified time, will receive a grade of zero (0).
**Written Assignments:** Written work must be prepared in a professional manner. It is to be clearly written, neat in appearance, with proper grammatical construction and correct spelling. Work which is not presented in a professional manner will be reduced a full letter grade. The grade assigned to written work will reflect both its appearance and analytical soundness.

**Handing in Your Work:** Everything that you turn in to be graded needs to be neat in appearance. This includes:

- Attaching a cover page that clearly indicates your name and ID.
- Work should be double-spaced.
- Use 12 pt. (Times New Roman) font, and 1-inch margins all around.
- Pages should be numbered and in sequential order.

**Statement of Civility:** Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

**Academic Integrity:** University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work). In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in at least a score of zero for the work in question.

**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 (available online at www.cob.tamucc.edu/current_students/ethics.html).

**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.

**Dropping a Class:** I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class.

**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.
**Special 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.

**Statement of Academic Continuity:** In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

**Exam-Proctoring Fees:** Courses may require the use of exam-proctoring involving third party charges. Exam-proctoring charges may range from $1 - $50.00 per exam. Students may be required to schedule exams at least 24 hours in advance or incur late scheduling charges. All costs for exams are the responsibility of the student. Students may also be responsible for providing webcams to be used in test proctoring.

**Agreement to the Terms of the Syllabus**
This should be considered a contract, where by you agree to abide by the terms and requirements within this syllabus. 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 and attendance 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.