Course number: MKTG 3315.001  
Instructor: Oliver Cruz-Milan, Ph.D.  
Semester: Fall 2017  
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**Course Description:**
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.

**Course Prerequisites:**
- MKTG3310 or
- Permission of the instructor

**Learning Objectives:**
By the end of this 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. (BBA Goal 2, Objective 1; Goal 4, Objective 1)
- 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. (BBA Goal 2, Objectives 1, 2, and 3; Goal 3 Objective 1)
- 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. (BBA Goal 1, Objectives 1 and 2; Goal 2, Objectives 1, 2, and 3; Goal 3, Objective 1, 2, and 3)

**Major Field Test (MFT)**
The MFT is required for all students pursuing the Bachelor of Business Administration degree. Students register for the MFT in BUSI0088, Major Field Test in Business. To prepare for this test, business majors are advised to retain their class notes, textbooks, and other relevant materials from their business core courses in the areas referenced below. Completion of all College of Business core courses except MGMT 4388 is required. BUSI 0088 is CR/NC.
As an integral part of the College of Business’ Assurance of Learning program, the Major Field Test (MFT) is a nationally-normed, standardized multiple-choice test developed by the Educational Testing Service and administered to senior-level business students at many AACSB International accredited institutions in the United States. It is designed to measure students’ academic achievement through demonstration of their basic knowledge and understanding of key concepts, theories, and analytical methods in the functional areas of business. This test covers the areas of accounting, economics, finance, international issues, legal and social environment of business, management, marketing, quantitative business analysis, and information systems.

**Required Materials:**

**Websites Used:**
- Blackboard [https://bb9.tamucc.edu/](https://bb9.tamucc.edu/)

**Office Hours and Contact Information**

My office hours are shown above. If you need to contact me other than the office hours, e-mail is by far the easiest way. I usually check my e-mail once a day (Oliver.CruzMilan@tamucc.edu, not the Blackboard Learn email), and would respond to you normally within 24 hours. During vacation or weekend hours, responses may take longer. Make sure to regularly check the Announcements section in Blackboard Learn for any information update or notice given by the professor during class or through the e-mail. It is your responsibility not to miss any crucial information.

**Teaching Orientation:**

Teaching is not the combination of passive participation by students and organized presentation by teachers. Student effort is the most critical factor. Students must not regard class attendance as another daily task that can be easily compromised. Learning from this course depends primarily on students. Teachers play an important, but secondary role, by creating the right atmosphere, providing an expert view of the subject matter, and managing student conduct and progress. In addition, you must view this class as an opportunity for practicing the principles of professional conduct. Your appearance, attitude, words, and actions must live up to those principles.

**Class Attendance:**

This course section is designated as hybrid (primarily in-class meetings and some online work). Therefore some days will not require face-to-face meetings in the classroom and attendance will not be necessary (but you will still need to complete online activities). For the days in which you are required to meet in the classroom (see the semester schedule at the end of this syllabus), attendance will be taken in every session. For the in-class meetings, every 5 absences will result in one letter grade lowered (e.g., from B to C), and are cumulative during the semester (lowering more than one letter grade as
absenteeism persists). Being late twice will count as one class absence. A class absence can be avoided if you can provide a legitimate reason with proof (e.g., doctor’s signed notice, employer signed notice, etc.). If you do miss a class, you are fully responsible to inform the professor by e-mail in the same day (except extenuating circumstances), and get the notes and assignments from classmates or from the professor. Based on your class attendance record, the professor will use judgement to excuse recurring absences.

Class Participation:

Your participation and contribution to class discussions plays a large part in the extent of learning and benefit you obtain from the course. The professor’s subjective assessment of your participation in discussions may be taken into account to complement your evaluation in assignments, exercises, and presentations. Please do not hesitate to ask any question you have or clarification that you need for your learning (remember that there are no dumb questions).

Team Assignments:

For some learning activities you will work in teams. If you are not present on the day in which your team has a presentation or topic discussion, you WILL NOT receive credit for that presentation/assignment. This applies even if you contributed to the assignment, unless the absence is justified as described before. Any change to designated presentation dates should be authorized by the professor in advance.

Peer Evaluation:

Students’ presentations will be co-evaluated by the teams in the class. Doing such co-evaluations will count toward the final semester grade. Therefore, if you don’t attend class in the day in which your team evaluates others’ presentation, you WILL NOT receive the full grade corresponding to the activity, unless the absence is justified as described previously.

Missed Exam/Late Assignment Policy:

There are NO make-up exams, and late works WILL NOT be accepted, unless timely communication and justification have been previously provided to the professor (in these cases, the late exams or work may be worth 50% of the original grade). Make-up exams may not have the same format as the regular exam, and could consist of short (paragraph-length) essays. Please let me know what I can do to assist you at least one week prior to the exam. Any questions regarding an exam score must be discussed with the professor within one week after the exam grade is posted/reported to the student.

Exams and Quizzes:

There will be three exams in this course. Due to time limitations, the professor may not cover or discuss all of the assigned chapter readings in class. Students will be responsible for and tested on all of the assigned readings, and also on class discussions, and other
students’ presentations. Exam booklets will be kept by the professor and students will only get back their graded scantrons. Also, the professor will administer multiple-choice online quizzes through Blackboard Learn in the designated dates (see the semester schedule at the end of this syllabus).

**Working in Teams:**

During the semester, team assignments will provide a good opportunity for you to learn to work with other students as a team. Approximately seven teams (5-6 members each) will be formed by the students (under certain circumstances they might be modified by the professor). Team members may remove a member who is not contributing to the work, if informed to the professor at least five days before the assignment’s due date. The team must submit by e-mail the name of the non-participating member, including a brief explanation of reason(s) why such member should be removed from the team. If authorized by the professor (on a case-by-case basis), non-contributing members will receive zero points for that assignment, with no opportunity to make it up. Make sure to use the forums of your team in Blackboard Learn to communicate with your peers and keep record of an assignment’s progress, work distribution, reminders, news and information to be shared among team members. If a team fails to report to the professor the non-contributing member(s) in a timely manner, they may not remove the non-contributing member(s) and will be graded based on everyone’s work.

**Grading Policies:**

The total points will be made up as follows:

- **Assignments (6@50pts each)** = 300 pts
- **Online quizzes (6@33pts each)** = 200 pts
- **Semester Project** = 200 pts
- **Exams (3@100pts each)** = 300 pts
- **TOTAL POINTS** = 1,000 pts

Your letter grade will depend on the total number of points you accumulate at the end of the semester (from all of the performance measures shown above), according to the following ranges:

- 900-1000 pts = A
- 800-899 pts = B
- 700-799 pts = C
- 600-699 pts = D
- 0-599 pts = F

*Grading criteria is subject to changes/adjustments. All grade calculations will be based on a maximum of 1000 total points. Grades won’t be curved.*
Students Responsibilities:

The College of Business expects students to behave in a professional and respectful manner in the classroom and during any interaction with professors, colleagues, and visitors (subject to disciplinary action). In addition, here are some specific policies for students to observe while in the course:

- Read and understand this syllabus. Successful completion of the course will partly depend on knowing what to expect and do during the semester.
- Read assigned book chapters before class. Students who don’t have/read the textbook are usually the ones with lowest semester grades. Consider each session as an opportunity to clarify questions/doubts.
- Unless otherwise noted, all work submitted needs to be turned in (hardcopy)
  - Use Times New Roman, Arial, or Calibri font, stapled, single-spaced, and all margins set to 1”. Points will be deducted if submitted works are not printed (no handwriting).
- Arrive to class on time.
  - The professor will take attendance every session. The timing of attendance-taking may be random and those who are not in the classroom at that time will be regarded absent for one entire session. Do not sign for other classmates who are absent.
  - If you arrive to class after attendance was taken, let the professor know that you are showing up. If you have to leave early, also make sure you inform the professor beforehand with appropriate reasons (or you will be marked absent).
  - Students who miss a session and do not present a documented excuse, might be asked to provide the class with a brief review of the material covered during his/her absence.
- Do not disrupt class.
  - No reading the newspapers, magazines, or browsing the web during class. You must turn off all your electronic devices including PDA’s, organizers, cell phones, tablets, or mp3 players. Make sure to inform the professor if you want to take notes in a lap-top. Please, avoid being asked to leave the classroom.
  - No chit-chat about non-course related topics. Be respectful to others in the classroom and pay attention when your classmates present/discuss a topic.
- When e-mailing the professor, make sure to comply with the following:
  - In the subject line, include the course name/section (e.g., BA 305.01 – meeting times).
  - When writing your message, start your body text with the Professor’s name (e.g., Hi Professor Cruz, Hello Dr. Cruz). Write complete sentences. Please do not use “u” to replace “you” or “ur” to replace “your” in your e-mail. Be professional!
  - Use a proper closing. Make sure to put your name at the bottom of the message.
Modification of the Syllabus:

Modifications to the syllabus may occur during the semester, including adjustment to the grading policies and/or schedule, if such alterations further the learning of students, or according to unforeseen situations affecting the course progress. Any changes made will be publicly announced in class or through e-mail and/or Blackboard Learn. It is your responsibility to regularly check your e-mail or Blackboard Learn to learn about crucial course information.

Professor’s Absence:

If the professor does not show up after 10 minutes from the start of class, or if a secretary from the department informs you the class is cancelled, you may leave and any assignment due will be turned in the next session. In such case, please make sure to check your e-mail or Blackboard Learn for any announcements or assignment updates.

Academic Integrity/Plagiarism

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 a zero the first time and failing the course for any additional offence. If an assignment has not been clearly announced as a “group” or “collaborative” assignment, you will be expected to turn in work that is uniquely and unmistakably your own.

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 your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. 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. ( ) is the last day to drop a class with an automatic grade of “W” this term.

Preferred methods of scholarly citations – APA style is the only accepted method used for citations and referencing during this class. All work should be paraphrased rather than copied directly. Material used from sources other than the text should use APA style citations and references.
**Classroom/professional behavior**

Students must conduct themselves in a professional and respectful manner towards faculty and other students. Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

**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](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.

**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.
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.

Course Topics & Schedule:
Will be provided the first week of class.