Texas A&M University-Corpus Christi
College of Business
Advertising and Promotional Strategy
SYLLABUS

Course number: MKTG 3315.001
Semester: Summer II 2018
Office Telephone: (361) 825-3256
Email: Oliver.CruzMilan@tamucc.edu

Instructor: Oliver Cruz-Milan, Ph.D.
Class / Room: MTWR 2:00-3:55pm / OCNR-259
Office: OCNR 386
Office Hours: TR 4:00-5:30pm

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:
- MKTG 3310 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:
- PROMO, 2nd edition by Thomas C. O’Guinn, Chris T. Allen, and Richard J. Semenik (2013), Mason, OH: South-Western Cengage Learning (it is NOT mandatory to purchase the text’s CourseMate access code).
Office Hours and Contact Information
My office hours are shown above. If you need to contact me other than the normal office hours, we can set up a virtual/online or phone appointment. E-mail me to Oliver.CruzMilan@tamucc.edu (not through the Blackboard Learn email), and I will respond to you normally within 24 hours. During vacation or weekend hours, responses may take longer. Make sure to regularly check your e-mail or the Announcements section in Blackboard Learn for any update or notice not given by the professor during class. It is your responsibility not to miss any crucial information. Feel free to discuss with me any concern or way that you think I can support your learning.

Teaching Orientation:
Teaching is not the combination of passive observation by students and organized presentation by professors. Student effort is the most critical factor. Professors 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. 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, even if the course is hybrid or fully online.

Course Structure:
This course will consist of lectures by the professor, readings from the textbook, studying from chapter slides, taking online mini-exams, and also completing assignments and a promotional proposal project. For the semester project, students (organized in teams) will take the perspective of a consultant in order to develop a Promotional Proposal for a real small or medium-sized business/brand in the region. Teams will work throughout the 5-weeks course in developing the elements/components of the project in the form of team assignments/advances.

The professor will provide 30-40 minutes tutorial sessions at the end of each lecture as a way to coach/advice students in developing their projects and to allow them to work on their teams’ assignments/advances. The assignments/advances will be submitted no later than every Friday through Blackboard in order to receive feedback from the professor during tutorial sessions the following week. In tutorial sessions, the professor will review the advances submitted by each team and suggest areas for further improvement to be re-submitted, or if acceptable, allow the teams to proceed to the next phase of the promotional proposal. During tutorial sessions, teams will be able to work on their respective projects while the professor provides feedback to other teams. At the end of the semester, each team will submit a printed document with the promotional proposal, and also deliver a presentation of the project to the class on randomly designated dates.

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 (but you will still need to complete online activities). For the days in which you are required to meet in the classroom (see the course schedule at the end of this syllabus), attendance will be taken in every session. For these 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, memo of activities approved by the university, 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 may use judgement to excuse recurring absences (on a case-by-case basis, under extenuating circumstances, and extraordinary situations).

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).
Online Mini-Exams:
There will be four online mini-exams in this course. Students will be responsible for and tested on all of the assigned readings and lectures. The 60-minutes online exams will be administered through Blackboard on the designated dates, and will be available Thursdays and Fridays (see schedule in the Mini-Exams Calendar tab in Blackboard). Mini-exam scores will be displayed after submission. The correct/incorrect answers to each question will be available in Blackboard for consultation only after the mini-exams’ respective due dates.

Missed Exam/Late Assignment Policy:
There are NO make-up exams, and late assignments WILL NOT be accepted, unless timely communication and appropriate justification have been previously provided to the professor (in these cases, the late exams or work may be worth 50% of the original grade). 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. Please let me know what I can do to assist you to foster your learning and understanding of the course’s material and concepts.

Working in Teams:
During the course, team assignments will provide a good opportunity for you to learn to work with other students as a team. Approximately six teams (4 members each) will be formed by the students (students will remain in the same team working together throughout the entire course). Team members who have issues or feel their grade is being affected by the lack of work, collaboration, or responsibility of (an)other team member(s), must inform the issues/concern to the professor in advance (before the assignment’s due date). The team member(s) must send an e-mail with an explanation of reason(s) for concern or why someone should be removed from the team. Upon review by the professor (on a case-by-case basis), problematic or non-contributing members may receive zero points for that assignment, with no opportunity to make it up. If available, use the forums for your team in Blackboard to communicate with your peers and keep record of an assignment’s progress, work distribution, reminders, and information to be shared among team members. If team members fail to report to the professor an issue/concern in a timely manner, the professor may not be in a position to intervene and/or remove problematic or non-contributing member(s) and the entire team will be awarded the same grade. Team members who are not present on the day in which his/her team has a presentation, WILL NOT receive credit for that presentation, even if the student contributed to the assignment/work, unless the absence is justified as described before. Any change to presentation dates or topics should be authorized by the professor in advance.

Grading Policies:
Grading criteria is subject to adjustments (in such case they will be announced to the class). All calculations will be based on a maximum of 1000 points. The total points will be made up as follows:

| Assignments/advances (4 @ 100 pts each) | = 400 pts |
| Project Report (executive document)    | = 100 pts |
| Project Presentation (visual/oral summary) | = 200 pts |
| Online mini-exams (4 @ 75 pts each)    | = 300 pts |
| TOTAL POINTS                            | 1,000 pts |

Grades will not be average-based nor curved. Your final letter grade will depend on the total number of points you accumulate at the end of the semester (from all the performance measures 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
**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, you must submit all assignments no later than the due date through the corresponding module in Blackboard:
  - Make sure you follow instructions and proofread your assignments.
  - Use *Times New Roman*, *Arial*, or *Calibri* font, font size 12, single-spaced, with all margins set to 1”.
  - Points will be deducted if submitted works do not comply with the instructions.
- Attend class.
  - The professor will take attendance every face-to-face meeting. 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. Sing in the same way, consistently, and do not sign in 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 know you will have to leave early, make sure you inform the professor beforehand with appropriate reasons (or you will be marked absent).
- Do not disrupt or distract the class during lectures or presentations.
  - Do not come to class to spend the session browsing the web, play video games, listen music, or do other activities for amusement. Avoid being asked to leave the classroom for those reasons.
  - 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., MKTG 3315.001 –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 end 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 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 for some reason the professor does not show up after 10 minutes of the class start time, or if a secretary from the College informs you the class is cancelled, you may leave the classroom. In such case, please make sure to check your e-mail or Blackboard for any announcements or updates from the professor.

**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 given as a “group” or “collaborative” assignment, you will be expected to turn in work that is uniquely and unmistakably your own.*
Dropping a Class
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. July 23rd is the last day to drop a class, and August 1st is the last day to withdraw.

Methods of scholarly citations – For class assignments and projects, select a professional citation style (APA, MLA, Chicago, Harvard) to be used consistently throughout your works’ citations and references.

Classroom/professional behavior
Students must conduct themselves in a professional, respectful, and courteous 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.tamu.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.

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.

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.
# Course Schedule

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATES</th>
<th>BOOK CHAPTERS / LECTURES, EXAMS &amp; ASSIGNMENTS</th>
<th><strong>ASSIGNMENT 1 due online, no later than July 6 @ 11:59pm</strong></th>
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<tbody>
<tr>
<td>1st</td>
<td>July 2</td>
<td>Syllabus overview, team are organized, and class project dates designated</td>
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<tr>
<td></td>
<td>July 3</td>
<td>Ch. 1 The World of Integrated Marketing Communications</td>
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<td>July 4</td>
<td><strong>NO class</strong> (Independence Day)</td>
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<td>July 5</td>
<td>Ch. 4 Understand the Marketing Environment: Segmentation, Target, Positioning</td>
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<td>2nd</td>
<td>July 9</td>
<td>Ch. 5 Understand Buying Behavior &amp; Communications</td>
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<td>July 10</td>
<td>Ch. 6 The Regulatory &amp; Ethical Environment of Promotions</td>
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<td>July 11</td>
<td>Ch. 8 Messaging and Media Strategies</td>
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<td>July 12*</td>
<td>ONLINE MINI-EXAM I (chapters 1, 4 &amp; 5)</td>
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<td>Assignment 2 due online, no later than July 13 @ 11:59pm</td>
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<td>3rd</td>
<td>July 16</td>
<td>Ch. 9 The Internet</td>
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<td>July 17</td>
<td>Ch. 10 Direct Marketing</td>
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<td>July 18</td>
<td>Ch. 11 Sales Promotion and Point of Purchase</td>
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<td>July 19*</td>
<td>ONLINE MINI-EXAM II (chapters 6, 8 &amp; 9)</td>
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<td>Assignment 3 due online, no later than July 20 @ 11:59pm</td>
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<td>4th</td>
<td>July 23</td>
<td>Ch. 12 Sponsorship, Product Placement, Branded Entertainment</td>
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<td>July 24</td>
<td>Ch. 13 Public Relations, Influencer Marketing, Social Media, &amp; Corporate Advert</td>
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<td>July 25</td>
<td>Ch. 14 Personal Selling &amp; Sales Management</td>
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<td>July 26*</td>
<td>ONLINE MINI-EXAM III (chapters 10, 11 &amp; 12)</td>
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<td>Assignment 4 due online, no later than July 27 @ 11:59pm</td>
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<td>5th</td>
<td>July 30</td>
<td>Ch. 15 Measuring the Effect. of Brand Promotions</td>
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<td>July 31</td>
<td>PRESENTATIONS (promotional projects due for teams presenting today)</td>
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<td></td>
<td>August 1</td>
<td>PRESENTATIONS (promotional projects due for teams presenting today)</td>
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<td></td>
<td>August 2*</td>
<td>ONLINE MINI-EXAM IV (chapters 13, 14 &amp; 15)</td>
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*NO CLASSROOM MEETINGS FOR THESE DATES, STUDENTS MUST COMPLETE ONLINE ACTIVITIES*