Advertising & Promotional Strategy

Course Description
Advertising, promotions, and marketing communications constitute integral components of marketing. This course helps students learn how brands effectively communicate and interact with consumers. The course includes advertising, traditional forms of marketing, digital marketing, promotional tools, and brand management. Prerequisites: MKTG 3310 and Junior standing or above.

Learning Objectives
Upon completion of this class, the student will be able to:
1. Integrate marketing communications.
2. Identify elements involved creating, rejuvenating, or changing a brand image.
3. Create a good brand name and logo.
4. Understand multiple ways to segment a consumer market.
5. Describe the primary job functions within an advertising agency.
6. Utilize multiple message strategies when designing advertisements.
7. Construct various advertising appeals.
8. Describe the advantages and disadvantages of traditional advertising mediums.
9. Create multiple types of digital marketing.
10. Utilize social media marketing for companies.
11. Utilize multiple forms of alternative marketing.
12. Understand the value of database-driven marketing.
13. Describe various types of sales promotions.
14. Understand the importance of public relations.
15. Describe ethical and regulatory concerns connected to marketing.
16. Evaluate the effectiveness of a promotional campaign.

Grading:

<table>
<thead>
<tr>
<th>Points</th>
<th>14 Quizzes (5 points each)</th>
<th>3 Exams (100 points each)</th>
<th>Final comprehensive exam</th>
<th>2 Team Tasks</th>
<th>Attendance &amp; Participation</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>70</td>
<td>300</td>
<td>100</td>
<td>120</td>
<td>10</td>
<td>600</td>
</tr>
</tbody>
</table>

Grades are posted on Blackboard.

There is a strict cut-off for each grade level based on points, not percentages. There is no “rounding up.”

Grading:  A = 600 - 540 points;  B = 539 - 480 points;  C = 479 - 420 points.

Required Textbook: Integrated Advertising, Promotion, & Marketing Communications by Clow & Baack, 7th edition (You do not need any online access codes)

Team Tasks:
As a team, you will have 2 tasks to complete and present in class. Team members who do not participate fully in completing the task will not receive the full points. More details concerning the assignment will be given in class. Tasks involve creating the following marketing communications tools for a client: Advertisement; 30-60 second video; Social media posts; Guerrilla marketing tactic and corresponding video for YouTube; and Press release.
Course Policies

Attendance: Throughout the semester, the professor will chose days to give one attendance point.

Make-up Quizzes: You can make up a missed quiz by submitting the following:
1. A summary of the chapter you missed; 500 words or more.
2. In your own words, tell me how this information is useful in marketing to today’s consumers. Your grade is based on the quality of your work. There is no limit to the number of quizzes you can make-up. E-mail the make-up to the professor within a week after the quiz is given.

Extra Credit: This extra credit work must be turned in no later than the last class day. You can earn up to 10 points, depending upon the quality of your work. Requirements: Chose one key term from the list. Find two articles about the term. You must submit: (1) a write-up of at least 500 words about the term and articles. Include a works-cited page. (2) A PowerPoint presentation that summarizes your write-up. It must be at least five slides. Each slide must contain picture(s) that illustrate the information. (3) Include one YouTube link that relates to your slides. Email me your Word file and PowerPoint file on or before the last class day.

Cell Phone / Electronic Device Usage: Cell phone use is not allowed during class. You may use a laptop if absolutely necessary.

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 possible failure.

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. November 15 is the last day to drop a class with an automatic grade of “W” this term.

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.

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.

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.

Course Outline

Introduction
Ch. 1 Quiz, Integrated marketing communications; Assign teams
Ch. 2 Quiz, Brand management
Ch. 4 Quiz, IMC planning process
Team work day to set up a client
Ch. 6 Quiz; Advertising design;
Ch. 6 cont.; Assign first part of Task #1
Exam over Chapters 1, 2, 4, 6 and class notes
Assign second part of Task #1; Go over exam
Ch. 7 Quiz, Traditional media
Team work days for Task #1
Team presentations
Ch. 8 Quiz, Digital marketing
Ch. 8 cont.
Ch. 9 Quiz, Social media
Ch. 10 Quiz, Alternative marketing
Ch. 10 cont.; Assign Task #2
Ch. 5 Quiz, Advertising campaign management
Exam over Chapters 5, 7, 8, 9, & 10 and class notes
Ch. 11 Quiz, Database and direct marketing and personal selling; Go over exam
Ch. 12 Quiz, Sales promotions
Ch. 13 Quiz, Public relations and sponsorship
Team work days for Task #2
Team presentations
Ch. 14 Quiz, Regulations and ethical concerns
Ch. 15 Quiz, Evaluating an integrated marketing program
Exam over Chapters 11-15 and class notes
Review for Final