Course number: MKTG 3315.W01
Instructor: Oliver Cruz-Milan, Ph.D.
Semester: Fall 2019 Online Mini-term I
Office Telephone: (361) 825-3256
Class / Room: Online/Blackboard Learn
Email: Oliver.CruzMilan@tamucc.edu
Office: OCNR 386
Office Hours: Wed. 5:00-8:00pm / Online Wed. 12:00-2:00pm

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).
Websites Used:
Blackboard https://bb9.tamucc.edu/ IT Helpdesk e-mail ithelp@tamucc.edu, (361)825-2692 and (866)353-2491.

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 the Announcements section in Blackboard Learn for any update or notice not given by the professor during class or through the e-mail. 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. Learning from this course depends primarily on students. 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. In addition, you must view this class as an opportunity for practicing the principles of professional conduct. Even in an online environment, your attitude, words, and actions must live up to those principles.

Course Structure:
This course is fully online and will consist of readings from the textbook, studying from chapter slides and video lectures, participating in forum discussions, and completing assignments, short exams, and a semester project (promotional proposal). For the semester project, students will take the perspective of a consultant in order to develop a Promotional Proposal for a real business/brand. The instructions for the project will be available since the first week of class in the Promotional Proposal tab in Blackboard (do not hesitate to contact the professor to ask questions and/or clarify information about the instructions). All course content will be delivered through Blackboard. Check your e-mail for class announcements, documents, materials and other related information.

Class Participation:
Since this course is fully online, your participation will be through discussions, with ONE original post and at least TWO responses to other classmates per week. Although you have the entire week to respond to the discussions, it is my recommendation that you participate as early as possible so that you can contribute more and gain more from this online forum through the interactions and exchange of ideas and thoughts between you and me and between you and your classmates.

Your original post needs to be posted on discussion board by the Thursday of each week. Your response posts to your colleagues’ posts need to be submitted no later than Sunday of each week. As for the quantity of your discussion participation, the minimum expectation is that you have three posts of which one is your original post to the discussion questions and the other two being your thoughtful comments on other students’ posts. However, I would strongly encourage you to participate more and contribute more than the minimum expectation. Failure to comply with the expected/designated days for posting your comments will results in a deduction of grade points or no points/credit at all. Please also keep the following rules in mind when contributing to the discussions:

a. Regular and meaningful discussion postings constitute a substantial portion of your grade. Participation alone is not enough; a thoughtful and meaningful approach in your posts is required.

b. Be respectful to others and maintain a positive tone in the discussion forum. Please remember that the cultural of mutual respect that is part of this course extends into the virtual classroom environment.

c. Explore disagreements and support assertions with data and evidence.

Online Mini-Exams:
There will be seven online exams in this course. Students will be responsible for and tested on all of the assigned readings and video lectures. The 60-minutes online exams will be administered through Blackboard on the designated weeks, and will be available from Mondays thru Sundays (see schedule at the end of the syllabus). Exam scores will be displayed after submission. The correct/incorrect answers to each question will be available in Blackboard for consultation only after the 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.

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:

<table>
<thead>
<tr>
<th>Assignments (6@50pts each)</th>
<th>= 300 pts</th>
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</thead>
<tbody>
<tr>
<td>Promotional Proposal</td>
<td>= 160 pts</td>
</tr>
<tr>
<td>Online discussions (6@40pts each)*</td>
<td>= 240 pts</td>
</tr>
<tr>
<td>Online short exams (6@50pts each)*</td>
<td>= 300 pts</td>
</tr>
<tr>
<td>TOTAL POINTS</td>
<td>1,000 pts</td>
</tr>
</tbody>
</table>

* There will be 7 online discussions, and 7 online short exams. The lowest scores for each category will be dropped/excluded from the grade calculation.

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 other stakeholders. 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.
- Make sure your computer, laptop, or electronics device meets the necessary technical requirements for Blackboard Learn to function properly. Contact the IT Helpdesk (ithelp@tamucc.edu) if needed.
- Read assigned book chapters and watch video lectures before taking online exams and completing assignments. Students who don’t have/read the textbook are usually the ones with lowest semester grades.
- You must submit all assignments no later than the due date through the corresponding module in Blackboard:
  - Make sure to follow instructions, proofread your assignments, and use APA style citations/references.
  - 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.
- 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.

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. November 11th is the last day to drop a class, and December 3rd is the last day to withdraw.

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.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.
**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>
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</thead>
</table>
| 1st  | Oct 14 to Oct 20 | Ch. 1 The World of Integrated Marketing Communications  
            Ch. 2 The Promotion Industry  
            DISCUSSION FORUM # 1  
            ONLINE MINI-EXAM I (chapters 1 & 2)  
            Assignment 1 due |
| 2nd  | Oct 21 to Oct 28 | Ch. 3 The Evolution of Promoting Brands  
            Ch. 4 Understand the Marketing Environment: Segmentation, Target, Positioning  
            DISCUSSION FORUM # 2  
            ONLINE MINI-EXAM II (chapters 3 & 4)  
            Assignment 2 due |
| 3rd  | Oct 28 to Nov 3 | Ch. 5 Understand Buying Behavior & Communications  
            Ch. 6 The Regulatory & Ethical Environment of Promotions  
            DISCUSSION FORUM 3  
            ONLINE MINI-EXAM III (chapters 5 & 6)  
            Assignment 3 due |
| 4th  | Nov 4 to Nov 10 | Ch. 8 Messaging and Media Strategies  
            Ch. 9 The Internet  
            DISCUSSION FORUM # 4  
            ONLINE MINI-EXAM IV (chapters 8 & 9)  
            Assignment 4 due |
| 5th  | Nov 11 to Nov 17 | Ch. 10 Direct Marketing  
            Ch. 11 Sales Promotion and Point of Purchase  
            DISCUSSION FORUM # 5  
            ONLINE MINI-EXAM V (chapters 10 & 11)  
            Assignment 5 due |
| 6th  | Nov 18 to Nov 24 | Ch. 12 Sponsorship, Product Placement, Branded Entertainment  
            Ch. 13 Public Relations, Influencer Marketing, Social Media, & Corporate Advert  
            DISCUSSION FORUM # 6  
            ONLINE MINI-EXAM VI (chapters 12 & 13)  
            Assignment 6 due |
| 7th  | Nov 25 to Dec 4 | Ch. 14 Personal Selling & Sales Management  
            Ch. 15 Measuring the Effect. of Brand Promotions  
            DISCUSSION FORUM # 7  
            ONLINE MINI-EXAM VII (chapters 14 & 15)  
            PROMOTIONAL PROPOSAL is due no later than DEC 2nd @ 11:59pm |