Course: Management of Promotion
Course Number: 3720
Reference Number: 10467
Credit Hours: 3.0
Fall Semester, 2010
Location: CCB, Rm. 005
Time: 2:00 p.m. – 3:15 p.m.

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Office location: 269 University Center
Office hours: Open door policy.
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Course Description:
Prerequisite: Business Administration 3700 and a 2.0 overall GPA. A study of the design, organization and implementation of the marketing "communications mix". Various methods such as advertising, personal selling, and publicity are analyzed as alternatives for use alone, or in combination to stimulate demand, reseller support, and buyer preference. Particular topics considered include: media selection, sales promotionals, packaging, selling strategy and their relationships in the promotion process.

Course Learning Objectives: At the end of this course, you will be able to:
1. Describe all the major marketing communication functions: advertising, direct marketing, Internet/interactive media, sales promotion, public relations, publicity and personal selling.
2. Describe how to research and evaluate a company's marketing and promotional plan and how to use these plans in coordinating an effective communication strategy and program.
3. Identify resources and tools used in planning advertising and promotion programs.
4. Apply an integrated marketing communications perspective to any business.

Materials Required:

Class Schedule:
August
23 Monday Introduction
25 Wednesday Chapter 1: Introduction to Integrated Marketing Communications
30 Monday Chapter 2: The Role of IMC in the Marketing Process

September
1 Wednesday Chapter 3: Organizing for Advertising and Promotion
6 Monday Labor Day Holiday
8 Wednesday Chapter 4: Perspectives on Consumer Behavior
13 Monday Chapter 5: The Communication Process
15 Wednesday Chapter 6: Source, Message and Channel Factors
20 Monday Chapter 7: Establishing Objectives and Budgeting for the Promotional Program
22 Wednesday Exam 1 Chapters 1-7
27 Monday  Chapter 8: Creative Strategy: Planning and Development
29 Wednesday  Chapter 9: Creative Strategy: Implementation and Evaluation

**October**
4 Monday  Chapter 10: Media Planning and Strategy
6 Wednesday  Chapter 11: Evaluation of Broadcast Media
11 Monday  Chapter 12: Evaluation of Print Media
13 Wednesday  Chapter 13: Support Media
18 Monday  Chapter 14: Direct Marketing
20 Wednesday  Chapter 15: The Internet and Interactive Media
25 Monday  Chapter 16: Sales Promotion
27 Wednesday  Chapter 17: Public Relations, Publicity and Corporate Advertising

**November**
1 Monday  Chapter 18: Personal Selling
3 Wednesday  **Exam 2  Chapters 8-18**
8 Monday  Chapter 19: Measuring the Effectiveness of the Promotional Program
10 Wednesday  Chapter 20: International Advertising and Promotion
15 Monday  Chapter 21: Regulation of Advertising and Promotion
17 Wednesday  Chapter 22: Evaluating the Social, Ethical and Economic Aspects of Advertising and Promotion

22 Monday  **Fall Break**
24 Wednesday  **Fall Break**
29 Monday  Presentations

**December**
1 Wednesday  Presentations
6 Monday  Presentations
8 Wednesday  Presentations
13 Monday  **Final Exam  12:30 p.m. – 2:30 p.m.  Location: CCB, Rm. 005**
18 Saturday  **End of Semester**

**Instructional Strategies:** Interactive lecture, individual presentations, group presentations, and outside research. Students are encouraged to use the library and the Internet to do research.

**Evaluation Criteria and Grading:**

1. Two (2) Chapter Exams (50 points each)  
   100 points  
   25%
2. Two (2) Cohesion Cases (20 points each)  
   40  
   10%
3. Class Participation/Contribution  
   60  
   15%
4. Final examination  
   100  
   25%
5. Integrated Marketing Communications Presentation  
   25
6. Integrated Marketing Communications Paper  
   75  
   25%

Total 400 points 100%
Grading

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
<th>Minimum Requirement</th>
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<tbody>
<tr>
<td>A</td>
<td>95.0 – 100%</td>
<td>380 points</td>
</tr>
<tr>
<td>A-</td>
<td>90.0 – 94.9%</td>
<td>360 points</td>
</tr>
<tr>
<td>B+</td>
<td>86.5 – 89.9%</td>
<td>346 points</td>
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<tr>
<td>B</td>
<td>83.25 – 86.4%</td>
<td>333 points</td>
</tr>
<tr>
<td>B-</td>
<td>80.0 – 83.0%</td>
<td>320 points</td>
</tr>
<tr>
<td>C+</td>
<td>76.5 – 79.9%</td>
<td>306 points</td>
</tr>
<tr>
<td>C</td>
<td>73.25 – 76.4%</td>
<td>293 points</td>
</tr>
<tr>
<td>C-</td>
<td>70.0 – 73.0%</td>
<td>280 points</td>
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<tr>
<td>D+</td>
<td>66.5 – 69.9%</td>
<td>253 points</td>
</tr>
<tr>
<td>D</td>
<td>63.25 – 66.4%</td>
<td>240 points</td>
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<tr>
<td>F</td>
<td>0.0 – 59.9%</td>
<td>200 points</td>
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An “A or A-“grade will reflect superior work in all phases of the course. The minimum requirement for an “A“ is 380 points.

The minimum requirement for an “A-“ is 360 points.

A “B+, B, or B-“grade will reflect a quality level effort of scholarship: all assignments completed with workmanlike quality, well-written papers and above average test results. The minimum requirement for a “B+“ is 346 points.

The minimum requirement for a “B“ is 333 points.

The minimum requirement for a “B-“ is 320 points.

A “C+, C, or C-“ grade will result from completed assignments of mediocre effort and writing quality, average test results, and minimal class participation/contribution. The minimum requirement for a “C+“ is 306 points.

The minimum requirement for a “C“ is 293 points.

The minimum requirement for a “C-“ is 280 points.

A “D+, D, or D-“grade will result where assignments are very poorly done or not completed, and classes frequently missed.

The minimum requirement for a “D“ is 253 points.

The minimum requirement for a “D-“ is 240 points.

An “F“ grade will result from failure to meet minimum course requirements.

Class Participation/Contribution – Active class participation is an important part of your learning. Attendance and participation in class discussions is expected. This will require reading the assigned materials, and being prepared to discuss them. You are encouraged to ask questions and offer comments.

Cohesion Cases with Written Synopsis – You will be asked to present two cohesion cases to the class during the semester that illustrate a contextual relationship between the chapter assigned for the day and a “real life” example reported in the media. Articles may be chosen from Advertising Age, Adweek, Brandweek, The Wall Street Journal, Business Week, Fortune, Forbes, Sales and Marketing Management, or from online sites eMarketer, AdAge.com or MediaPost.com. Your article and 1-2 page paper must be turned in the day of your oral presentation. The paper must detail the article’s significance to the chapter and reference the chapter and page number that illustrates the contextual relationship observed. Cases must be presented on the day assigned. If delivered at a later time, 5 points will be deducted for being late.

Chapter Exams and Final Examination – Tests consist of multiple choice questions.

Integrated Marketing Communications Plan/Presentation - Working in groups of 2 or 3, students will prepare an Integrated Marketing Communications Plan for a business. (See Figure 1-6, Page 30 and 31 of your text for the elements contained in an Integrated Marketing Communications Plan). Your plan will be evaluated on how well it describes an overall advertising strategy and promotional plan for the participating business. Each group will be asked to deliver a short, convincing presentation of their
plan at the end of the semester. The quality and insightfulness of this verbal presentation and the evaluation of your classmates will be part of your presentation grade.

Expectations and Policies:

Academic Honesty - Plagiarism is the intentional or unintentional presentation of another person’s idea or product as one’s own work. You can avoid unintentional plagiarism by using carefully accepted scholarly practices. Notes taken for papers and research projects should accurately record sources of material cited, quoted, paraphrased, or summarized, and papers should acknowledge these sources in footnotes. The penalties for plagiarism include a grade of “F” on the work in question, a grade of “F” in the course, suspension, or expulsion from the University. You are responsible for being attentive to and observant of campus policies about academic honesty as stated in the University’s Student Conduct Code.

Attendance Policy - Attendance is required. Participation in class is an important part of your learning experience. You will be allowed to miss two classes but missing more will cause you to lose 2 points for each additional absence.

Student Absence Policy for University Sanctioned Activities - Participation in extracurricular activities is an important component of your university education. Extracurricular activities include, but are not limited to, intercollegiate athletics, music ensembles, performing arts troupes, field trips, student government, and the like. Reasonable accommodations will be made to makeup cohesion cases and exams that are missed because of these university-sanctioned activities. It is your responsibility to submit a “Student Absence Form” for scheduled absences as early as possible during each semester. It is also your responsibility to fulfill the requirements of the missed class work in a timely manner. You are responsible for the material covered in all classes, whether or not you attend class. If disagreements arise from this policy, the issue will be first referred to the department chair, followed by the dean, and finally the Provost, for review and resolution.

Civility - Turn off beepers and cell phones during class. Adherence to the Student Conduct Code is expected. My commitment is to create a climate for learning characterized by respect for each other and the contributions that each person makes to the class. I ask that you make a similar commitment.

Late Work – Late cohesion cases will be graded at a maximum grade of 75% of total points. Requests for exceptions to this policy must be discussed with me prior to the due date.

Make-Up Tests – Make-up tests must be taken within one week of the original test date. Arrangements must be made prior to the original test date.

Access, Disability, Communication - Students requiring special accommodations should meet with me during office hours so that we can discuss how to meet your needs this semester. Prior to our meeting be sure you have met with someone in Disability Access Services (MSC 144).