Southern Illinois University - Fall 2014  
BA 558: Promotional Strategy & Management  
Dr. Dena Hale

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Phone: 453-7773  
Class Time: Wednesdays 2:00pm to 4:40pm  
Room: Rehn 13  
Office Hours: Monday, Wednesday and Friday 1pm-1:50pm or by appointment

Required Materials:
Contemporary Advertising and Integrated Marketing Communications  

Additional required readings will be posted on D2L; all articles are available as .pdfs through the SIU Library and will also be posted

Course Prerequisites:  
I assume that all registered students have successfully completed BA 550 (Marketing Management) or its equivalent. If you have not had a marketing course before, you may want to purchase an introductory marketing text…I will assume you know key marketing concepts.

Course Description:  
This promotional strategies course revolves around the concept of “integrated marketing communications” (IMC), which is a cross-functional process of strategically controlling all company messages distributed to customers or stakeholders to create value for a firm. This course will cover the classic five components of promotions: advertising, sales promotions, personal selling, direct marketing, and publicity. In addition to these marketing concepts, we will also discuss some classic consumer psychology concepts this semester, such as affect, cognition, memory, and persuasion. I believe that this will give MBA students a more thorough understanding of the customer, which would then enhance the promotional strategy aimed at that consumer. NOTE: This course is NOT an advertising class or a course that focuses on the components of an ad design (although we may touch on it a bit).
Course Objectives:
- Integration of theoretical and managerial insights into the various promotional components used in the business world.
- Critically synthesize traditional psychology theories related to individuals with insights to understand the consumer's purchase behaviors and responses.
- Integrate IMC elements into an effective communication program to build relationships with customers and other key audiences.
- Critically evaluate different promotional strategies and plans (experientially, numerically, strategically, and theoretically).
- Demonstrate graduate level written and oral communication and ability to convey strategic decisions to others.

Student Expectations (Classroom Policies):

Prior to Class:
The format of this class necessitates participation and preparedness on the part of the student. You must read all materials prior to class. I expect students to treat this course like a job: be professional in your speech, your writings, and your behavior, be on time, and be prepared. You must read the assigned materials BEFORE class (I reserve the right to give a short quiz at the start of class).

During Class:
To ensure that everyone has an equal opportunity to benefit from class, students should observe common courtesy and respect the rights of others. Some professional courtesy rules that should be observed in the classroom are:
1) Please turn off all cell phones and electronic equipment out of respect for the professor and other students.
2) Do not surf the internet, use instant messaging, or text message others during class if you chose to use your laptop/tablet for note taking.

Deviations from student expectations will affect your class participation grade. If it appears to me that you are particularly unprepared for class, I reserve the right to ask you to leave the room. Continued enrollment in this course indicates agreement with these policies.

Academic Honesty Policy:
All university, college, and departmental policies on academic honesty will be strictly enforced. The consequence of academic dishonesty is failure in the course and referral of the case to the Dean of the college for additional disciplinary action. Please see the College of Business Administration’s academic dishonesty policy in your student handbook.

Emergency Procedures
Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency
Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on the BERT’s website at www.bert.siu.edu, Department of Public Safety’s website www.dps.siu.edu (disaster drop down) and in the Emergency Response Guidelines pamphlet. Know how to respond to each type of emergency.

Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. **It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency.** The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

**Student Evaluation (Grading Policy):**

<table>
<thead>
<tr>
<th>Assignment Description</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Promotional Plan Project (written report, team participation, &amp; oral presentation)</td>
<td>30%</td>
</tr>
<tr>
<td>Individual Case Summaries or Reaction papers, Quizzes, Homework/Assignments</td>
<td>40%</td>
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<tr>
<td>Participation</td>
<td>10%</td>
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<tr>
<td>Mid-Term Exam</td>
<td>10%</td>
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<tr>
<td>Final Exam</td>
<td>10%</td>
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An Official Course Schedule will be provided during the first week of class.

**Description of Assignments:** All assignments must be typed, 1, 1.5, or 2 line spacing, 12 point traditional font, and 1 inch margins. An electronic copy of group work is also required for submission to Turn-It-In plagiarism software. Grammar is extremely important for your writing assignments; all written assignments have a minimum of 10% of the grade devoted to the evaluation of grammar. See final page of syllabus for more detail.

**PROMOTIONAL PLAN PROJECT:** The primary “application” focus of the semester is on the semester project; the teams will be working together and against one another for a live client. More details will follow in Week 2 or 3 of class.

**WEEKLY (INDIVIDUAL) ASSIGNMENTS:** Every class, students will be expected to read the assigned book and D2L posted readings. For some assignments students will also be required to “tell me something I don’t know.” This means that you must provide a real world example (obtained from a legitimate business source, such as The Wall Street Journal, USAToday, BusinessWeek, PromoMagazine, MarketingNews, etc) related to the current readings. This example can be photocopied on a page or printed out from the internet, but the full source, author, date, etc of the example must be on the sheet. Your name and the date for this source should be on the upper right corner of the page to receive credit.

Other individual assignments may be reaction papers to assigned readings to be turned in at the start of class or case summaries. Other assignments may be group assignments.
PARTICIPATION: Class participation is also a component of your daily assignment grade; participation is a function of “active” attendance, adherence to classroom policies, and verbal contributions in class. Each student is expected to contribute to class discussions by asking questions, making comments, or sharing experiences. On days when you are presenting to the class or we have scheduled guests, all students must be in business attire. I keep track of participation points on a daily basis after class.

MID-TERM EXAM & FINAL EXAM: Both exams will be a combination of multiple choice, short answer, and essay questions. No make-up exams will be given, unless the absence is a University-approved excuse. Exams are delivered via D2L. The Final Exam will be administered according to the university schedule: Wed., Dec 10 - 2:00-3:45p.m.

FOR YOUR INFORMATION: I am particularly sensitive to your writing skills. If your writing skills are poor, then I believe it is part of my job to show you where your errors are occurring. If I see continual writing errors, I will send you to the University writing center and not accept future writings. See these links for the importance of good writing in MBA graduates:

http://www.csus.edu/wac/WAC/Students/real_world_writing.html
http://www.nytimes.com/2004/12/07/business/07write.html?_r=1&ei=5090&en=6c4f3a02432550f0&ex=1260075600&pagewanted=print

Two major issues to remember when writing for Dr. Hale:

1. I insist on proper email etiquette.
   - Always begin your email with a salutation that includes the formal title of the person you are addressing (e.g., “Dear Dr. Hale,” or “Dear Ms. Heiple,”)
   - Always end your email with a closing remark and your name! (e.g., “Regards, Joe Smite” or “Thank You, Jen Jones”)
   - Always write in complete sentences. Do not use “text message” speak or abbreviations.
   - Always remember that your email is a business communication and should be as formal as a typewritten letter.
   - I reserve the right to delete or not respond to student emails that do not adhere to these above rules. This may seem severe, but part of my job is to teach you the reality of the business world.

2. I am particularly sensitive to the use of commas, semicolons, and colons in your written work.
   - Commas separate lists of things (e.g., “I like margaritas, wine, and martinis.”)
   - As you read a sentence out loud, if there is a pause in your speaking, a comma should be present (e.g., “If you enjoy college basketball, Carbondale is a great place to live.”)
   - If you start your sentence with a preposition (e.g., if, on, in), then you need a comma before the next phrase.
• Semicolons separate two *complete* sentences; this means that the words on each side of the semicolon should be “stand-alone” sentences (e.g., each side of the semicolon should have a subject and a verb).
• In my experience, most college students do not use commas enough and most students use semicolons incorrectly.

SIU Writing Center:  [http://write.siu.edu/Writing_Resources.php](http://write.siu.edu/Writing_Resources.php)
Syllabus Attachment
Fall 2014

“We emphasize student achievement and success because achievement and success are essential if we are to shape future leaders and transform lives.”

IMPORTANT DATES *
Semester Class Begins .....................................................08/18/2014
Last day to add a class (without instructor permission): .......................08/24/2014
Last day to withdraw completely and receive a 100% refund: ..............08/31/2014
Last day to drop a course using SalukiNet: ...................................10/26/2014
Last day to file diploma application (for name to appear in Commencement program): .................................................................10/31/2014
Final examinations: ..................................................................12/8–12/12/2014
Note: For outreach, internet, and short course drop/add dates, visit Registrar’s Academic webpage http://registrar.siu.edu/

FALL SEMESTER HOLIDAYS
Labor Day 09/01/2014
Fall Break 10/11—10/14/2014
Veterans Day 11/11/2014
Thanksgiving Vacation 11/26—11/30/2014

WITHDRAWAL POLICY ~ Undergraduate only
Students who officially register for a session may not withdraw merely by the stopping of attendance. An official withdrawal form needs to be initiated by the student and processed by the University. For the proper procedures to follow when dropping courses and when withdrawing from the University, please visit http://registrar.siu.edu/pdf/ugradcatalog1314.pdf

INCOMPLETE POLICY ~ Undergraduate only
An INC is assigned when, for reasons beyond their control, students engaged in passing work are unable to complete all class assignments. An INC must be changed to a completed grade within one semester following the term in which the course was taken, or graduation, whichever occurs first. Should the student fail to complete the course within the time period designated, that is, by no later than the end of the semester following the term in which the course was taken, or graduation, whichever occurs first, the incomplete will be converted to a grade of F and the grade will be computed in the student's grade point average. For more information please visit: http://registrar.siu.edu/grades/incomplete.html

REPEAT POLICY
An undergraduate student may, for the purpose of raising a grade, enroll in a course for credit no more than two times (two total enrollments) unless otherwise noted in the course description. For students receiving a letter grade of A,B,C,D, or F, the course repetition must occur at Southern Illinois University Carbondale. Only the most recent (last) grade will be calculated in the overall GPA and count toward hours earned. See full policy at http://registrar.siu.edu/pdf/ugradcatalog1314.pdf

GRADUATE POLICIES
Graduate policies often vary from Undergraduate policies. To view the applicable policies for graduate students, please visit http://gradschool.siu.edu/about-us/grad-catalog/index.html

DISABILITY POLICY
Disability Support Services provides the required academic and programmatic support services to students with permanent and temporary disabilities. DSS provides centralized coordination and referral services. To utilize DSS services, students must come to the DSS to open cases. The process involves interviews, reviews of student-supplied documentation, and completion of Disability Accommodation Agreements. http://disabilityservices.siu.edu/

PLAGIARISM CODE

SALUKI CARES
The purpose of Saluki Cares is to develop, facilitate and coordinate a university-wide program of care and support for students in any type of distress—physical, emotional, financial, or personal. By working closely with faculty, staff, students and their families, SIU will continue to display a culture of care and demonstrate to our students and their families that they are an important part of the community. For Information on Saluki Cares: (618) 453-5714, or siucares@siu.edu, http://salukicares.siu.edu/index.html

EMERGENCY PROCEDURES
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INCLUSIVE EXCELLENCE
SIU contains people from all walks of life, from many different cultures and sub-cultures, and representing all strata of society, nationalities, ethnicities, lifestyles, and affiliations. Learning and working with people who differ is an important part of education as well an essential preparation for any career. For more information please visit: http://www.inclusiveexcellence.siu.edu/

MORRIS LIBRARY HOURS
http://www.lib.siu.edu/about

LEARNING AND SUPPORT SERVICES
Help is within reach. Learning support services offers free tutoring on campus and math labs. To find more information please visit the Center for Learning and Support Services website:
Tutoring : http://tutoring.siu.edu/
Math Labs http://tutoring.siu.edu/math_tutoring/index.html

WRITING CENTER
The Writing Center offers free tutoring services to all SIU students and faculty. To find a Center or Schedule an appointment please visit http://write.siu.edu/

AFFIRMATIVE ACTION & EQUAL OPPORTUNITY
Our office's main focus is to ensure that the university complies with federal and state equity policies and handles reporting and investigating of discrimination cases. For more information visit: http://diversity.siu.edu/#

Additional Resources Available:
SALUKINET: https://salukinet.siu.edu/cp/home/displaylogin
ADVICEMENT: http://advisement.siu.edu/
PROVOST & VICE CHANCELLOR: http://pvcaa.siu.edu/
SIU ONLINE: http://online.siu.edu/