Course Description

558-3 Promotional Strategy and Management. The study of the elements of the promotional mix including advertising, personal selling, sales promotion and publicity and how they apply in the profit and not-for-profit sectors of the market place. A primary objective of this course is to provide students with the tools necessary to successfully oversee the creation and completion of a viable integrative communication strategy for new as well as existing companies.

First Lesson of the Semester

It is important that I highlight that MBA students must change their philosophy when it comes to promotions. No longer should you consider yourself as part of the target audience, which is typically the case when you watch TV advertisements or see billboard Ads. You must instead approach this course from the perspective of the creator of promotional strategies. What your personal preferences are go out the door when creating mass communication campaigns since a majority of the target audience is heterogeneous and completely different from you. I would advise you to approach and assess promotional campaigns from what the true target audience might perceive, like/dislike, want, understand, etc, and not from what appeals to you and your immediate family. It is no longer about you, but what adds value to the firm and creates a lasting imprint on the audience. Therefore, determining promotional campaigns from your own stance and not from the target audiences’ point of view is a complete waste of time and money for the firm who has hired you to manage their promotional campaigns. Given the heterogeneity of consumer needs and wants, this course will be covering several topics and employing examples that you might consider offensive. I suggest you not take this personal but instead concern yourself more with reasons behind the creation of the campaign. As specified in the course objective, the emphasis of this class is not advertising, but on the decision making process involved in strategizing a successful and viable promotional campaign. This in turn means that the focus of the course is on campaigns and not the development of a single ad, press release, facebook page, twitter account, or web page. While class material will definitely utilize single ads, press releases, facebook pages as examples of part of previously failed or successful campaigns, keep in mind that the primary focus of this course is the bigger picture—the larger campaign.

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1 Should there be the need to do so, I reserve the right to modify any part of these syllabi during the semester. Any changes will be announced in class.
**Prerequisite**
BA 550 or equivalent. Restricted to enrollment in College of Business graduate program or consent of department.

**Required Course Material**
You are welcome to buy or rent a used version or an older edition of the book online, which is commonly available on amazon for about $40.

**Required Course Packet**
The course packet is available through Harvard Business School. Additional readings will be uploaded onto D2L or communicated (handed to you) in class.

**Related Websites**
Advertising Age online (adage.com); John W. Hartman Center For Sales, Advertising & Marketing History (http://library.duke.edu/rubenstein/hartman/); Sales Education Foundation (http://www.salesfoundation.org/).

**Method of Instruction**
This course will utilize a variety of instructional approaches including discussion, team breakout sections, mini and full length case study, application papers, in-class exercises, industry analyses, and presentations. This class is strictly designed as an interactive environment, so students are expected to partake in the teaching and learning process through self-learning and team-work learning.

One of the goals of this course is to prepare you to manage the development of creative and effective communication plans. To accomplish this goal, it is important that each class be seen as a full-scale consulting meeting led by the students. This is intended purely to increase your success rate as a marketing manager.

**Participation and Class Expectations**

*Participation*
You are expected to come to class fully prepared with the assigned readings completed and ready to fully participate. Note that 10% of your grade depends on your sound participation in the course. You are expected to read all materials prior to class and be prepared to deliver relevant, educated, fascinating and shrewd comments. I reserve the right to test you at the start of each class period. Something I probably will be doing each period except on the days we have exams, guest speakers, and presentations. Proper classroom decorum and courtesy must be observed. Be respectful of all those in the classroom. No one student should overwhelm or dominate the conversations. If you are the type to dominate conversation, it will be to your benefit that you balance your talk/listen ratio to a 50/50 proportion so as to accommodate relevant and insightful comments from other students.
Attendance is mandatory. Clearly attendance affects participation seeing as you cannot participate or receive participation points when you are not in the classroom. Even with excused absences, a student who does not attend class misses participation points for the missed day because due diligence demands that your absence from class result in no participation points for the class period. Failure to attend class result in a 3% deduction of your participation points.

Class Expectations
Turn off all cell phones devices upon class arrival. If your phones is off, then there should be no texting, watching hulu.com, etc in class. Do not surf the internet without specific instruction from me. If the class will need to use the internet for a class activity, a lab will be reserved for our usage.

Evaluation of Performance

- Participation: 10%
- Case Analysis/Any Write-ups/Assignments/Quizzes: 40%
- Exam: 20%
- Projects for Clients: 30%

Racism, Tribalism, Sexism, Anti-Semitism
There will be no Racism, Tribalism, Sexism, anti-Semitism, and any ISM’s in this class. All students and the professor must be respectful of each other. If you as a student feel that you have been disrespected in this manner, please bring it to my attention immediately.

Students with Disabilities
If you feel you need special accommodations because of a disability, please see me within the first week of class with the necessary documentation.

Holidays
We will observe all university appointed holidays.

Academic Dishonesty Policy
Students will be sanctioned for violations of the standards of academic honesty. The six categories of acts of academic dishonesty are:

1. “Plagiarism: Representing the work of another as one’s own work.”
2. “Preparing work for another that is to be used as that person’s own work.”
3. “Cheating by any method or means.”
4. “Knowingly or willfully falsifying or manufacturing scientific or educational data and representing the same to be the result of scientific or scholarly experiment or research.”
5. “Knowingly furnishing false information to a University official relative to academic matters.”
6. “Soliciting, aiding, abetting, concealing or attempting conduct in violation of the Code.”
The penalty will range anywhere from points being taken off to receiving a zero on the exercise/exam. The College of Business Administration’s policies and procedures on academic honesty will be enforced. COBA’s policies and procedures for acts of academic dishonesty policy can be found at: http://www.cba.siu.edu/studentaffairs/dishonesty_2005.pdf

**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.

**Important University Links**
http://pvcaa.siu.edu/_common/documents/Syllabus%20Attachment%20Fall%202015.pdf
Fall 2015 Calendar: http://registrar.siu.edu/calendars/academic1516.html
Fall 15 Exam Schedule: http://registrar.siu.edu/pdf/examfall15.pdf
Graduation deadline and ceremony: http://registrar.siu.edu/calendars/graduation.html

**Email Communication**
Please use my SIUC email to contact me (nanaza@siu.edu). I will typically respond within 24 hours and always within 48 hours. However, do not be surprised if there is a delay should you email me between 1 p.m. Friday and 10 a.m. Monday. When you do contact me via email, you must write in complete, coherent sentences with proper grammar, spelling and punctuation. Emails that are not written professionally, contain GSP errors, are written in texting language, or do not contain complete sentences will be ignored. See a sample email correspondence next.
Sample Email Correspondence
To: nanaza@siu.edu
Cc: 
Subject: BA 558- Appointment Schedule

Dear Dr. Anaza

(All emails to me must be professional). You should always address me or another authority figure by name with a salutation preceding the name (e.g., Dear Dr. Anaza or Good Day Mr. Jackson). These are simple courtesies that every business professional must be familiar with in order to retain likeability. “Likeability is an important component for relationship development [between professor and student]. Likability creates an emotional connection between people and is the foundation from which trust and economic ties may develop” (Nowlin & Anaza, forthcoming).

Body of the email must be succinct and to the point.

Sincerely,

Maria Jones
MBA Student
Expected Graduation, May 2017