MKTG 363: Promotion Management

Syllabus – Spring 2016

Instructor: Dr. Cheryl Burke Jarvis

BNAD Students: A minimum grade of ‘C’ is required in this course

Contact information for this course (emails should be directed to the following addresses):
- Program Manager (Ann Pearson): oprogmgr@business.siu.edu    Phone: 618.453.7901
- Course e-mail: See course homepage
- TA Office Hours: See course homepage
- TA Phone Number: 618.453.7999

See the “My Home” page on the program site for various resource links (FAQ, Textbook information, Orientation videos, remote proctoring information, on-campus exam registration, etc.).

Required Text
- Title: Promo 2
- Author: O’Guinn, T., Allen, C.T., and Semenik, R.J.
- Publisher: Southwestern/Cengage Learning
- ISBN: 978-1-133-37245-5, OR 978-1-133-62617-6 (the access code is not required)

Note that the textbook publisher offers several online resources - such as a searchable glossary, printable flashcards, videos, and practice quizzes - to assist in your studies. Use of these resources is completely optional for this course, but they are free with the purchase of the book. The online resources are available by logging in on the publisher’s website at: http://login.cengagebrain.com. You must register as a user on the site by following the online prompts and entering the ACCESS CODE shown in the insert card at the front of your textbook. (If the site asks for a “Course Code,” simply leave that line blank. It is not needed for this class.) Please note that an access code can be used for only one registered student account. If you buy a used book for which the access code has already been registered, you will not be able to log in to the publisher’s website.

Other Materials:
- External USB webcam for off-campus and BNAD students
- On-campus students will need to register for on-campus exams
- Refer to the orientation videos if you have questions about viewing the online lectures.
- Refer to the Student Program Agreement as needed
Grading Schedule

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
<th>Day Due* **</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion: Reply to the required discussion question in each module as indicated. Respond to one other student’s post as indicated. 5 points possible for each post and response based on the quality of your discussion (13 * 5).</td>
<td>65</td>
<td>See Module Content</td>
</tr>
<tr>
<td>Introduction Activity</td>
<td>5</td>
<td>Wednesday of Module 1</td>
</tr>
<tr>
<td>Team Selection</td>
<td>10</td>
<td>Thursday of Module 1</td>
</tr>
<tr>
<td>Strategic Promotion Campaign Project - seven assignments</td>
<td>720</td>
<td>See Module Content</td>
</tr>
<tr>
<td>Individual Campaign Project Reflection Questions. 10 points possible per submission.</td>
<td>70</td>
<td>See Module Content</td>
</tr>
<tr>
<td>Exam 1 - Ch. 1, 2, 4 and Lectures</td>
<td>100</td>
<td>Monday of Module 3 - 60 minutes</td>
</tr>
<tr>
<td>Exam 2 - Ch. 8, 9, 10 and Lectures</td>
<td>100</td>
<td>Monday of Module 5 - 60 minutes</td>
</tr>
<tr>
<td>Exam 3 - Ch. 11, 12, 13 and Lectures</td>
<td>100</td>
<td>Monday of Module 7 - 60 minutes</td>
</tr>
<tr>
<td>Exam 4 - Ch. 6, 14, 15, and Lectures</td>
<td>100</td>
<td>Available Thursday and Friday of Module 8 - 60 minutes</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1270</strong></td>
<td></td>
</tr>
</tbody>
</table>

*Unless otherwise indicated, all activities are due by midnight.
** Exams will be proctored. Exams are closed-notes and closed-book.

Course Schedule

<table>
<thead>
<tr>
<th>Module</th>
<th>Dates</th>
<th>Lecture Topic</th>
<th>Chapter</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tuesday, Jan 19 to Sunday, Jan 24</td>
<td>What is “Promotion”? The Promotion Industry</td>
<td>Ch. 1</td>
</tr>
<tr>
<td>2</td>
<td>Monday, Jan 25 to Sunday, Jan 31</td>
<td>The Strategic Planning Process Segmentation, Targeting and Positioning</td>
<td>Ch. 4</td>
</tr>
<tr>
<td>3</td>
<td>Monday, Feb 1 to Sunday, Feb 7</td>
<td>Creativity and the Creative Concept Advertising</td>
<td>Ch. 8</td>
</tr>
<tr>
<td>4</td>
<td>Monday, Feb 8 to Sunday, Feb 14</td>
<td>Digital Promotion Direct Marketing</td>
<td>Ch. 9</td>
</tr>
<tr>
<td>5</td>
<td>Monday, Feb 15 to Sunday, Feb 21</td>
<td>Sales Promotions Point-of-Purchase and Packaging</td>
<td>Ch. 11</td>
</tr>
<tr>
<td>6</td>
<td>Monday, Feb 22 to Sunday, Feb 28</td>
<td>Sponsorships and Product Placements Public Relations, Influencer Marketing and Corporate Advertising</td>
<td>Ch. 12 Ch. 13</td>
</tr>
<tr>
<td>7</td>
<td>Monday, Feb 29 to Sunday, Mar 6</td>
<td>Personal Selling Measuring Promotional Effectiveness</td>
<td>Ch. 14 Ch. 15</td>
</tr>
<tr>
<td>8</td>
<td>Monday, Mar 7 to Friday, Mar 11</td>
<td>Ethical and Legal Issues in Promotion</td>
<td>Ch. 6</td>
</tr>
</tbody>
</table>
Grading
The final grade is based on the total points earned and accumulated from four exams, class discussion, the Strategic Promotion Campaign group project that is executed in stages throughout the semester, and a set of individual submissions reflecting on your participation and learning from each week’s group project activity. Each exam includes 50 multiple-choice questions worth two points each, making each exam worth 100 points for a total of 400 points. The seven discussion postings and six required responses are worth 5 points each for a total of 65 points. An introduction activity is worth 5 points; and selection of teams for the course project will add 10 points. The Strategic Promotion Campaign Plan team project will be submitted in seven stages during the course, and is worth a combined 720 points. The individual responses to the seven “Reflection Questions” regarding each week’s campaign project activity are worth a total of 70 points. The total points possible in the course are 1270. Letter grades will be based on the following points: 1143 - 1270 = A; 1016 - 1142 = B; 889 - 1015 = C; 762 - 888 = D; 0 - 761 = F.

Discussion
Each module presents a discussion question in the First Goal. Please answer the discussion question with a relevant and substantive posting (100-150 words) by the date/time indicated. Refer to the Student Program Agreement for an explanation of a relevant, substantive posting. Refer to the rubrics attached to your TA’s Sunday emails.

You will also be required to respond substantively to a posting provided by one other student. There will be seven weekly discussion questions that you must answer, and you must respond to another student’s posting for the first six of those discussions (you must post your own individual answer to the last Module’s discussion question, but responding to another student in that thread is optional.) That totals to 13 discussion posts and responses during the course. Each post and response is worth 5 points each, for a total of 65 points for discussion.

Strategic Promotion Campaign Project
The major learning activity during the semester is the development of a Strategic Promotion Campaign Plan. What is a “campaign”? A strategic promotion campaign has many parts - all eight categories of promotional tools that we will study in this course are potential elements in an integrated campaign (although not all promotional tools are appropriate for every brand.) No single advertisement, package, or website can create the necessary brand awareness for a product or service. For promotion to work, all the elements must be integrated so that the brand message is consistent, coordinated and reinforced repeatedly to the target audience. A campaign can extend from six months to several years.

Your project this semester will involve working in a team of two to four students to develop an integrated promotional campaign plan for a real business. You will select teams early in the first week, so be ready to get started quickly and keep an eye on your deadlines. The plan will be delivered in seven sections throughout the course. You’ll be given instructions for each stage of the planning process in the Module Content and receive a rubric from your TA in the Sunday emails. At the end of the course, you will have a completed Strategic Promotion Campaign Plan that can be presented to the client business and can be used as a terrific portfolio piece in your job interviews.
The seven reports will be submitted as Word files using the Submission menu item. All reports should be double-spaced (unless otherwise indicated in the assignment instructions), using a 12 point font and one-inch margins. The sections will have different point values, depending on the workload involved in their production. Part of the grade for each report will include an assessment of the professionalism of the presentation of the report - including correct spelling, grammar, punctuation, organization, and citation of sources. All weekly Campaign Plan assignments are due Sunday at midnight of the module in which they are assigned.

The six sections of the Plan and their point values are:

#1 - Identify a Client - 20 points
#2 - Situation Analysis - 100 points
#3 - Segmentation/Targeting/Positioning and Statement of Strategic Objectives - 100 points
#4 - Creative Brief - 100 points
#5 - Identify Channels for Delivery of Message - 100 points
#6 - Creative Concept and Message Execution - 200 points
#7 - Measuring Effectiveness of the Campaign - 100 points

Please adhere to the following naming convention for your submitted file: MX_CompanyName, where X is the module number.

Why Do We Assign Group Projects?

Group projects are an important learning experience that helps students develop and improve critical professional soft skills that are in high demand by employers. Recruiters of college graduates consistently tell us that the most important characteristics they look for in job applicants are the ability to work well within a team, interpersonal skills, leadership skills, and written and oral communication skills. These are all skills that can be effectively honed in the process of working on class projects as part of a team. Group projects are not just a way to produce a report at the end of the class – they teach students about the process of work. Even a “bad” team experience can often provide an excellent learning experience for skills like communication, negotiation, problem-solving, conflict resolution, group dynamics, leadership, delegation, project management, and time management, as well as providing valuable exposure to diverse perspectives and work styles. And, finally, group projects allow students to tackle much more complex, multifaceted, detailed, and comprehensive projects than any individual could produce alone, thus providing a realistic reflection of the level of execution required in the professional business world. The fact is that employers are increasing the use of cross-functional teams because teams produce better, more creative results, and therefore we assign group projects to help our students learn how to operate successfully in that environment.
Individual Reflection Questions
Each module in which a group Strategic Campaign Project assignment is due, each member of the team must submit a separate, individual response to a “Reflection Question” about the process of creating that week’s group assignment. The responses should be approximately 300 words or less, as appropriate for each question (some may need to be longer, some may be shorter).

The Reflection Questions are designed to allow each team member to reflect individually on the process of developing the campaign plan and what was observed and learned in the process. In addition, these Reflection Question submissions are designed to encourage full participation in the group work by requiring that each team member demonstrate on a weekly basis his/her own level of effort, participation, and contribution to the group’s output.

The Reflection Question responses will be graded based on how well they demonstrate the individual respondent’s full participation in the module’s group activities, in terms of (1) the specificity of detail and depth of knowledge about the assignment requirements and activities presented in the response, as well as (2) the consensus with responses from other team members when facts about the group’s activities are reported.

Note that this is an INDIVIDUAL requirement, and responses to the Reflection Questions should not be discussed or shared among group members.

Please adhere to the following naming convention for your reflection submissions: MX_your lastname_firstname, where X is the module number.

Exams
Exams are closed-notes/closed-book. They are proctored. They consist of multiple choice and True/False questions.

Feedback
You can expect feedback on your course activities within 48 hours. Grades will be posted to the grade book (Grades menu item).

If you earn less than the full points on discussion posts, you will receive an email with a graded rubric. Graded papers will be uploaded to the submissions page with a graded rubric embedded. Please review these. If you need assistance in retrieving a graded submission, review the “Submissions” orientation video (accessible from the “Program Resources” link on the “My Home” page) or contact the Program Manager.

Each Sunday evening, you will receive an email from your TA. Please read these and all emails from your TA or program manager.
Policy Statement
Spring 2016

IMPORTANT DATES for the online undergraduate programs offered in the College of Business

First 8 week courses:
Course begins: Monday, 1/19/2016
Last day to add class (without instructor permission): Sunday, 1/24/2016
Last Day to withdraw completely and be eligible to receive refund: Sunday, 1/31/2016
Last day to drop a course using SalukiNet (no refund; results in W grade): Sunday, 2/21/2016
Regular deadline to file diploma application ($50 fee): Friday, 2/12/2016
Last diploma application deadline ($75 fee): Friday, 3/11/2016
Final exams: 3/10/2016 - 3/15/2016

Second 8 week courses:
Course begins: Monday, 3/21/2016
Last day to add class (without instructor permission): Monday, 3/21/2016
Last Day to withdraw completely and be eligible to receive refund: Sunday, 4/3/2016
Last day to drop a course using SalukiNet (no refund; results in W grade): Sunday, 4/24/2016
Regular deadline to file diploma application ($50 fee): Friday, 2/12/2016
Last diploma application deadline ($75 fee): Friday, 3/11/2016
Final exams: 5/12/2016 - 5/15/2016

COMMENCEMENT: Saturday, 5/14/2016

SPRING SEMESTER HOLIDAYS
Martin Luther King, Jr.'s Birthday Holiday 01/18/2016
Spring Break 03/12/2016 - 03/20/2016

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

DISABILITY POLICY
Disability Support Services provides the required academic and programmatic sup-port 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
Student Conduct Code http://srr.siu.edu/student_conduct_code/

MORRIS LIBRARY HOURS
http://www.lib.siu.edu/about
SAFETY AWARENESS FACTS AND EDUCATION
Title IX makes it clear that violence and harassment based on sex and gender is a Civil Rights offense subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. If you or someone you know has been harassed or assaulted, you can find the appropriate resources here: http://safe.siu.edu

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

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 from 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/

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
Program site: http://online.business.siu.edu