

**Benedictine University at Springfield College in Illinois**

Semester:	Fall 2007	Instructor:	Barbara McDonald
Location:	D221	Office Hours:	call for appt.
Class Time:	W 6:00-10:00 pm	Email:	barbara.mcdonald@insightbb.com
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**PROMOTIONAL STRATEGY- MKTG 330**

**I. Course Description:** Advertising, personal selling, sales promotion and publicity will be examined to determine the marketing communications mix needed to meet marketing objectives in various target markets. Prerequisite: MKTG-300 -Credits (3)

**II. Textbook:** Advertising and Promotion – An Integrated Marketing Communications Perspective, George E Belch and Michael A Belch, McGraw-Hill Irwin, 2007

**III. Mission Statement:** Benedictine University is dedicated to the education of undergraduate and graduate students from diverse ethnic, racial and religious backgrounds. As an academic community committed to liberal arts and professional education distinguished and guided by our Roman Catholic tradition and Benedictine heritage, we prepare our students for a lifetime as active, informed and responsible citizens and leaders in the world community.

**IV. Goals, Objectives, and Outcomes:**

A. *Goals:* To provide an understanding of the marketing communications mix and how promotional disciplines contribute to the effort.

B. *Objectives:*

- a. To develop an understanding of promotion, promotional mix, and integrated marketing communications
- b. To learn the process of segmenting markets
- c. To be able to describe the methods used to measure the effectiveness of advertising

C. *Outcomes:*

- a. The student will be able to describe basic elements of a promotional plan
- b. The student will be able to differentiate between advertising, an advertisement, and an advertising campaign
- c. The student will be able to outline the steps involved in personal selling and why it is important

**V. Teaching Methods:** Lectures, power point presentations, videos/guest speaker, class discussion and team/individual projects will be incorporated during the semester.

## **VI. Course Requirements:**

**Attendance Policy:** 0 class absences will be accepted without adversely affecting the grade. Refer to point scale if student misses more than 0 class periods.

Attendance is required = 50 total points

- a. 0 absences 50 pts
- b. 1 absence 30 pts
- c. 2 or more absences 10 pts
- d. Missing 3 or more will result in failure of the class.

*More than 15 minutes late will be marked as an absence*

An excused absence is either a SCI/BU function (field trip, athletic event, etc.) or a medical note stating you were not allowed to attend class. Points will not be deducted for an excused absence. **You will be required to make up the work.**

It is the student's responsibility to learn of any assignments which need to be made up due to the absence. Missed assignments need to be turned in by the beginning of the next class.

- No make-up test will be given without the permission of instructor
- Assignments are due at the beginning of class, keyboard and stapled. If received after the assigned time it is considered late. A late assignment will receive a point deduction. If too late (my determination) no points.
- Students are expected to assume a fair share of group projects. Evaluations from your peers will be taken into account for determination of your grade.
- Participation will be used in determining a grade. It will carry a 50 point tally.
- No cell phones are to be used during class time and no text messaging. If you must have your cell phone with you place it on the silent mode. Speak to the instructor about leaving it on if there is an emergency situation.
- During a test, no IPOD/MP3 device/computer or cell phone can be used. Failure of test may be imposed if such devices used.

**Reading assignments:** refer to course outline

**Written Assignments:** Advertising and Promotion campaign presentation (approximately 10 pages) and SCI/BU logo presentation. Specific requirements for each project will be handed out and discussed during class.

**Plagiarism:** “The deliberate and knowing presentation of another person’s original ideas or creative expressions as one’s own. Generally, plagiarism is unethical but not illegal. If the expression’s creator gives unrestricted permission for its use and the user claims the expression as original, the user commits plagiarism but does not violate copyright laws. If the original expression is copied without permission, the plagiarist may violate copyright laws, even if credit goes to the creator. And if the plagiarism results in material gain, it may be deemed a passing-off activity that violates the Lanham Act.” Black’s Law Diction, 8<sup>th</sup> ed. (2004), p. 1187.” Also useful to establish guidelines for delineating plagiarism is Diana Hacker’s definition: “Three different acts are considered plagiarism: (1) **failing to cite** quotations and borrowed ideas, (2) **failing to enclose** borrowed language in quotation marks, and (3) **failing to put summaries and paraphrases** in your own words.” (A Writer’s Reference by Diana Hacker, Bedford St. Martin’s Press, 2003, page 331.

- **Student’s final grade will be lowered one letter grade** if plagiarism is discovered. Student may also receive disciplinary action from the Dean of Student Affairs. Just let me know if you are using other’s work – not a crime to use it but NOT appropriate if you don’t just say so....

#### **VII. Evaluation:**

Written test (4) - Multiple choice, listing and essay	400 points
Advertising/Promotion Campaign Presentation	200 points
SCI/BU (Who are we?) Logo Presentation	100 points
Attendance (50pts)/Participation (50 pts)	100 points
 Total points	 800 points

Scale: 800-720 = A  
 719-640 = B  
 639-560 = C  
 559-480 = D  
 479 - = F

**VIII. Course Outline** – The instructor reserves the right to change the course schedule or its contents at any time. It is the student’s responsibility to keep current and comply with any change.

- **Students should read Chapters 1, 3, 5 before 1<sup>st</sup> class on 11/7/07**
- **Students should bring to the first class 2 items (one promotional item and one advertisement). There are no wrong answers for this so have fun with it.**

*11/7* – Class expectations, Handouts for Advertising/Promotion Campaign Presentation and Logo Presentation, Discuss Ch 1 (An Introduction to Integrated Marketing Communications) Ch 3 (Organizing for Ad/Promos –Role of Ad Agencies) and Ch 5 (The Communication Process), group work on forming

strategic plan for presentations, **Assignment** - Read Ch 6, 8 and 9, finish in class projects, review for Test 1

**11/14 - TEST 1 (Chapters 1, 3, 5)** Discuss Ch 6 (Source, Message, channel Factors) Ch 8 (Creative Strategy: Planning and Development) Ch 9 (Implementation and Evaluation), Class time to work on presentations, **Assignment-** review for TEST 2, read ch 15,16,17

**11/21 - TEST 2 (Chapters 6, 8, 9)** Discuss Ch 15 (The Internet and Interactive Media) Ch 16 (Sales Promotion) Ch 17 (PR, Publicity, and Corporate Advertising) , Class time to work on presentations, **Assignment-** Rd Ch 19 and 21, review for TEST 3

**11/28 - TEST 3 (Chapters 15, 16, 17)** Discuss Ch 19 (Measuring Effectiveness and Promotional Program) Ch 20 (Regulation of Advertising and Promotion), Class time to work on presentations, **Assignment** – review for test, finish presentations

**12/5 - TEST 4 (Chapters 19, 21)**, Advertising/Promotional Presentation-with Sales strategies and Logo Presentation due – proper business attire

**IX. Americans with Disabilities Act (ADA)** Springfield College in Illinois provides individuals with disabilities reasonable accommodations to participate in educational programs, activities, and services. Students with disabilities requiring accommodations to participate in college-sponsored programs, activities, and services or to meet course requirements should contact the Director of the Resource Center as early as possible.

**X. Assessment:** Goals, objectives, and learning outcomes that will be assessed in the class are stated in this syllabus in Sections IV and VI. Instructor will use background knowledge probes, one-minute papers, reflective essays and/or other Classroom Assessment Techniques as deemed necessary in order to provide continuous improvement of instruction.

**XI. Illinois Articulation Initiative**