Sul Ross State University – Rio Grande College MKTG 3317: Promotion – Fall 2014 – Uvalde

Mondays - 6:00 P.M. - Room B-133

Instructor: Dr. Edison P. Moura

Office: Del Rio Office Building # 203 – Office Phone: 830-703-4840

Office Hours: Del Rio: T-W-TH: 11:00-1:00 // W-TH: 4:00-6:00

Uvalde: Mondays: 5:00-5:45. Other hours by appointment

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**Textbook: Integrated Advertising, Promotion, and Marketing Communications** 

Sixth Edition. Kenneth E. Clow & Donald Baack. Publisher: Pearson. ISBN: 978-013-312624-2

Prerequisite: Marketing 3307 – Principles of Marketing

**Course Objectives:** Expose students to a crucial element in the marketing mix: promotion. Help students understand the role of promotion (communication) in stimulating demand for products and services, and the various techniques used by marketers to make their products/services attractive to their target market. Tools including sales promotion, advertising, public relations, direct marketing, personal selling and sponsorship will be examined. A major emphasis of the course is on the use of IMC – Integrated Marketing Communications.

# **Course Competencies (Learning Outcomes):**

After successfully completing this course students should be able to:

- Explain the vital role of marketing communications in today's highly competitive American (and global) business environment and.
- Discuss the tools used by marketers to promote and augment the market share of their products/services in their respective target markets.
- Understand the scope, strengths and weaknesses of advertising, public relations, sales
  promotions, personnel selling, direct marketing and sponsorships in communicating with
  target audiences.
- Understand the importance of the use of IMC (Integrated Marketing Communications).
- Describe the roles of various media such as television, radio, newspapers and magazines, as channels of communication with target markets.
- Discuss the importance of segmentation, targeting and the marketing mix.
- Discuss the economic, social and regulatory aspects of advertising.

## **Evaluation Policy**

1.	Exam 1 (100 points)	35% of total grade
2.	Exam 2 (100 points)	35% of total grade
3.	Exam 3 (100 points)	30% of total grade
		Total = 100%

### Exams:

Questions for the three exams will come from the assigned material in the textbook, videos, class discussions and handouts.

## **Grading Scale**

A = 90-100 D = 60-69 B = 80-89 F = 59 or lower C = 70-79

## **Academic Integrity:**

It is expected that students will display the highest standards of academic integrity; which includes but is not limited to not copying the work of others. Receipt of this syllabus serves as notice that no form of plagiarism will be tolerated in this course. Penalties may range from failure on the assignment to failure in the course, at the instructors discretion.

#### **Power Point Presentations:**

The weekly Power Point Presentation will be posted in the "Power Points" section of the Blackboard after each class. The Power Points, however, are only a summary of each chapter and to be prepared for the tests you have to read and become familiar with all the material in the assigned chapters.

It will be easier to understand the material in the text and be better prepared for the tests if you read the chapter (s) assigned for discussion each Wednesday night.

#### Consultation

**If you have questions** do not hesitate to make an appointment to see me either before class or during other hours. Check my schedule under <u>office hours</u> to know of my availability. It is essential that you keep up with the material on a weekly basis

#### American With Disabilities Act (ADA)

Sul Ross State University, Rio Grande College is committed to equal access in compliance with the American With Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility service. Students seeking accessibility services must contact Kathy Biddick at 830-279-3003. kbiddick@sulross.edu

Course Schedule: Marketing 3317 - Promotion - Fall 2014 - Mondays - Uvalde

August

Monday 25th Chapter 1: Integrated Marketing Communications.

September

Monday 1<sup>st</sup>. Labor Day Holiday – No Class

Monday 8<sup>th</sup> Chapter 2: Corporate Image and Brand Management –

Salt Sugar Fat: How the Food Giants Hooked Us.

Monday 15<sup>th</sup> Chapter 3: Buyer Behaviors

Monday 22<sup>nd</sup> Chapter 4: The IMC Planning Process

Monday 29<sup>th</sup> Exam 1: Chapters 1, 2, 3, 4 plus videos and handouts

October

Monday 6<sup>th</sup> Chapter 7: Advertising Design – Message Strategies

The Power of Habit

Monday 13<sup>th</sup> Chapter 8: Traditional Media Channels

The Power of Habit

Monday 20<sup>th</sup> Chapter 10: Alternative Marketing

The Power of Habit

Monday 27<sup>th</sup> Chapter 11: Database and Direct Response Marketing and Personal

Selling.

November

Monday 3<sup>rd</sup> Exam 2: Chapters 7, 8, 10, 11 plus videos and handouts

Monday 10<sup>th</sup> Chapter 12: Sales Promotions

Monday 17<sup>th</sup> Chapter 13: Public Relations and Sponsorship Programs

The Power of Habit

November 21st Friday Last day to drop curses with a grade of "W." Drops must be

processed and in the Admissions Office by 4:00 p.m.

Monday 24<sup>th</sup> Chapter 14: Regulations and Ethical Concerns

December

Monday 1<sup>st</sup> Chapter 15: Evaluating an Integrated Marketing Program

Monday 8<sup>th</sup> Final Exam: Chapters 12, 13, 14, 15 plus videos and handouts

We will try to follow this schedule as much as possible but changes need to be made at the discretion of the instructor. Any change will be communicated to the class as soon as possible.