

MKTR 3317 – Promotion – Summer II - 2023 – WEB Course
SRSU – RGC - Course Syllabus

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Prerequisite: MKTR 3307 – Principles of Marketing

Required textbook: Advertising, Promotion, and Other Aspects of Integrated Marketing Communications. CENGAGE Learning – 10th Edition. Authors: J. Craig Andrews & Terence A. Shimp.

ISBN: e-Book and the MindTap Printed Access Card: 978-133-728-9771

To register with MindTap, click the link to the course on Blackboard and follow the steps to enroll and purchase MindTap with the e-Book.

The instructions below will walk you through the registration process:

<https://startstrong.cengage.com/mindtap-blackboard-ia-no>

The e-book and the MindTap Access Card are all necessary materials for MKTR 3317 Summer Two 2023. However, you cannot complete the course successfully without the e-Book and the MindTap Access Card.

For MindTap-related issues, **call customer service: at 1-800-354-9706**

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 marketers use to make their products/services attractive to their target market.

Student Learning Outcomes (SLOs)

After successfully completing this course, students should be able to:

1. Explain the vital role of marketing communications in today's highly competitive American (and global) business environment.
2. Discuss the tools used by marketers to promote and augment the market share of their products/services in their respective target market
3. Understand the importance of using Integrated MKTG Communications
4. Discuss the importance of segmentation, targeting, positioning, and the marketing mix.

Course Requirements and Grading Policy

1. Blackboard Exam One worth 100 points at 35% of the total grade
2. Blackboard Exam Two worth 100 points at 35% of the total grade
3. MindTap Weekly quizzes (done on Blackboard) worth 100 points at 30% of the total grade

Total: 35% + 35% + 30% = 100 percent

Grading Scale:

A = 90-100 // B = 80-89

C=70-79 // D= 60-69 // F= Lower than 60

Mind Tap Quizzes:

Each of the assigned chapters in the textbook includes a quiz graded by Mind Tap. All Mind Tap Quizzes may be taken up to two times without penalty before the deadline. **Mind Tap Assignments will not be accepted after the deadline, and the due dates will not be changed. No exceptions.**

MindTap Quizzes are available on the Blackboard's pull-down menu on the left-hand side under "MindTap Quizzes.

The PPT slides contain advertisements, graphs, and data to facilitate student learning. They also have embedded videos to illustrate marketing principles. The PPT presentations will be posted weekly on the "Power Points" link of the Blackboard.

The two Blackboard Exams are available on the Blackboard's pull-down menu on the left-hand side under MindTap Exams 1 and 2

MKTR 3317 – Promotion – Course Outline – WEB – Summer Two 2023 WEB

Date	Chapters	MindTap Assignments
Monday, July 10, 2023 Chapter 1	Chapter 1: An Overview of Integrated Marketing Communications - IMC	Quiz Chapter 1: Due Thursday, July 13, 2023, no later than 11 PM
Thursday, July 13, 2023 Chapter 2	Chapter 2: Enhancing Brand Equity & Accountability	Quiz Chapter 2: Due Tuesday, July 18, 2023, no later than 11 PM
Tuesday, July 18, 2023 Chapter 5	Chapter 5: Segmentation, Targeting, and Positioning	Quiz Chapter 5: due Monday, July 24, 2023, no later than 11 PM
Friday, July 21, 2023 Blackboard Exam One, Chapters 1-2-5	Exam 1, Chapters 1-2-5, available on the Blackboard's pull-down menu on the left-hand side under MindTap Exam # 1 from 5 AM until 11 PM.	Forty multiple-choice questions from the assigned chapters in the text, PPTs, videos, quizzes, and handouts. The time allowed for completion is one hour (60 minutes).
Monday, July 24, 2023 Chapter 6	Chapter 6: The Communication Process and Consumer Behavior	Quiz Chapter 6: Due Monday, July 31, 2023, no later than 11 PM.
Monday, July 31, 2023 Chapter 7	Chapter 7: The Role of Persuasion in Integrated Marketing Communication - IMC	Quiz Chapter 7: Due Monday, August 7, 2023, no later than 11 PM.
Monday, August 7, 2023. Chapter 11	Chapter 11: Endorsers and Message Appeals in Advertising	Quiz Chapter 11: Due Thursday, August 10, 2023, no later than 11 PM

<p>Friday, August 11, 2023: Blackboard Exam # 2</p>	<p>Blackboard Exam Two Chapters 6-7-11. Available on the Blackboard's pull-down menu on the left-hand side under MindTap Exam #2</p>	<p>40 multiple-choice questions from the assigned chapters in the textbook, PPTs, videos, and articles. The time allowed for completion is one hour (60 minutes).</p>
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Marketable Skills for the BBA Program

2. Students will be able to apply the principles of business they learn to manage existing businesses or create new businesses.
2. Students will be able to use research and analysis to make informed decisions.
3. Students will have the ability to write business letters, emails, resumes, and reports.
4. Students will be able to make effective oral presentations to both professional and general audiences.

American with Disabilities Act (ADA)

Sul Ross State University, Rio Grande College is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility service. Students seeking accessibility services must contact Mrs. Paulette Harris, Executive Assistant to the Vice-President and the Dean, at 830-279-3023 or email pharris@sulross.edu.

Distance Education Statement:

Students enrolled in distance education courses have equal access to the university's academic support services, library resources, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should submit online assignments through Blackboard or SRSU email, which requires secure login information to verify students' identities and protect students' information. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. **Students in web-based courses must maintain proper and reliable equipment and software for taking and submitting exams and other assignments.**