

Syllabus for
MKT 334/GMKT 534 --Promotional Management
3 Credit Hours
Spring 2011

I. COURSE DESCRIPTION

A study of the process of analyzing, planning, and evaluating promotional strategy and management. It examines the varied elements of advertising, personal selling and sales promotion, and optimum promotional mix, through integration and organization.
Prerequisites: MKT 130 Principles of Marketing

II. COURSE GOALS

- A. This course is designed to develop the student's understanding of the environment for promotional efforts, with special emphasis on understanding the relevancy of consumer motivation and behavior in the promotional strategies of business, public, and social organizations. It makes the student aware of the variables in the promotional mix, and gives the student a grasp of the manner in which he or she may be utilized effectively to attain clearly specified objectives. It broadens the student's perspective so he or she can comprehend both the managerial and social significance of promotional efforts in the free enterprise system.
- B. In line with the purpose of this University, this course seeks to do the following:
1. Contribute to the education of the whole person.
 2. Encourage each student to place faith in Jesus Christ at the center of his or her life.
 3. Encourage the synthesis and integration of the common bond of knowledge provided by the university into a unified whole.
 4. Sharpen the communication, computation, and critical analysis skills of each student.
 5. Develop appreciation for differing cultures.
 6. Increase the student's recognition of god's order, diversity, and creativity and their consequences in the social and historical sciences.
 7. Demonstrate that knowledge and experience is related, not separated.
 8. Reveal god's purpose and glory as evident in this course of study.
 9. Assist the student's development of basic skills, acquiring of basic knowledge and formulation of a world vision.
 10. Advocate the examination of this field of knowledge in the context of its influence upon and its being influenced by others.
- C. The purpose of the Promotional Management class is to prepare a student for an active role in means and methods of the marketing of products and services in the broad business environment including international markets. An objective of this class is to prepare the student to provide marketing expertise in the areas of product sales, promotional planning, customer research, market analysis, marketing institutions, and pricing methods. Through all of the courses in marketing, it is the purpose of the program to develop an integrated person--spiritually alive, intellectually alert, and physically disciplined.

- D. In line with the departmental objectives, this course seeks to prepare the student in the following areas:
1. Critical thinking (skills in reasoning, objectivity, analysis, interpretation, research, or decision making relevant to the discipline)
 2. Provide broad, comprehensive, foundational knowledge for the professional standards of the major
 3. Broad interpretation of the dynamics of business within the social and professional context
 4. Internalization of Christian business ethics and professionalism

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

As a result of successfully completing this course the student will be able to analyze and evaluate problems and issues in the following areas: fundamentals of communication in marketing, determination of promotional objectives and the utilization of resources of the firm, the management of mass communication efforts, the management of personal selling resources and the stimulation of reseller promotional support and the economic and social role for promotion.

IV. TEXTBOOK AND OTHER LEARNING RESOURCES

Required:

Belch & Belch. Advertising and promotion: An integrated marketing communications perspective. 9th ed. Boston: McGraw-Hill Irwin, 2010. ISBN: No number at this time

Other books and readings will be assigned in class.

V. POLICIES AND PROCEDURES

- A. University Policies and Procedures
1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
 2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
 3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Code: "I will not cheat or plagiarize; I will do my own academic work not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence and submitting them as one's own. Other forms of academic dishonesty (but are not limited to) the following:
 - a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
 - b. Failing to meet group assignment or project requirements while claiming to have done so;
 - c. Failing to cite sources used in a paper;
 - d. Creating results for experiments, observations, interviews, or projects that were not done;
 - e. Receiving or giving unauthorized help on assignments.
- forms
Honor
and will
Plagiarism
structure
include

By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.

4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
5. Students are to be in compliance with University, school, and departmental policies regarding Whole Person Assessment requirements. Students should consult the Whole Person Assessment handbooks for requirements regarding general education and the students' majors.
 - a. The penalty for not submitting electronically or for incorrectly submitting a Whole Person Assessment artifact is a zero for that assignment.
 - b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

B. Course Policies and Procedures

1. Evaluation Procedures

- a. Total Points Possible

Daily Work	200 points
Mid-Term Exam	200 points
Projects	200 points
Ad Campaign	200 points (10 & 20)
Final Exam	<u>200 points</u>
Total Points Possible	1000 points
- b. Grading Scale

930 - 1000 points	=	A
840 - 929 points	=	B
700 - 839 points	=	C
600 - 699 points	=	D
Below 600 point	=	F

2. Other information

Professor's contact details:

Dr. Steve Greene

GC 3F22

Email: sgreene@oru.edu

If you need to schedule a meeting with the Dean of the School of Business, Dr. Steve Greene, regarding his classes or for career advisement, please see the URL site listed below. This site will give you specific days and time blocks available to book your requested meeting with him. (Use of the email address and the "Send a message to Dr. Steve Greene" link on the right side of the webpage will receive no response.) Please note that all meetings are limited to 15 minutes. If more time is needed, other arrangements must be made by contacting the Dean's office at 918.495.7040.

<https://my.timedriver.com/RFCJ2>

3. Whole Person Assessment Requirements - None

VI. COURSE CALENDAR

<u>Week of</u>	<u>Topic</u>	<u>Chapter</u>
-	Course Introduction	
1	Introduction to Integrated Marketing Communications	1
	The role of IMC in the Marketing Process	2
2	Organizing for Advertising & Promotion: The Role of Ad Agencies & other Marketing Communication Organizations.	3
	Perspectives on Consumer Behavior	4
3	The Communication Process	5
	Source, message, and Channel Factors	6
4	Establishing Objectives and Budgeting for the Promotional Program	7
	Creative Strategy: Planning & Development	8
5	Creative Strategy: Planning & Development	8
	Creative Strategy: Implementation & Evaluation	9
6	Media Planning and Strategy	10
7	Evaluation of Broadcast Media	11
8	Evaluation of Print media	12
	Support media	13
9	Direct Marketing	14
	The Internet & Interactive media	15
10	Spring Break	
11	Sales Promotion	16
12	Public Relations, Publicity, and Corporate Advertising	17
	Personal Selling	18
13	Measuring the Effectiveness of the Promotional Program	19
14	International Advertising & Promotion	20
15	Regulation of Advertising & Promotion	21
	Evaluating the Social, Ethical, and Economic Aspects of Advertising & Promotion	22

Course Inventory for ORU's Student Learning Outcomes

Promotional Management MKT 334- GMKT 534 Spring 2011

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The Student Learning Glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES & Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	Outcome #1 – Spiritually Alive				
<i>Proficiencies/Capacities</i>					
1A	Biblical knowledge			x	
1B	Sensitivity to the Holy Spirit			x	
1C	Evangelistic capability			x	
1D	Ethical behavior	x			
2	Outcome #2 – Intellectually Alert				
<i>Proficiencies/Capacities</i>					
2A	Critical thinking	x			
2B	Information literacy	x			
2C	Global & historical perspectives		x		
2D	Aesthetic appreciation				x
2E	Intellectual creativity	x			
3	Outcome #3 – Physically Disciplined				
<i>Proficiencies/Capacities</i>					
3A	Healthy lifestyle				x
3B	Physically disciplined lifestyle				x
4	Outcome #4 – Socially Adept				
<i>Proficiencies/Capacities</i>					
4A	Communication skills		x		
4B	Interpersonal skills			x	
4C	Appreciation of cultural & linguistic differences				x
4D	Responsible citizenship			x	
4E	Leadership capacity		x		