

Syllabus for
MKT 334/GMKT 534 –Integrated Marketing Communications
3 Credit Hours
Spring 2021
Ryan Edwards

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, MKT 333 Consumer Behavior

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 relevance 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, socially adept 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

Advertising and Promotion: An Integrated Marketing Communications Perspective (Irwin Marketing) 1

ISBN-13: 978-1259548147

ISBN-10: 1259548147

*Other books and readings may 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 may 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 fee.
 3. Students and faculty at Oral Roberts University 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 Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (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 paper;
- d. Creating results for experiments, observations, interviews, or projects that were not done;
- e. Receiving or giving unauthorized help on assignments.

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 an 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. Attendance Policy

- a. In line with the University policy, attendance is mandatory and is taken at the beginning of class. All students who miss class including those who are administratively excused are expected to obtain class notes and materials and to turn in assignments within a reasonable time period determined by the professor. In business, employees are allowed personal days or sick leave to be absent from the job without penalty. Similarly, students may miss class up to the number of times per week a class meets without penalty (see table below). This allowance is for illness, personal business, and/or emergencies. The professor has the discretion to excuse any absence beyond those described above.
- b. If a student has excessive *unexcused* absences, a penalty will be assessed as follows:

Number of days the class meets per week	Number of absences <u>not</u> resulting in a penalty	For <u>each additional day</u> the student incurs an unexcused absence beginning with absence number:	The student's total number of points will be reduced by*:
3	3	4	2%
2	2	3	3%
1	1	2	7%

*Based on a 15 week semester and the number of days per week the class meets.

- c. Whether excused or unexcused, excessive absences may negatively impact the student's performance/grade and may cause the student to fail the course.
 - d. The professor has the prerogative to assign bonus points (if any) for perfect attendance.
- ### 2. Tardies
- a. Tardy is defined as missing *any* portion of class.

- b. Being consistently tardy to class is disruptive to the class and disrespectful to the professor and to fellow class members. This type of behavior is unacceptable in business. Thus, three unexcused tardies will be equal to one unexcused absence.
- c. Depending on the amount of the class missed, makeup work may be required or a student may be marked absent for that class.
- d. To not be counted absent altogether, the student is responsible to inform the professor that he/she was tardy immediately following that class.

3. Evaluation Procedures

a. Points Possible

- Class work / HW / Quizzes.....200 pts
- Midterm.....50 pts
- Final.....100 pts
- Paper / Project.....150 pts

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500 pts total

2. Other information

Professor contact details:

Mr. Ryan Edwards

Email: redwards@oru.edu

VI. COURSE CALENDAR

<u>Week of</u>	<u>Topic</u>
-	Course Introduction
1	The World of Integrated Marketing Communication The Promotion Industry
2	The Promotion Industry The Evolution of Promoting Brands
3	The Evolution of Promoting Brands Understanding the Marketing Environment: Segmentation, Targeting, & Positioning
4	Understanding the Marketing Environment: Segmentation, Targeting, & Positioning
5	Understanding Buyer Behavior & the Communication Process
6	The Regulatory & Ethical Environment of Promotions The International Market Environment for Brand Promotion
7	Messaging & Media Strategies
8	Internet & Marketing
9	Direct Marketing
10	Sales Promotion & Point of Purchase
11	Spring Break
12	Sponsorship, Product Placements, & Branded Entertainment
13	Public Relations, Influencer Marketing, Social Media, & Corporate Advertising
14	Personal Selling & Sales Management Thanksgiving Break
15	Measuring the Effectiveness of Brand Promotions
16	Promotional Campaign

Calendar is subject to change

Course Inventory for ORU's Student Learning Outcomes

Promotional Management MKT 334- GMKT 534 Spring 2021

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		

