

Syllabus for
MMC 421—Media Sales and Promotions
3 Credit Hours
Fall 1999

I. COURSE DESCRIPTION

- A. This course investigates how the tools of promotion not only in mass media, but in corporate America interact throughout the media/marketing process. In addition, the relationship of sales through various strategies and techniques is surveyed and how both promotions and sales have impacted our modern day culture.
- B. The course also synthesizes the founding purpose of the University in its commitment to the historic faith and the student relationship to God, man, and the universe. The class also compares and contrasts the secular modes of media promotions and the Christian perspective as they relate to the communication process. Finally, the professor's role is to provide an environment conducive to maximized learning; therefore, the course also includes discipleship and the calling of our Lord as He so leads throughout the semester.

II. COURSE GOALS

A clear understanding of current media promotion practices is essential to the telecommunication professional irrespective of specialty. Within media promotions are varied attractive job opportunities at entry level as well as long-term career positions. It is the goal of this course to introduce students to the understandings required for such positions.

III. COURSE OBJECTIVES

A. Terminal Objectives

As a result of successfully completing this course the student will be able to do the following:

- 1. Describe in detail how syndication operates in radio and TV.
- 2. Describe in detail how broadcast time is bought and sold nationally and locally.
- 3. Describe the promotional practices typically employed for talent and media promotion in the various mass media.
- 4. Summarize multimedia trends today as reflected in media sales, syndication, and services, and as exemplified by multimedia consortiums and conglomerates.
- 5. Demonstrate sales ability by closing a sale.

IV. TEXTBOOK

Burnett, John J. (1993). Promotion management. Boston: Houghton Mifflin Publishing,

V. COURSE PROCEDURES

- A. Course Prerequisite—Junior class standing or above, or permission of instructor

B. Evaluation Procedure

1. Examinations -- A comprehensive midterm examination and a final examination will be held. Examinations comprise 60% of the course grade.
2. Papers -- The first is due the seventh week. Papers constitute 40% of the grade. Term paper guidelines will be distributed the first class week.

C. University Policies

1. "Consistent with Section 504 of The Rehabilitation Act of 1973, and the Americans with Disabilities Act, ORU ensures that no 'qualified individual' will be denied reasonable accommodation in the form of modification of policies, practices and/or procedures." Students with disabilities who wish to access services should contact their professor(s) and the Office of Disability Services at Ext. 7355 to initiate the process.
2. 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, video, multimedia, or computer software.
3. Students taking a late exam because of an unauthorized absence will be charged a late exam fee.

D. Other Information

1. Under the Communication Arts Department guidelines, students are allocated two (2) days per semester unexcused absences for this class.
2. Late Examinations: The policy of the Communication Arts Department on late examinations is the policy adopted by the University for all undergraduate programs. A student wishing to take an examination late (none can ever be given early) or to make up a missed examination must secure the approval of his instructor and the department chairman. Upon securing the needed approvals and the payment of a late-test fee to the Business Office, the student may make up the examination. The necessary approval forms are available from the department.

VI. ATTENDANCE POLICY

A. Attendance at each class or laboratory is mandatory at Oral Roberts University.

B. Double cuts will be assessed for absences immediately preceding or following holidays or breaks.

C. Excessive absences can reduce a student's grade or deny credit for the course.

D. Under the Communication Arts Department guidelines, students are allocated two (2) days per semester unexcused absences for this class.

E. Administratively Excused Absences

Students who, at the University's request, must miss classes for University-sponsored activities (such as athletics, musical performances, forensics, television tapings, and Laymen's Seminars) will receive administratively excused absences. Such absences permit the student to make up missed work within a reasonable length of time and according to reasonable stipulations without penalty. Accordingly, students absent for reasons that are administratively excused shall conform to the following procedures so that they can make up missed sessions without penalty:

1. Inform the professor by signed official excuse form of the absence *before* its occurrence. Such notification is the student's responsibility, and failure to provide it will forfeit the right to make up missed work.
2. Arrange to complete either the missed work or an appropriate alternative assignment

recommended by the instructor. For example, some quizzes cannot be made up. An alternative might be to read and write a brief report on an extra chapter of collateral material.

3. Complete all makeup materials within the time specified by the instructor. Normally, no makeup work will be accepted after 14 days unless by arrangement with the instructor.

VII. COURSE CALENDAR

Week 1—UNIT I

1. Topic—PROMOTION MANAGEMENT: AN OVERVIEW
2. Areas to be studied
 - a. What is Promotion?
 - b. The Marketing Plan
 - c. Determining a Promotional Opportunity
 - d. Determining the Promotional Objectives
 - e. Selecting the Message and the Audience
 - f. Determining the Budget
 - g. Measuring the Results

Week 2—UNIT II

1. Topic—MARKETING STRATEGY: SEGMENTATION AND POSITIONING
2. Areas to be studied
 - a. Product Differentiation
 - b. Positioning
 - c. Selecting Target Markets
 - d. Understanding Positioning
 - e. Positioning Strategies and Positions
 - f. Positioning and Promotion

Week 3—UNIT III

1. Topic—PROMOTION AND THE MARKETING MIX
2. Areas to be studied
 - a. Product Classifications
 - b. Product Life Cycle
 - c. Promotional Skills of Wholesalers and Retailers
 - d. Strategies for Service-Product Channels
 - e. Communicating Prices

Week 4—UNIT IV

1. Topic—THE SOCIOCULTURAL ENVIRONMENT
2. Areas to be studied
 - a. Values and Consumer Behavior
 - b. Subcultures
 - c. The Baby Boom
 - d. Senior Citizens
 - e. Mobility and Migration
 - f. The Employed Woman
 - g. Distribution of Income and Wealth
 - h. Class and Behavior

Week 5—UNIT V

1. Topic—DECISION MAKING BY BUYERS
2. Areas to be studied

- a. The Psychological Background
- b. Motivation, Learning, and Attitudes
- c. Motivating Consumers
- d. Dealing With Conflicting Motives
- e. Steps in the Information Process
- f. Elaboration Likelihood Model

Week 6—UNIT VI

- 1. Topic—THE LEGAL ENVIRONMENT
- 3. Areas to be studied
 - a. The Sherman and Clayton Acts
 - b. The Federal Trade Commission Act
 - c. Consumer Protection Statutes
 - d. The Federal Trade Commission
 - e. Deceptive Acts and Practices
 - f. Promotion's Responsibility to Society

Week 7—UNIT VII

- 1. Topic—MARKETING COMMUNICATION
- 4. Areas to be studied
 - a. The Process of Communication
 - b. Types of Communication Systems
 - c. Persuasive Communication
 - d. Credibility, Attractiveness, Power, and Word of Mouth
 - e. Message Structure and Content

Week 8—UNIT VIII

- 1. Topic—ADVERTISING: ITS ROLE AND STRUCTURE
- 5. Areas to be studied
 - a. Defining Advertising
 - b. Classifying Advertising
 - c. The Emergence of Advertising & Contemporary Advertising
 - d. Mix Components
 - e. Profitability
 - f. The Limits of Advertising
- 3. EXAMINATION NO. 1 (Chapters 1-8)

Week 9—UNIT IX

- 1. Topic—PLANNING AN ADVERTISING CAMPAIGN
- 6. Areas to be studied
 - a. The Elements in an Advertising Campaign
 - b. Types of Objectives
 - c. Desired Effects
 - d. Strategies, Appeals & Tactics
 - e. The Creative Mix

Week 10—UNIT X

- 1. Topic—SALES PROMOTION TO CONSUMERS
- 7. Areas to be studied
 - a. Sales Promotion and the Promotional Mix
 - b. The Growth and Drawbacks of Sales Promotion
 - c. Assessing the Environment
 - d. Developing Objectives

- e. Selecting Appropriate Strategies

Week 11—UNIT XI

- 1. Topic—SALES PROMOTION TO CONSUMERS
- 8. Areas to be studied
 - a. Supportive Programs
 - b. Motivational Programs
 - c. Goals of Trade Sales Promotions
 - d. Types of Trade Sales Promotions

Week 12—UNIT XII

- 1. Topic—PUBLIC RELATIONS
- 9. Areas to be studied
 - a. A Brief History
 - b. The Role of Public Relations Today
 - c. Research and Planning
 - d. Internal Publics
 - e. External Publics
 - f. Publicity

Week 13—UNIT XIII

- 1. Topic—PROMOTIONAL MEDIA
- 10. Areas to be studied
 - a. Newspapers
 - b. Magazines
 - c. Television
 - d. Radio
 - e. Out-of-Home Promotions

Week 14—UNIT XIV

- 1. Topic—ATTACK OR ATTRACT?
- 11. Areas to be studied
 - a. Assess the Situation
 - b. Set Media Objectives
 - c. Design Media Strategy
 - d. Evaluate Media and Select Media
 - e. Determine the Media Budget

Week 15—UNIT XV

- 1. Topic—PERSONAL SELLING
- 12. Areas to be studied
 - a. Types of Selling
 - b. The Process of Personal Selling
 - c. The Style of Communication in Personal Selling
 - d. Objectives
 - e. Motivation
 - f. Pros and Cons
- 3. EXAMINATION NO. 2 (Chapters 9-15)

Dr. Johnny MacAllen
Name of Instructor

MMC 421-01
Course No.

Media Sales & Promotions
Title of Course

Communication Arts
Name of Department

MISSION

The lifestyle at ORU is rooted in the word "Wholeness." ORU seeks to educate the whole person, with balanced emphasis placed on the development of mind, spirit, and body.

GENERAL OUTCOMES

1. Spiritual Development
2. Physical Development
3. Communication
4. Analysis
5. Problem Solving
6. Valuing in Decision-making
7. Social Interaction
8. Global Perspectives
9. Effective Citizenship
10. Aesthetic Responsiveness

MAJOR OUTCOMES

Takes the initiative in identifying and solving problems in promotional activities through media.

By analysis to demonstrate the ability to use the techniques and strategies of promotion and sales.

To use concepts and principles in decision-making through evaluation of specialty.

To demonstrate the ability to communicate through presentation to groups and individuals.

To demonstrate sales ability by closing a sale.

COURSE GOALS

To provide a clear understanding of current media promotions and sales practices.

To compare and contrast secular and Christian morals and perspectives.

To demonstrate how the four tools of promotion interact throughout the promotion process.

To understand the opportunities available in media promotion and sales.

To synthesize promotions and sales and utilize the differences.

ASSESSMENT OF COURSE GOALS

STIMULI:

In-class presentation.
Term presentation.
Examination.
Role playing.
Examination.

CRITERIA:

Stated in the course syllabus.