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**Market Promotions**

**MKT 4354**

**Summer II 2015**

**Class:** MTWTRF 12-1.50pm

**Instructor:** Jeffrey Harper

**Office:** BA 352 W

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**Web Page:** http://harper.ba.ttu.edu

**Office Hours:** 2-3 pm M-TR; and by appointment

**Required Texts:** [**PROMO2 -W/ACCESS | Edition: 2ND 13**](http://email.facultyenlight.com/wf/click?upn=BvKiuX3CsZRQivXTPHmMdLK0A9m4QQwWsY7XDxQy4o6Y3Nb3cZR1Dp-2F9zE6Hzj-2FbZNT9Tz5JfcXa7p9t2c3rOw-3D-3D_jqrdyix3KEBlO45VMkmke8sdAIzffTIfT33TFs6GUQ1zWrkEUA0hHMFMYwF4XmpDdOJmM4ZKPnVfXVcIhykZy-2BBGW5UV2X86rKBNo-2F4r1eLWObgNyxR75L4jnqrhIthyiPJG6mALMbYWOFcigjNwtvNxAtDk7rnmN8urVTrGzjdGb4GBFtZYBcCN87PzOJf0o3f1EjeCqHbD4oqq7IXLHLDC7YpwDmQCdgUyb3iFPKQ-3D)

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**Twitter:** jharperpromo

**Course Objectives:**

The primary objective of the course is to teach students about integrated marketing communications. This will include brand identity strategy, the advertising process, and planning brand promotions. The course will also cover advertising, preparing the promotional message, placing the message/media, and integrated brand promotion.

**Learning Outcomes and Assessment**

By the end of the course, successful students should be able to:

(1) Explain the strategic role of marketing promotions;

(2) Explain integrated brand promotion;

(3) outline the advertising process;

(4) develop an integrated promotional plan that includes advertising;

(5) explain the process of message strategy and development;

(6) develop a media strategy using traditional and newer venues;

(7) Describe the strategic use of non-advertising promotional tools

(8) explain various promotional tools including event sponsorship, product placement,

branded entertainment, direct marketing, personal selling, and public relations. The primary purpose of this course is to provide an overview of the discipline of marketing, both as a philosophy of business and as a series of business practices.

**Teaching Methods:**

The course builds upon a variety of pedagogical techniques including lecturing, in class discussions, and active-learning exercises and a service learning project.

**Name Tags**: Please bring a name tag that you will display on your desk to class every day that has the following information:

Your Name

Hometown

**Means of Assessment of Learning Outcomes:**

Exam # 1 (30%) 100 points

Exam # 2 (30%) 100 points

Exam # 3 (30%) 100 points

Exam # 4\* (comprehensive final if needed) 100 points

**All exams will be equally weighted; if there is a final then the exams will be worth 25%**

**Assessment Details:**

**● Exams and Quizzes:** There will be at least 4 exams on the dates specified in the course outline. The exams are not comprehensive with the exception of a final which if given is comprehensive. **You are required to take all three exams.** All exams must be taken on the assigned date. **A missed exam will be recorded with zero points**. Also, if you come late for the exams you will receive a zero points. The examinations are “closed book” and consist of multiple-choice questions. There are **no make up exams** except as allowed by university policy for observance of religious holy days in accordance with OP 34.19 or official university business in accordance with OP 34.04. Advanced notice of absences due to religious observances or official university business must be given in writing to the instructor of the class. ***All exams refer to material from the book chapters and the lectures. Students are responsible for both in terms of preparation for the exams.* Note:** It is not possible to cover everything from the assigned texts in class and not everything discussed in class can be found in the book – students are still responsible for revising both types of course material. In addition to the exams, there will be quizzes over each chapter. **All four exams will be over 4-5 chapters. However, if the class does not maintain a 90% attendance for every class then there will be a comprehensive 100 question final over 19 chapters on the assigned day. There will be a cumulative final exam on Saturday July 2nd from 11-1.30pm. However, if the class maintains 90% attendance *every* class period then we will have no final!**  **This means no final, not an optional final therefore your grade will consist only of the 4 exams and the marketing plan project.**

**THERE IS NO EXTRA CREDIT, PROJECTS, PAPERS ETC…**

**Quizzes**

Each day, each group will email me in word document format, 20 quiz questions, over the next day’s material. **True false is not multiple choice. These will have to be that groups own work meaning that you cannot use a publishers study resources for these questions.** These will need to be emailed to me no later than 11 pm each day. Each day I will give a daily quiz from these questions and others that I create. If you give me good quiz questions I will use them on the exam. I will post all quiz questions onto the website for exam preparation. I will use these quizzes as a participation tool.

Students are strongly encouraged to actively share their views in class discussions. With this in mind, each student will be asked to post one article to the class twitter account the night before we discuss the chapter. For example, if you select the consumer behavior chapter you would find an article and post to the twitter account by 9 pm the night before. This deadline is important as I need time to read the article as well. Students can post more than one article but you need to make sure you post the article on your assigned day. Students will choose their assigned day on the first day of class. Attendance alone is not considered active participation. Disrespectful or disturbing behavior of students during class time will have a negative impact on the class participation grade and the student(s) will be asked to leave the class room. **Use of cell phones, outside reading material and tobacco products is prohibited in class.**

**Grading Format:**

**90 – 100 points = A**

**80 – 89 points = B**

**70 – 79 points = C**

**60 – 69 points = D**

**0 – 59 points = F**

**Please Note:**

* Charts of all lectures will be posted for downloading on the instructor’s webpage as the semester progresses.
* ***Students are responsible for all announcements made in class and on the instructor’s webpage.***
* The student(s) with the highest score per exam will be announced in class. Students who do not wish to be recognized like this in the classroom must inform the instructor per email before the first midterm is given.
* This syllabus has a pedagogical purpose and is not contractual in nature. The instructor may modify the syllabus including the class schedule during the course of the semester.

**Class Conduct:**

Standards of academic honesty will be observed in accordance with TTU policy, as detailed in Operating Policy 34.12. Cheating (as defined by Operating Policy 34.12) during an exam or quiz will result in the grade F for the respective exam and will be reported to the Dean for further disciplinary action. Also, “misrepresenting facts” (as defined by Operating Policy 34.12) or obtaining information via plagiarism (as defined by Operating Policy 34.12) will be reported to the Dean for further disciplinary action.

**ACADEMIC INTEGRITY / DISHONESTY (Operating Procedure 34. 12)**

As stated in the TTU Catalog: “It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work that they have not honestly performed is regarded by the faculty and administration as a serious offense and renders the offenders liable to serious consequences, possibly suspension.”

**DISABILITY ACCOMMODATION (Operating Procedure 34.22)**

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, please contact Student Disability Services in West Hall or call 806-742-2405.

**RELIGIOUS HOLY DAY OBSERVANCE (Operating Procedure 34.19)**

A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

**GRADE AND COURSE COMMUNICATION: Blackboard**

**CHEATING**

If you are caught plagiarizing a study guide, using or receiving or sending unauthorized material (such as test banks, quizzes etc) you will receive a zero for your final grade and will be sent to the TTU office of student conduct for further sanctions. Additionally, I will not allow you to take another class of mine while you are enrolled as a Rawls College of Business student.

**My Course Rules:**

1. Do not be distracted during class or distract others: examples of distracting behavior would be texting, reading email, sleeping, surfing the web, listening to music etc. If you are caught doing this you will be marked absent and asked to leave the class room. Habitually being asked to leave will result in your advisor and/or Dean being informed and for further disciplinary action which may result in your being dropped from the class.

2. Be on time to class: By being on time you will not cause a disruption to your other classmates

3. Bring your name tag every day

4. Do not read or talk to your neighbor once class has started. I will treat you with respect and expect the same in return.

5. If you have a question about the material raise your hand and ask If you have a question please feel free to stop by me by raising your hand and I will answer your question. If I still don’t answer it I will attempt every way possible to explain the question. I firmly believe that answering questions is my job and that there are no bad questions.

6. If you need to email me: I will only respond to professionally written correspondences. If you address me in your email as: “hey,” “harper,” or “bro” for example, I will not read nor respond to your email. Additionally, I cannot respond to your email without knowing which class of mine you are in. Therefore it is in imperative to not only emailing me in a professional manner but to also include which class you are referring to. Professionally written correspondences also does not include short hand text phrases or emoji’s. As I’m a middle aged adult, I do not know what these are and will not waste my time trying to figure them out.

7. Don’t cheat, plagiarize: If you are caught cheating or plagiarizing on any assignment you will immediately be given an “F” for the course and you will be reported to the dean for further disciplinary action.

**If you are caught texting, talking, doing homework for other classes, you will be asked to leave and will be counted absent. DO NOT USE YOUR CELLPHONE IN CLASS, to Text, Facebook, Instagram etc.. IF I CATCH YOU DOING ANY OF THE ABOVE EVEN ONE TIME, YOU WILL BE DISMISSED FROM CLASS AND GIVEN A ZERO FOR THAT DAY’S QUIZ, NO EXCETPIONS!!!!**

**Tentative Class Schedule**

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| **Date** | **Topic** | **Assignment** |
| July 11 | Class Overview | Read chapter 1 |
| July 12 | Ch. 1 the world of integrated marketing communication | Read Chapter 2 |
| July 13 | Ch 2 the promotion industry | Read Chapter 3 |
| July 14 | Ch 3 the evolution of Promoting brands | Read Chapter 4 |
| July 17 | Ch 4 Understanding the Marketing Environment | Study for Exam |
| July 18 | **Exam 1 ch. 1-4** | Read Chapter 5 |
| July 19 | Ch 5 Understanding Buyer Behavior | Read Chapter 6 |
| July 20 | Special lecture on consumer behavior |  |
| July 21 | Indv study day |  |
| July 24 | Ch. 6 the regulatory and ethical environment | Read Chapter 7 |
| July 25 | Ch. 7 the international market environment | Read Chapter 8 |
| July 26 | Special lecture on international marketing | Read chapter 8 |
| July 27 | Ch 8 Messaging and media strategies | Study for exam |
| July 28 | Indv study day |  |
| July 31 | **Exam 2 ch. 5,6,7,8** | Read Chapter 9 |
| Aug 1 | Ch 9 the internet | Read Chapter 10 |
| Aug 2 | Ch 10 direct marketing | Read Chapter 11 |
| Aug 3 | Ch. 11 Sales Promotion and point of purchase | Read Chapter 12 |
| Aug 4 | Indv study day |  |
| Aug 7 | Ch. 12 Sponsorship, product placements and branded entertainment | Study for exam |
| Aug 8 | **Exam 3 ch 9-12** |  |
| Aug 9 | Ch. 13 public relations, influencer marketing, social media, and corporate advertising | Read chapter 13 |
| **Aug 10**  **8-10.30am** | **Comprehensive exam if attendance goal not met** |  |