PROMOTION MANAGEMENT
MK 613; Winter Trimester, 2016
Mondays, 6:00 p.m. - 9:20 p.m.

<table>
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<tr>
<th>PROFESSOR</th>
<th>Jeff Randolph, MBA</th>
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<tbody>
<tr>
<td>OFFICE HOURS ARE BY</td>
<td>Call 816.590.8298 or</td>
</tr>
<tr>
<td>APPOINTMENT ONLY</td>
<td><a href="mailto:randolphjj@mac.com">randolphjj@mac.com</a></td>
</tr>
<tr>
<td>BUSINESS &amp; ECONOMICS OFFICE</td>
<td>816.942.8400 extension #2320</td>
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**TEXT:**  
Belch, George E. and Michael A. Belch,  
Advertising & Promotion, An IMC Perspective  

**Pre-assignment:** Read Part 1 of Advertising & Promotion, pages 2-67.

**January**

4  Introductions  
Your assignments for the semester  
Discussion of Abstracts  
Discussion of projects  
Pre-reading: Chapter 1 & 2 of Advertising & Promotion  
Lecture & Discussion: Chapter 1 & 2 – Introduction to IMC  
Role of IMC in the marketing process

11 Abstract #1 due – be prepared to present!  
Group project topics / company selections due in memo form  
Reading: Chapter 3 & 4 of Advertising & Promotion  
Lecture & Discussion: Chapter 3 & 4  
Agencies and roles, Consumer behavior,  
Purchasing decision process  
(No class January 18 - MLK)

25 Abstract #2 due  
Reading: Chapter 7 & 8 of Advertising & Promotion  
Lecture & Discussion: Chapter 7, Establishing Objectives and Budgeting for the Promotional Program  
Chapter 8, Creative Strategy, Planning & Development.
February

1
Abstract #3 due
Reading: Chapter 9 & 18 of Advertising & Promotion
Lecture & Discussion: Chapter 9 & 18, Creative strategy – implementation & evaluation. Measuring Program Effectiveness

8
Exam 1 – handed to class
Abstract #4 due
Reading: Chapter 10 & 11 of Advertising & Promotion
Lecture & Discussion: Chapter 10 & 11 — Media Planning, Evaluation of Broadcast Media

15
Hand in Exam 1 (e-mail prior to class also OK)
Reading: Chapter 12, 13, 14 of Advertising & Promotion
Lecture & Discussion: Chapter 12,13, 14 – Evaluation of Print Media, Support Media, Direct Marketing

22
Abstract #5 due
Reading: Chapter 15 & 17 of Advertising & Promotion
Lecture & Discussion: Chapter 15 & 17 – Interactive Marketing, the Internet, Public Relations, Publicity, Corporate Advertising

29
Abstract #6 due
Reading: Chapter 20 of Advertising & Promotion
Lecture & Discussion: Chapter 20 - Regulation of Advertising and Promotion (the rules).

March

7
Abstract #7 due
Reading: Chapter 16, 22 of Advertising & Promotion
Lecture & Discussion: Chapter 16 & 22 – Sales Promotion, Personal Selling

14
Exam 2

21
Evaluations distributed and collected
Marketing Promotion Plan / Creative presentations. Will be held at regular time

ATTENDANCE MANDATORY

It is up to you to keep on top of any changes in this schedule should you miss class. Recall from this syllabus that no more than one (1) absence is allowed.
COURSE OBJECTIVES: To examine the role of promotion in the marketing mix. To study the nature of the communications process and its relationship to advertising. To provide in-depth coverage of strategic advertising budgeting choices, media planning, the advertising agency, the creative process, and the evaluation and control of advertising.

The main objective of the course is completion of an integrated marketing communications promotion campaign. The exercise requires the student to have a firm grasp of all the components of the integrated marketing communications system in particular and the problem solving process in general.

Prerequisite: MK 610 or equivalent.

ATTENDANCE: Unexcused absences will result in zero points for that particular test or assignment. Excused absences must be documented and approved by the instructor. Quizzes may be given periodically to ensure attendance. Late work will be graded at 70% (see below). Inclement weather may cause classes to be cancelled - a makeup plan will be determined on a case-by-case basis.

METHOD OF INSTRUCTION: Lectures, abstract analysis, class discussion, internet/videos, group project.

GRADE Two major exams will be scheduled. There are up to 200 points possible from these exams. We will not cover all chapters of the book or in the same amount of detail. The amount of class discussion, videos, etc., will affect the amount of time spent on each chapter.
Points possible:
Two regular exams 200 (100 each)
Group project 100 (total)
Participation 25
Article abstracts 175 (25 each)
Total: 500

Grading Scale: Only whole grades will be given (no + or – grades) The grading scale (%) is:

90-100 = A
80-89 = B
70-79 = C
60-69 = D
< 60 = F

Makeup/Late Work: No makeups of any type will be given until the student has had a conference with me. At that time, we will discuss the reason for the absence, and I will determine if makeup is allowed. Generally, a written excuse is required. Late work is graded at 70%.

Cheating/Plagiarism: Confirmed or suspected incidences of cheating (including plagiarism) can result in the student being referred to the appropriate authorities for academic action and may include failure of the course or a lesser sanction.

Pagers/Phones: Professional courtesy is required. Please turn cell phones and pagers off or, in emergency personal/family/work situations, please turn them to vibrate and excuse yourself from class before answering.

Handicapped Students: Please make arrangements to visit with me immediately so I can do my best to accommodate you.
**EXAMS:**

<table>
<thead>
<tr>
<th>Exam 1</th>
<th>Chapters 1,2,3,4,7,8,9,10,11,18</th>
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<tr>
<td>Exam 2</td>
<td>Chapters 12,13,14,15,16,17,20,22</td>
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In addition to material in these chapters, information presented solely in class may appear on the exams.

Exams will be essay format. You will be given a selection of up to 7 essay questions and will be asked to answer 4 of those options. For the first take-home exam, you will be required to type your answers and I'll expect well-planned responses.

**Final Exam Period**

We will be presenting and handing in projects during the final exam period. Attendance during the final period is **MANDATORY**. Failure to attend will result in zero points on your semester project. Final period is 3/21 – 6-9:20 p.m.

**Participation / Peer Evaluations:**

Participation is critical to this course and each student will be evaluated both by the instructor and by his/her peers. Forms detailing the procedures will be handed out at the beginning of the semester.
Six abstracts are required of you this term. The articles must pertain to marketing promotion topics. Due dates are announced in advance as part of this syllabus. You'll also notice on the schedule that the phrase “be prepared to present” appears next to the first one listed... We will discuss in class the article topics you have chosen on the day they are due. Completely at random, you may be asked to walk the class through your article and present the author’s results/conclusions and discuss implications to marketing promotion. This will NOT be a formal presentation and will not require handouts or a PowerPoint presentation. Still, you should come prepared with a solid comfort level of your article and abstract for presentation.

Articles chosen must have been published after January 1, 2015. Each abstract must be typewritten and must be at least one page but not more than two double-spaced pages in length. Each abstract must consist of the following parts:

I. Complete Reference (citation)
II. Statement of the problem (or issue)
III. Methodology (source of data)
IV. Results/conclusions drawn by the author
V. Implications/Importance of findings to marketing in your opinion

A copy of the whole article must be stapled to the abstracts. The abstract must be on top. Use Roman numerals and headings for the body of the abstract (as above). Provide the following information in the upper right hand corner of your abstract:

1. Your name, MK 613
2. Abstract #
3. Date abstract is due
GROUP PROJECT: We will discuss the group project during the first class session. The group project is a Marketing Communications / Promotion Plan. Project objectives are highlighted here:

* To develop an original advertising and sales promotion campaign for a product of your choice. The final product will be a 15 page (max) report. A formal presentation is required

* To apply the concepts learned in class to a "real world" situation by performing all the steps necessary for developing and executing a promotional campaign that will be judged effective by marketers.

* To facilitate group interaction.

* To have fun. This should be an enjoyable experience for all.

Guidelines for Marketing Communications / Promotion Plan

1. Form groups with instructor's approval (2-3 persons); determined by class size - this may be an individual project.

2. Select a product. You will be expected to develop a comprehensive marketing communications plan for a product (good or service) that your “company” has decided to manufacture/offer and market. The product or service you choose may be:

   (a) Something that is totally new to the marketplace (i.e. you are seriously considering starting your own business); or

   (b) Real Deal: Find a small local business that would be interested in having you develop a marketing communications plan for them. The creation of a marketing communications plan for businesses that produce and/or market goods are generally more straightforward than for services firms. And remember - If the company you select has a marketing department, they don’t need your help.

3. Narrow the focus as much as necessary. You should consider that you are doing this entire project under the premise that you are a marketer looking for opportunities to explore, or the approval of a business owner / client. I will need to approve your final selection/topic. You will do focus groups for your project or surveys of potential customers.

4. Your job is to write a marketing promotion plan for a group of non-marketing people (potential readers of your report – i.e., the business owner). If you wish to attempt
another format, please consult me. It is absolutely essential that this not be a book report of what the firm currently does. Rather, this is your plan for what improvements need to be done!

6. **PRACTICAL MATTERS:**
   a. Page limit - please try to keep the body of the report as concise and clear as possible. (Plus appendices)
   b. Copied on nice paper
   c. Spiral bound
   d. Must have good visuals (your choice of pictures, charts, graphs, etc.)
   e. No typos, grammar or syntax errors, etc. Proof carefully.
   f. Include cover page, table of contents w/ page numbers, executive summary (overview of whole paper), works cited, appendices, grade agreement sheet w/ signatures, PowerPoint summary.

7. **EVALUATION:**

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<tr>
<th>Key</th>
<th>Pts</th>
<th>60%</th>
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<tbody>
<tr>
<td>Executive Summary, Table of Contents, Works Cited, Appendices, PowerPoint, Grade Agreement Form</td>
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<td>Situation Analysis – Thoroughness, Use of Cites</td>
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<td>Marketing communications Strategy - Original/New Ideas; Development of Collateral Documents/Visuals</td>
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<td>Marketing Communications Creativity/Strategy and Creative Pitch</td>
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<td>Budgets/Forecasts – Thoroughness, Use of Cites</td>
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<td>Controls – Thoroughness, Use of Cites</td>
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<td>Presentation Visuals (turn in as appendix to your paper)</td>
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<td>Organized/Engaging - Oral PowerPoint Presentation</td>
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* There is no time limit, but I expect these to be concise. Do not achieve this at the cost of thoroughness. I would expect that most will be in the neighborhood of 20 minutes. You must hand in all visual aids. Must have visual presentation.

* Situation Analysis – As part of your situation analysis, I would like to see you summarize the position of the company, the position within the marketplace, a complete SWOT analysis, and a statement of the marketing problem / goal that your promotional plan will tackle. Remember, the rest of the class will not be familiar with your company: we need a little help to be brought up to speed!

* Budgets & Forecast – While I do not expect a full financial forecast of your expected results, I want to see considerable research done into the costs of your campaign. If the company you are working with has an established budget, work within it. If they do not, propose one that would accomplish your goal. While forecasting results is difficult, do forecast your reach and frequency.

* As part of the “Marketing Communications Creativity/Strategy” criteria, you will be required to present one element of the creative for your campaign. The individual element you choose is entirely up to you. This should follow your team’s strengths and does not have to be the primary promotional element you discuss – i.e., you could choose to write and present a radio script, web site architecture, PR plan, TV storyboards… any creative element for which your team has a special talent.

* No page maximum or minimum; be as concise as possible (but, NOT at the cost of thoroughness).
# Peer Evaluation

**MK 613**  
**Peer Evaluation**

**Student:** ____________________________

**Evaluator:** ____________________________  
(print name)

**Evaluator:** ____________________________  
(signature)

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<tr>
<th></th>
<th>Always 5</th>
<th>Most of time 4</th>
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<th>Rarely 1</th>
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<td>Attends scheduled meetings</td>
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<td>Participates in group strategic planning</td>
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<td>Is reliable / dependable</td>
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<td>Assumes fair share of work</td>
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**Total** ______

Additional Comments:
COLLEGE-WIDE OUTCOMES

EDUCATION An attempt will be made to include the following OUTCOMES:
college-wide education outcomes in this course:

Communication:
1. Employ active listening techniques, including summarizing, paraphrasing, questioning, and nonverbal responses. (Assessment: classroom assessment techniques, such as in-class assignments, abstracts).
2. Read a document and demonstrate an understanding of its written and quantitative content. (Assessment: article abstracts and group projects).
3. Make a clear, well organized verbal presentation. (Assessment: group oral presentations, abstracts).
4. Write a clear, well organized paper, using documentation and quantitative tools, when appropriate. (Assessment: in-class assignments, essays, and group projects).
5. Use group process skills. (Assessment: instructor perceptions of classroom activities/interaction).

Higher Level Thinking
1. Identify a problem, and using the steps involved in problem-solving processes, develop viable solutions. (Assessment: in-class assignments and group projects).
2. Employ skeptical, evaluative and logical approaches in processing information and drawing conclusions. (Assessment: in-class assignments and article abstracts).
3. Make and evaluate decisions based on appropriate criteria and projected consequences. (Assessment: group projects, article abstracts).
4. Generate new images, concepts, possibilities and/or interpretations and connect apparently disparate ideas. (Assessment: in-class exercises and group projects).
5. Analyze one's own thinking processes, including how one's experience, feelings, ideas and intuition affect thinking. (Assessment: in-class assignments, class discussion)

Personal, Spiritual and Social Development
1. Demonstrate civic, social and environmental responsibility. (Assessment: in-class discussion of ethical issues in marketing).
2. Demonstrate self-motivation, intellectual curiosity and openness to differing perspectives. (Assessment: in-class group exercises, semester group project).

3. Demonstrate sensitivity to socio-cultural diversity. (Assessment: usually discussed under topic of marketing ethics - class discussion).

4. Participate in group interaction to achieve and identified goal. (Assessment: in-class and semester group projects).

Knowledge
1. Demonstrate knowledge of diverse political, social and economic systems. (Assessment: international marketing is discussed in class throughout course).

2. Demonstrate knowledge of the function, structure and interrelationships of the political, social and economic systems of the United States. (Assessment: may be integrated in class discussions).

3. Demonstrate knowledge of the theories which describe or explain individual and group behavior. (Assessment: consumer behavior is regularly discussed in this course.)

4. Demonstrate knowledge of the key social problems facing the contemporary world. (Assessment: marketing ethics is regularly discussed in this course).

MBA OUTCOMES
COMMUNICATION: RECEPTIVE AND EXPRESSIVE:
1. Communicate effectively both orally and in writing, and know how to use audio-visual supplements in making presentations. (Assessment: semester project, abstracts).

THINKING: STRATEGIES AND SKILLS:
1. Conceptualize/think about organizations from the perspective of the CEO, and understand the importance of analyzing and applying information relating to both the internal and external environments in the strategic planning process. (Assessment: students will be responsible for an integrated marketing communications project / promotional plan).

PERSONAL AND SOCIAL DEVELOPMENT:
1. Work as a member of a team or small group (Assessment: in-class assignments, semester project).
2. Manage individuals or groups by applying the management process of planning, organizing, leading and controlling the work of others, including the motivation and development of people (Assessment: semester project).

3. Understand the basic legal concepts which influence management decisions; recognize and appropriately respond to legal issues involved in business decision making (Assessment: exams).

4. Understand the major societal problems which involve or have implications for business, and have a carefully developed philosophy of the social responsibilities of business, and what business-government relations ought to be in the United States (Assessment: discussion of marketing ethics).

CONCENTRATION OUTCOMES
1. Students will understand the role of promotion in the marketing mix. (Assessment: exams, group project).

2. Students will learn the communication process and its relationship to advertising. (Assessment: abstracts, exams, group project).

3. Students will cover, in depth, advertising budgets, the advertising agency, media planning, the creative process, and the evaluation and control of advertising. (Assessment: exams, group project).