

## MCOM 3388: Sales and Marketing

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**Instructor:** Nam Young Kim

**Office:** 329 Dan Rather Communication Building

**Phone:** 936-294-4445

**Email:** [nyk001@shsu.edu](mailto:nyk001@shsu.edu)

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**Office Hours:** MWs 12:00 p.m. - 1:30 p.m.  
or others by appointment

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### Course Information

**Term:** Fall, 2017

**Course Number and Section:** MCOM3388-01

**Credits:** 3

**Class Meets:** MWFs 11:00 a.m. - 11:50 a.m.

**Building and Room Number:** Dan Rather Communications Building, Room 319

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### Required Textbook

**Advertising and Promotion: An Integrated Marketing Communications Perspectives**

by George E. Belch & Michael A. Belch, McGraw-Hill Publishing Company, 9<sup>th</sup> edition, 2011

The textbook provides background information for class exercises and tests. You are responsible for keeping up with the readings according to the schedule in this syllabus. All exams are directly from the textbook and text-based course lectures.

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### Catalogue Description & Course Objectives

#### Catalogue Description

This course provides students with an overview of integrated marketing communication strategies used by mass media companies. This course examines media marketing, market surveys, advertising, social media marketing sales and promotion, and public relations as efforts to create and support customer needs and maintain goodwill. Students have the opportunity to create integrated marketing communication strategies. Special attention is paid to industry changes and professional ethics.

**Course Purpose and Objectives:** The specific objectives of this course are:

1. To increase your comprehension of the values of integrated marketing;
2. To understand key terms and issues in planning and executing the integrated marketing plans (e.g., support media, sales promotion, social media marketing, etc.);
3. To understand how consumers' behavior, creative strategies, market research, and evaluation tools should be used to create effective integrated marketing plans;
4. To develop critical skills to evaluate research data and communication programs to control campaigns;
5. To develop, implement, and evaluate your own integrated marketing communication plan;
6. To learn key concepts associated with media planning, problem-solving strategies, and various measurement techniques;

As a result of successful completion of this course, you should be able to:

1. Understand the integrated marketing environment, interpret important elements of campaigns, and develop an integrated marketing communication plan;

2. Obtain hands-on practice in advertising and integrated marketing campaigns by preparing an integrated marketing communication campaign for the final presentation;
3. Apply diverse concepts from this class to real-world practice that will be helpful when you search for career opportunities in marketing and advertising.

## **Course Requirements and Policy**

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### **Exams**

There will be **TWO EXAMS (A MID-TERM EXAM & A CUMULATIVE FINAL EXAM)**. All exams will be in class, and **dates as well as times for all examinations are non-negotiable**. **Make-up exams or assignments will be allowed only in the case of university-stipulated excused absences. Absence from any exams must be approved prior to taking the exam and written documentation must be provided.** If adequate notification is not done before the scheduled exam time, a penalty of one full letter grade is applied to the subsequent make-up exam. For each exam, you are responsible for all assigned reading materials regardless of whether or not such material was presented in lecture.

### **Assignments**

There will be **TWO TYPES OF ASSIGNMENTS**, and your **FIRST individual assignments must be typed, double-spaced on one side of the paper and submitted via e-mail at the beginning of the class period on the established due date**. Following the class schedule, I will provide the detailed instruction for **SECOND** individual assignments in advance. Missing an announcement is not considered an excuse to make up an assignment. **No late work will be accepted.** Depending on where we are in the class, I may decide to alter the due date. **I reserve the right to alter the syllabus during the semester.**

### **Attendance Policy & In-class Exercise**

You are expected to attend all class sessions and are fully responsible for all the lecture materials presented. The Students Handbook states that regular and punctual class attendance is expected of each student at SHSU and that it is expected that each faculty member will keep a record of student attendance. Class attendance will be critical, as it is the only source for obtaining materials covered in the lectures. In addition, most class meetings involve some assignment or exercise that will be completed during class. If you are absent during those days, you will not receive credit. Therefore, the following attendance policy will be adhered to for this course:

**40 points are built into the course for class attendance or participation. After THREE absences, your final grade total will be reduced 40 points for each additional absence (If you come to class after the roll has been taken, you will be counted "absent.")**. In-class exercises (i.e., quizzes) will also be given throughout the semester. **I reserve the right to give you in-class exercises or quizzes without a notice. There will be no make-up in-class exercises.** In-class exercises will cover the lecture given or assigned reading for that particular class period. I expect you to complete the assigned reading materials before class. I know that reading is painful, but it is essential for the class.

### **Strategic Planning (Group Project)**

You will develop an integrated marketing communication (IMC) plan with your group members based on what you learn from textbook readings, lectures, and assignments. The IMC plan will be divided into **TWO PARTS: PROGRESS REPORT AND FINAL PLAN REPORT**. At the end of this semester, you are required to present your group's marketing plan to the class. While developing this project, I want you to learn how to cooperate with your colleagues and present your plans effectively and professionally. Please do your best to strengthen your group project's quality. Your group members will determine **20 POINTS** of your final grade based on their evaluations of your contributions to the group project.

Following the planned schedule on the syllabus, I will provide more detailed information as it becomes relevant. Please do respect and follow the guidelines to successfully complete your group project.

### **Evaluation Criteria**

Grades will be based on the following criteria:

	<u>Points</u>
Midterm Exam	100 points
Final Exam	105 points
Individual Assignment (1)	5 points
Review & Study Sessions (3 times)	15 points
Attendance & Participation	40 points
In-Class Quizzes (5 times)	15 points
Group Project	120 points
Progress Report	30 points
Final Plan Report (Written Report)	50 points
Oral Presentation	20 points
Peer Evaluation	20 points
<b>Total</b>	<b>400 points</b>

- Your final course grades will be determined by the following scale:

360 - 400 points	90% - 100%	A
320 - 359 points	80% - 89%	B
280 - 319 points	70% - 79%	C
240 - 279 points	60% - 69%	D
239 points and below	59% and below	F

- Keep checking your grades until you get your final grade on Blackboard. All final grades are final. **Emails received asking for "grade bumps," additional extra credit assignments, or any kind of grade reconsideration will not receive a response.**

### **Grade Appeals**

I do not discuss individual grades in class. Students will have **ONE WEEK** following the posting of a grade to discuss points you believe you should have earned. In order to contest a grade, student should provide some written justification as to why the grade is incorrect. I will not entertain concerns about a grade on an exam after this period has elapsed. After the one week period, the grade will be final. But, you can come by my office during my office hours and look at the graded exams or assignments any time throughout the semester.

### **Class Expectations**

Courtesy, diligent reading and active participations are expected of all students. Please do remember that more than 70% of the exam content will come from lectures and in-class examples. As well, if you miss a graded assignments or in-class exercises because you are absent, you will not be allowed a make-up unless your absence is due to a university-sanctioned reason. **Please prepare for the class, make an effort to be on time, and be active in the class.**

### **Class Etiquette**

Please turn off your cell phones before class. I expect each class member to be respectful of others. **Disrespecting your fellow classmates or your instructor will not be tolerated. If you need to leave early due to reasonable excuses, please notify me in advance.** You may take notes on and work on a computer unless- based on the instructor's evaluation- the computer becomes a distraction during class. Additionally, please do not surf the web, or check your social networks (e.g., Facebook, Twitter, etc.) and various e-mails accounts during the class period. **I expect you to be respectful of our learning environment by being attentive and engaged, and not selfish.**

### **University Policies Regarding Academic Classes**

#### **Support for Students with Disabilities**

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail [disability@shsu.edu](mailto:disability@shsu.edu)). They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Services for Students with Disabilities and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Services for Students with Disabilities. For a complete listing of the university policy, see: <http://www.shsu.edu/dept/academic-affairs/documents/aps/students/811006.pdf>

#### **Academic Dishonesty**

Plagiarism, cheating, or any form of academic misconduct will not be tolerated in this course. All students are expected to engage in all academic pursuits in a manner that is above reproach and to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials. Students are encouraged to review the university's policy on academic dishonesty.

Plagiarized assignments will not be accepted. For the sake of clarity, the definition of plagiarism is followed: Plagiarism occurs when one person claims credit for another person's work. It is a form of intellectual dishonesty that is treated with great severity by professionals and by the university. Students are encouraged to review the university's policy on plagiarism. Students should be certain they understand the manner of plagiarism: 1) A paper using quotes without quotation marks and attribution is plagiarized. But plagiarism is more than unrecognized quotes; 2) Conclusions that are not the student's own conclusion, information that is not common knowledge and specific facts must be attributed: tell who said it and cite or footnote it, even if this information is not a direct quote.

#### **Student Absences on Religious Holy Days Policy**

Section 51.911(b) of the Texas Education Code requires that an institution of higher education

excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Section 51.911 (a) (2) defines a religious holy day as: "a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20...." A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.

### **Visitors in the Classroom**

Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.

### TENTATIVE CLASS SCHEDULE

- NOTE: TOPICS TO BE FOLLOWED, SOME ANNOUNCED CHANGES MAY OCCUR THROUGHOUT SEMESTER, AND YOU ARE RESPONSIBLE FOR ALL ANNOUNCED CHANGES

Date	Topic	Reading
Week 1		
August 23 <sup>rd</sup>	Course Introduction	
August 25 <sup>th</sup>	Self-Promotion	
Week 2		
August 28 <sup>th</sup>	An Introduction to IMC	Advertising and Promotion: CH 1
August 30 <sup>th</sup>	An Introduction to IMC	Advertising and Promotion: CH 1
September 1 <sup>st</sup>	The Role of IMC in the Marketing Process	Advertising and Promotion: CH 2
Week 3		
September 4 <sup>th</sup>	LABOR DAY: NO CLASS	
September 6 <sup>th</sup>	The Role of IMC in the Marketing Process	Advertising and Promotion: CH 2
September 8 <sup>th</sup>	The Role of IMC in the Marketing Process	Advertising and Promotion: CH 2
Week 4		
September 11 <sup>th</sup>	Perspectives on Consumer Behavior	Advertising and Promotion: CH 4
September 13 <sup>th</sup>	Perspectives on Consumer Behavior	Advertising and Promotion: CH 4
September 15 <sup>th</sup>	Perspectives on Consumer Behavior	Advertising and Promotion: CH 4
Week 5		
September 18 <sup>th</sup>	Establishing Objectives	Advertising and Promotion: CH 7
September 20 <sup>th</sup>	The Communication Process	Advertising and Promotion: CH 5
September 22 <sup>nd</sup>	The Communication Process	Advertising and Promotion: CH 5
Week 6		
September 25 <sup>th</sup>	Media Planning and Strategy	Advertising and Promotion: CH 10
September 27 <sup>th</sup>	Media Planning and Strategy	Advertising and Promotion: CH 10
September 29 <sup>th</sup>	Media Planning and Strategy	Advertising and Promotion: CH 10
Week 7		
October 2 <sup>nd</sup>	Media Planning and Strategy	Advertising and Promotion: CH 10
October 4 <sup>th</sup>	Exam Review	
October 6 <sup>th</sup>	MID-TERM EXAM (11:00 A.M. – 11:50 A.M.)	
Week 8		
October 9 <sup>th</sup>	Source, Message, and Channel	Advertising and Promotion: CH 6
October 11 <sup>th</sup>	Source, Message, and Channel	Advertising and Promotion: CH 6
October 13 <sup>th</sup>	Source, Message, and Channel	Advertising and Promotion: CH 6
Week 9		
October 16 <sup>th</sup>	Source, Message, and Channel	Advertising and Promotion: CH 6 PROGRESS REPORT DUE
October 18 <sup>th</sup>	Creative Strategy	Advertising and Promotion: CH 9
October 20 <sup>th</sup>	Evaluation of Media	Advertising and Promotion: CH 11
Week 10		
October 23 <sup>rd</sup>	Group Project Meeting with Dr. Kim	
October 25 <sup>th</sup>	Group Project Meeting with Dr. Kim	
October 27 <sup>th</sup>	Evaluation of Media	Advertising and Promotion: CH 12

<i>Week 11</i>		
October 30 <sup>th</sup>	Evaluation of Media	Advertising and Promotion: CH 12
November 1 <sup>st</sup>	Evaluation of Media	Advertising and Promotion: CH 15
November 3 <sup>rd</sup>	Public Relations and Publicity	Advertising and Promotion: CH 17
<i>Week 12</i>		
November 6 <sup>th</sup>	Public Relations and Publicity	Advertising and Promotion: CH 17
November 8 <sup>th</sup>	Sales and Promotion	Advertising and Promotion: CH 16
November 10 <sup>th</sup>	Sales and Promotion	Advertising and Promotion: CH 16
<i>Week 13</i>		
November 13 <sup>th</sup>	Internet & Social Media	
<b>November 15<sup>th</sup></b>	<b>Group Project Meeting with Dr. Kim</b>	
<b>November 17<sup>th</sup></b>	<b>Group Project Meeting with Dr. Kim</b>	
<i>Week 14</i>		
<b>November 20<sup>th</sup></b>	<b>Group Work Day</b>	
<b>November 22<sup>nd</sup></b>	<b>THANKSGIVING HOLODAYS</b>	
<b>November 24<sup>th</sup></b>	<b>THANKSGIVING HOLODAYS</b>	
<i>Week 15</i>		
<b>November 27<sup>th</sup></b>	<b>Group Project Presentation</b>	<b><u>FINAL PROJECT PLAN DUE</u></b>
<b>November 29<sup>th</sup></b>	<b>Group Project Presentation</b>	
<b>December 1<sup>st</sup></b>	<b>Group Project Presentation &amp; Exam Review</b>	
<i>Week 16</i>		
<b>December 6<sup>th</sup></b>	<b>FINAL EXAM (WEDNESDAY: 12:00 P.M. – 2:00 P.M.)</b>	