

Sam Houston State University
College of Business Administration
Department of Management, Marketing,
and Information Systems

Course:	Marketing 3370 • Marketing Communication and Promotional Strategy (Spring 2018)
Class Meetings:	Mondays and Wednesdays, 11:00 a.m. - 12:20 p.m., Main Campus, SHB 336
Readings:	Readings for each unit to be assigned
Prerequisite:	Principles of Marketing (Marketing 3310)
Professor:	Renée Gravois, Ph.D.
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Office Hours:	<i>Main Campus in Huntsville:</i> Mondays and Wednesdays, 12:30-2:00 p.m., and by appointment. <i>The Woodlands Center:</i> Mondays, 5:15-6:00 p.m., and by appointment. Any office hour changes that may be required will be announced and/or posted

Course Overview and Schedule

“A study of contemporary issues in marketing communications. An examination of how the elements of the promotional mix, with emphasis on advertising, are used to develop effective marketing strategies” (University Catalog).

The focus of this course is learning to develop an effective integrated marketing communications (IMC) program to meet the needs of your client/organization. The course is organized into four major units. In each unit, students will learn key aspects of strategic campaign development.

- *Strategic Foundations (Unit 1).* Work on essential strategic “building blocks” of IMC campaign development, including situation analysis, target market analysis, marketing research, objective setting, and development of strategies and tactics.
- *Message Strategy (Unit 2).* Create major selling ideas that are clear, compelling, and on strategy. Develop marketing executions that bring your message strategy to life.
- *IMC Mix Strategy (Unit 3).* Evaluate various marketing communications tools and strategically integrate a mix of tools to meet the needs of your client/organization and the objectives of the campaign. IMC tools to be addressed include advertising, direct marketing, public relations, interactive/internet marketing, personal selling, sales promotion, and others.
- *Proposal Development and Pitch (Unit 4).* Gain hands-on experience developing an IMC Plan for a real-world client. Assume the role of marketing communications agencies trying to earn the business of a new client. Prepare a written proposal and verbal “pitch” for the client, including multiple rounds of drafting, revising, and polishing your work.

Learning Objectives

- To demonstrate understanding of fundamental principles and theories of marketing communications.
- To apply course principles in analyzing marketing problems and determining marketing strategy.
- To improve your skills in oral and written communication.
- To improve your critical thinking skills, including your ability to analyze and critically evaluate ideas, arguments, points of view, and information sources.
- To develop specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.

Teaching and Learning Approaches

“Education is not the filling of a bucket, but the lighting of a fire.” ~ W. B. Yeats

Two of my primary goals are to stimulate your thinking and get you excited about the study of marketing communications and its broad range of applications. Classes will include a mix of discussion, problem-solving, mini-lectures, mini-cases, writing assignments, skill-building activities, and lots of opportunities for critical analysis and application of course concepts. Several class sessions will be hands-on workshops. Several class sessions will feature student presentations.

I do my very best to create an open, engaging, collaborative, and supportive learning environment. I expect you to help cultivate such a space by actively contributing to class, showing respect for others, being professional at all times, and ensuring a positive learning environment for everyone in the class. With your help, we can create an open, constructive, and fun learning atmosphere in which students can apply course concepts, engage in interesting discussions, and try out ideas.

To get the most out of this course, you must take responsibility for and be engaged in your learning. Be active in and conscientious about the course, your learning, your contributions and performance, and the quality of your work. *Hold yourself to high standards. Submit your highest quality work — in both content and writing — for all assignments. Stretch and challenge yourself.*

Let me know how I can help you. Please talk with me about any questions you have and any areas in which you would like help. Please meet with me in person, or contact me by email or telephone, whichever is most convenient for you. I look forward to working with you.

Performance Evaluation and Grading

Grades will be based on your performance on the following course components.

Application Assignments	up to 25 points
Exams (Midterm – 20, Final – 20)	up to 40 points
Integrated Marketing Communications (IMC) Plan	25 points
Attendance, Class Contribution, and Professionalism	<u>10 points</u>
Total	up to 100 points

Application Assignments. Both graded and non-graded (completion) exercises will be assigned, some for in-class and others for out-of-class work. Some assignments will serve as “building blocks” to help you prepare for your final IMC Plan. Some activities will be due the same day and some will be due as early as one or two days later — students are responsible for staying informed of all assignments, as well as written and oral instructions. Sample assignments include:

- *Critical thinking/analysis assignments* — e.g., analysis of marketing communications messages and media, practitioner interviews, analysis of current events.
- *Strategic planning/decision-making assignments* — e.g., problem-solving exercises, ethical scenarios, brief analysis/recommendation memos, mini-case analyses.

In-class application assignments will be evaluated for completion and factored into the Attendance/Contribution/Professionalism part of your grade. Points for graded application assignments are listed above. Instructions for all assignments will be provided in class.

Exams. The format for exams will be multiple choice and short answer. Questions will come from the textbook/readings and class lectures/discussions/activities, and questions will include issues from your readings that were not explicitly discussed in class. You are responsible for all assigned readings and everything discussed or handed out in class.

Exam dates will be announced in advance. Any student more than 15 minutes late for an exam will not be allowed to take that exam and will receive a zero. Once the first student turns in an exam, any student not yet present in the classroom will not be allowed to take that exam and will receive a zero.

If you wish to request to take an exam early, such as for a university-approved trip that conflicts with the exam time, please see me at least one week in advance of the exam. If you must miss an exam for a dire, unavoidable, emergency reason, you must inform me prior to the starting time of the exam, via email or voice mail message, of your inability to take the exam at the assigned time, together with your explanation of the dire, unavoidable, emergency reason. Such requests will be evaluated on a case-by-case basis. Without prior notification, you will not receive consideration of the opportunity to make up the exam and will receive a grade of zero.

Integrated Marketing Communications Plan. Students will assume the role of an IMC agency trying to earn the business of a new client. You will prepare and present a comprehensive IMC proposal to the client, including, but not limited to, situation analysis, target market analysis, research, objective setting, strategies and tactics, message strategy, IMC mix, and IMC executions. A professional written report and oral presentation will be required. Multiple drafts are required for you to revise and improve your work before submission. Client and peer evaluations will be part of your grade, as well as self-reflection.

Grading Scale (%). 90.00-100.00=A; 80.00-89.99=B; 70.00-79.99=C; 60.00-69.99=D; <60.00=F. All work in this class will be evaluated on your marketing knowledge/insight *and* your ability to effectively communicate your ideas. Your grade is also impacted by your class attendance, contribution, and professionalism — see related section below.

Do not ask for special treatment in terms of your grades and please recognize that effort does not always equal performance. If you need to earn a specific grade in order to graduate, avoid probation, earn a certain grade point average or academic honor, or keep a scholarship, **YOU** are responsible for achieving the performance and quality level necessary to earn the grade you desire.

“A” papers require outstanding performance and quality.

- A = Excellent, insightful, thorough, relevant, creative, consistent analysis of issues; clear demonstration of critical and strategic thinking; and excellent communication (e.g., clarity, organization, style, mechanics). “A” grades are earned for work that is superior in quality.
- B = Analysis and communication of good to very good quality. Work at this level often has *some* outstanding characteristics, mixed with good or very good work. B grades are earned for work that is consistently good and which manifests sufficient interest, added value, or originality to lift it above average work.
- C = Adequate analysis and communication. C grades are earned for work that is average and has met the basic requirements of the assignment.
- D = Weak analysis and communication. Earned for work that is below the standard.
- F = Poor analysis and communication. Earned for work that is significantly below the standard.

Doing Well in this Course Requires You To . . .

Be conscientious about this course and your performance. Key student behaviors that contribute to success in this course include:

- attend, be prepared for, and actively contribute to class,
- actively read and listen to all class readings and resources,
- pay attention to consumer behavior in the news and the world around you,
- engage with the course material and activities and work actively both in and out of class,
- listen carefully and follow all written and oral instructions,
- **submit work that is professional, of high quality, well-written, and demonstrates critical thinking and analysis,**
- take responsibility for your learning and performance in this class, and
- strive for continual improvement in your oral and written communication skills.

Work hard on your writing. As noted above, all work in this class will be evaluated on content **and your ability to effectively communicate your ideas.** Your written work is a reflection of your capabilities, professionalism, and work ethic, and your work represents your university, employer, clients, and other stakeholders. Writing mechanics (WM) errors and other forms of sloppy writing lessen the impact of your ideas, tarnish your image, and lead readers to discount or ignore your recommendations and abilities. Strong and error-free writing skills are critical in all disciplines and all areas of life. No matter what career you pursue, you *must* be able to write effectively.

Attendance, Contribution, and Professionalism

Students are expected to adhere to the highest standards of academic and professional conduct. Good professionalism is easy to spot. Professionals attend class/work consistently, make their presence known by their contributions, and add value. Professionals are prepared, attentive, engaged, and demonstrate active listening. Professionals ask questions, provide examples, offer insights, show respect for others, and contribute to creating a positive classroom/workplace environment for learning. Professionals submit work that demonstrates the highest quality standards.

Students are expected to exhibit and practice professional behaviors that exemplify the following:

- **Respect** for students, faculty, guests, university property and policies, and the learning environment.
- **Responsibility and Accountability** for your learning and actions, including academic integrity.
- **Regular Attendance and Contributions to Class.**
- **Professional and Courteous Communication** in all forms and at all times.
- **High Quality Work** for all assignments submitted for this course.

Below are some examples of professional and unprofessional behaviors in these areas.

Respect. Contribute to creating and maintaining a classroom environment conducive to learning. Treat students, faculty, all classroom guests, and the learning process with respect. Do not speak when others are speaking. Be professional and respectful in all matters concerning this course, including your classroom conduct, interpersonal interactions, and written communications.

Avoid unprofessional behaviors that detract from a learning environment of mutual respect. Unprofessional behavior consists of, but is not limited to: sending or viewing text messages, being focused on your phone, cell phone going off, leaving class to take a phone call, talking when someone else has the floor, reading the newspaper, working on assignments for another class, sleeping, coming in late, and leaving early. Using computers during class lectures is prohibited, unless permission has been given in advance. We will sometimes use cell phones for class purposes and I will announce when such usage is allowed. Anything that detracts from the learning environment or any of your classmates' ability to learn shows a lack of respect and professionalism and will result in a grade reduction.

Responsibility and Accountability. Take responsibility for your learning and performance in this course. Engage with all readings and course material. Work actively both in and out of class. Pay attention to detail. Stay informed of all assignments, announcements, and written and oral instructions. Keep copies of your work and course handouts. Complete readings and activities **before** the class in which they will be discussed. For each assignment, begin soon; ask questions soon; allow time for planning, writing, and revising; and submit your highest quality work. Do not ask for special treatment or extra time for completing your work. Build in time for possible delays.

Academic Integrity. Being responsible and accountable extends to your academic integrity, too. Never turn in someone else's work, in whole or in part, as your own. Know how to properly cite the work of others within the text and in the reference list. All work you submit must be completed by you for this specific class. Cheating, plagiarism, attendance fraud, and other forms of academic dishonesty will not be tolerated. I may use plagiarism detection software and

verification with other faculty to determine cases of plagiarism. Academic dishonesty, including plagiarism, may lead to a grade of F in the course and disciplinary action by the university.

Integrity is essential to your learning, the university's community of learners, the business world, and your personal and professional life. Compromising your integrity by misrepresenting yourself or your work can be an irreparable mistake, not just in college, but in your personal life and future career. Your integrity is your most valuable asset. Protect it. Develop it. Act on it.

Regular Attendance and Contributions to Class. Regular attendance is essential to your learning and performance, demonstrates your professionalism, and fosters effective workplace habits. Treat each class meeting with the same level of commitment, preparation, and involvement that you would a business meeting. Schedule other course work, group meetings, job responsibilities, advising, extracurricular activities, and other activities so as not to conflict with class meetings.

This class is experiential and each session provides opportunities for hands-on and "minds-on" application of course concepts. These in-class learning experiences are missed if you are absent or if you merely "show up" without being fully engaged. The in-class learning experience cannot be substituted by asking someone to summarize a class session for you. Rather, the more active and engaged you are with each class session, reading, resource, and learning opportunity, the more you will gain from this class personally and professionally.

If you must be absent, email me with the following subject line: "MKTG 3370 Absence #1 – Your Name" or "MKTG 3370 Absence #2 – Your Name." If you must be absent, your work is still due by the deadline and you are responsible for all material covered during your absence. Establish peer contacts and find out what you missed from a classmate. If you would like to meet with me to discuss any class content you miss, please make an appointment.

See below for grading penalties for absences. I do not distinguish between excused and unexcused absences for grading purposes. A record of class attendance will be maintained. I may take attendance more than once during class. Students who are not present when attendance is taken, or who arrive late or leave early without advance permission, will be marked absent. It is your responsibility to sign the roll sheet or to indicate that you are present when I call the roll. Do not sign in for others.

Contributing regularly is an essential part of your learning. Class contribution will be graded on the content, extent, and quality of your participation. Examples of high quality participation include demonstration of critical and strategic thinking, relevant comments, substantiation of your position, getting to the heart of key issues, offering insights, perceptive questioning, distinguishing between fact and opinion, and contributing to the quality of discussion and learning. Examples of low quality participation are talking when others are talking, failing to participate in class, restatement of points already made, verbosity, incomplete analysis, superficial analysis, informal criticism, talking just for the sake of talking, disrupting the learning environment, and displaying unprofessional behaviors.

Professional and Courteous Communication. The professionalism requirement extends to all assignments and communications in this course. Unprofessional written assignments, emails, Blackboard postings, or other communications for this class can reduce your grade. Examples of unprofessional emails include missing name in the "from" line, missing subject line, missing name at the end of the message, text-message-style language, and writing mechanics errors. Each of these practices demonstrates unprofessional communication. Professional communication, including email, is critical to your success as a business professional and will be evaluated as part of this course. More details about high quality written assignments are provided in the next section.

High Quality Work. All work submitted for this class should be professional, of high quality, well-written, and demonstrate critical thinking and analysis. Your work will be evaluated on your marketing knowledge/insight **and** your ability to effectively communicate your ideas. Grades also reflect the

extent to which you follow written and oral instructions. Your written work is a reflection of your capabilities, professionalism, and work ethic, and your work represents your university, employer, clients, and other stakeholders. Writing mechanics (WM) errors and other forms of sloppy writing lessen the impact of your ideas, lead readers to discount or ignore your ideas and abilities, and reduce your grade. Strong and error-free writing skills are critical in all disciplines and all areas of life.

Grades for the Attendance, Class Contribution, and Professionalism component of this course (up to 10 points) can be earned as follows:

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|-------------|--|
| 9-10 points | Excellent contributions and professionalism <u>and</u> no more than 3 absences |
| 8 points | Good contributions and professionalism <u>and</u> no more than 3 absences |
| 7 points | Average contributions and professionalism <u>and</u> no more than 4 absences |
| 3-6 points | Below average contributions and professionalism <u>and</u> no more than 5 absences |
| 0-2 points | Significantly below average contributions and professionalism <u>and</u> no more than 6 absences |

In addition, students who miss seven (7) classes, whether excused or unexcused, will lose 10 percentage points on your final grade for the 7th absence. Students who miss eight (8) or more classes will receive a grade of F. As noted above, both excused and unexcused absences count as absences for grading purposes and these penalties apply to both.

*Remember that in-class application assignments will be evaluated for completion and factored into the Attendance/Contribution/Professionalism part of your grade. Submitting all in-class assignments by the stated deadlines is one important aspect of professionalism and contribution to class.

In sum: attend class, contribute to class, and engage with all learning opportunities; follow class policies, instructions, and guidelines; and be professional in all matters and communications concerning this course. Keep track of any absences and use them wisely.

Course Policies

Students are responsible for abiding by all published university rules and regulations as printed in the *Undergraduate Catalogue*, *Student Guidelines*, and other official university publications.

Academic Integrity. Students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in academic experiences both in and out of the classroom. Cheating, plagiarism, or other forms of academic dishonesty may result in a grade of F in this course. 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. For a complete listing of the university policy, see the *Code of Student Conduct and Discipline*, Section 5.3, Academic Honesty, pages 44-45, <http://www.shsu.edu/dept/dean-of-students/documents/2016-2018%20Student%20Guidelines.pdf>.

Deadlines. Completed assignments are due in class at the beginning of class on the assigned due date. Any assignment turned in after the deadline will be marked down by 25% of the total value of the assignment for each calendar day or portion thereof for which it is late. For example, a 40-point assignment turned in after class begins on the due date will lose 10 points; the same assignment turned in the next day will lose 20 points. *Poor scheduling and/or absences do not alleviate your responsibility to meet the deadlines.* Build in extra time for technical difficulties (e.g., computer, printer) or other possible delays.

Absences on Religious Holy Days. Students are allowed to miss class and other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Students remain responsible for all work. Visit this link for the policy regarding religious holy days: <http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/scholastic-requirements/#absences-religious-holy-days>.

Students with Disabilities Policy. 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 adversely affect your work in this class, I encourage you to register with the SHSU Counseling Center and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. For a complete listing of the university policy, see: <http://www.shsu.edu/dotAsset/187f9029-a4c6-4fb4-aea9-2d501f2a60f3.pdf>.

Visitors in the Classroom. Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. Visitors must not present a disruption to the class. Students wishing to audit a class must apply through the Registrar's Office.

This syllabus provides a general plan. Changes may be necessary as the course evolves based on students' interests, needs, and progress. Students are responsible for staying informed of any changes.

∞ *Some reminders . . .* Take responsibility for your learning. Submit your highest quality work. Write well and write tight. Proofread, revise, and polish (and repeat!). *Stretch and challenge yourself!* ∞