



Promotional Strategies in Marketing

University of Missouri Kansas City
Henry W. Bloch School of Business and Public Administration

Course specifics:

MKT #5561 Spring 2010
Promotional Strategies in Marketing
LEC 10223
Tuesday
7:00P.M-9:45P.M.
Room # 2

Text:
Advertising, Promotion and other aspects
of Integrated Marketing Communications
By Terence Shimp 8ed.
ISBN: 978-0-324-59360-0

Text web: www.cengage.com/shimp

Instructor information:

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Office hours by appointment
Tuesday, Wednesday & Thursday

Course description:

Promotional Strategies in Marketing is a graduate course designed with emphasis placed on the organization's application of integrating the elements of advertising, promotion, public relations, direct marketing and other essentials of the marketing mix. We will analysis persuasive communications to customers and prospective customers within a framework of channels of distribution. The central focus concerns how marketing management allocates the promotional mix within the organization's total marketing program. Where as undergraduate classes in advertising, promotion, and sales are designed to deliver concepts and theory's Promotional Strategies in Marketing is designed to focus on the experiential aspect of how do firms deliver marketing programs to the market place. An active learning process is utilized to have students extract previous marketing knowledge and use the information in a way that challenges their schema of marketing and promotion. The use of scholarly writings will be used in conjunction with the text to reinforce professional expertise and demonstrate the connection between practitioners, academics and the student. A simulation model will be used to provide students with the chance to demonstrate their knowledge and skills in the implementation of advertising sequences to get a product or service to market. The topic of brand execution is a key component of the delivery of campaigns, and many of the out of class assignments will focus on developing incremental pieces of a media campaign and the relevancy to the other parts of an organization beyond the marketing department. Topics will include the following: 1) promotional mix, 2) campaign strategies, 3) campaign coordination and 4) follow-up control of promotional programs.

We will also look at key issues in advertising and provide a forum for critical thinking with the opportunity to debate both point and counterpoint as to an ethical issue of the case. Students will have the opportunity to

research their arguments position and present in class, as well as in a written document with supporting documentation as to their position on the issues.

Prerequisite: BUS-ADM 5531 or MKT 5531 or equivalent.

Course objective:

Describe how integrated marketing communications has evolved, how it differs from traditional media advertising, and its role in the marketing program

Identify the way marketers organize for integrated marketing communications and describe the role and function of advertising agencies, media specialist companies, and other marketing communications organizations

Recognize the consumer decision making process and the role consumer behavior plays in the development of integrated marketing communication programs

Explain the process of developing and implementing media strategies and identify the advantages and limitations of various media including print, broadcast, and alternative media

Give examples of the various promotional tools and the role they play in an integrated marketing communications program including advertising, sales promotion, public relations, direct marketing, the Internet, personal selling and other IMC tools

List how organizations measure the effectiveness of their integrated marketing communication programs and ways of determining return on investment

During case analyses and discussions you will be able to identify and evaluate integrated marketing challenges facing companies and recommend solutions and courses of action

Teaching philosophy:

It is my intention to introduce the students to the concepts of promotion/advertising in a practical manner with connections to consumerism in the real market place. The student is the customer, and it is my intention to insure that the customer gets value out of the class. To that end I am available by E-mail, phone or student meetings to encourage students to bring issues to the forefront so that we can discuss and resolve any concerns the student might have in completing the course successfully.

Course format:

The instructor will use a combination of **any or all** of the following instructional methods lecture, discussion, student case analysis, debate, student presentations, and projects. Videos dealing with various business related topics which “bring to life” some of those topics covered in the textbook will be included. The course will be taught in a manner that will allow for a great deal of interactive hands on development of various aspects of strategies that a firm might use to execute a campaign.

Teaching method:

Class participation in a comfortable and relaxed atmosphere will be used to facilitate free thinking and interactive dialogue. The purpose of this method is to have students bring real world experiences from the work place, as well as our experiences in consumerism into the discussion.

Out of class assignments

Expect to have a minimum of 4 out of class assignments. The expectations of the assignments will be reviewed in class. The purposes of the assignments are to offer you the experience of **researching** your responses to the question or case. You will be required to read the assigned chapter and associated scholarly article and then comment in a written typed **3** page document (double spaced) on the specific questions that are asked. There is no right or wrong response. You are expected to use the internet/library, (**Not Wikipedia**) or any other available resource to assist you in formulating your response. We will start each class with a discussion on your findings

and conclusions. Preparation for discussion with your fellow students enhances the learning process. There is a point score assigned to work completed and turned in on time. The papers are due at the time the class meets, and **I will not accept late assignments or by e-mail.** I fully expect that the assignments will be written using appropriate marketing language and using correct grammar and use of spell check. Because this a graduate level class my expectation is that pedagogy from previous graduate classes will be integrated into your responses, and that level of knowledge will be used in responding to the case, or set of questions presented to the student.

Articles:

Periodically I will distribute articles for student review. These articles will connect with the chapters we will be discussing per the schedule. The purpose of the articles is to bring to life real world advertising situations that are happening around us right now. The article will be used to show how marketing situations are relevant to our economic and business practices in corporations today.

Class Participation:

Class participation is an attempt to account for each student’s contribution to the class. A high level of participation means that you are well-prepared, add value to class discussions, listen carefully to others’ contributions, and ask appropriate questions (without monopolizing class time or sidetracking discussion from the issues under discussion). Quality of preparation and participation, not quantity, is the relevant issue. You may be asked to serve as a discussion leader for specific assigned articles. As a discussion leader, you must lead the seminar participants in a critical analysis, evaluation and integration of the papers. You should prepare a short typewritten handout for distribution to the participants. (This handout should not be a summary of the articles or an overview. It should selectively focus on key issues.)

Your class participation evaluation will be assigned depending on the accuracy of the information you provide in class discussion, whether your contributions are well-supported, whether they are timely and add to our understanding of the issues under discussion, and whether they are novel (as opposed to rehashing case facts or earlier discussion), as well as your performance as discussion leader.

Grading and evaluation:

Exams	1 X 100	100 points
Cases	4X 25	100 points
Simulation assignments and final presentation		100points
Class participation/attendance		
Check for understanding at the beginning of class sessions		

Grading scale:

- 90% of point A
- 80% of points B
- 70% of points C
- 60% of points D
- 50% of points F
- Final grade will be based on the percentage of total points achieved in the class.

Attendance and promptness:

Students are expected to attend every class and not come into the class late, or leave early. In the final analysis the student participation along with class attendance is taken into consideration. For each **three classes missed or arrivals** late you can assume your grade will drop one letter grade. Active class participation enhances the learning process, and the dialog between instructor and students, and student to student will draw out the interactive dialog on the text chapters, or lessons of the day. To assist the student in the learning process at the beginning of many of the classes a question will be asked and taken directly from the assigned reading of the day. You will have ten minutes to write your response on a sheet of paper and pass forward. The questions will be graded, and scores will apply to final available points.

Cell Phones/Texting:

Please turn off cell phones and do not text message while in the class. If inappropriate phone usage occurs I will ask you to leave the class room. **PLEASE NO TEXTING!**

If you should use a laptop for note taking in class focus should be on class discussion and lecture.

Final Paper:

The final paper assignment for Promotional Strategies in Marketing requires you to develop a media plan for an existing company. We will be using a simulation program called Smartsims with a specific focus from an advertising perspective called Adsim. The simulation will allow a group of students to run an advertising campaign for a digital camera division of a large consumer electronics corporation. There will be 6-8 periods that will be evaluated throughout the course. Within each period students will have an opportunity to undertake market research, and analyze market data to form their own advertising and campaigns within a competitive environment. Your team will make all the key functional decisions involved in procuring new sales, through the selection of an advertising agency based on their specific media and communications goals as well as the retention of existing sales through customer relationship management. Student teams will compete against each other in an on-line multiplayer environment. The simulation will require students to evaluate the dynamic marketplace with analyze of the changing market. The results of the advertising simulation will be presented by each team on the last night of class.

Course schedule:

Week	Date	Text reading schedule	Source	Articles: All articles and debate topic reference will be posted on Blackboard
Class # 1	1/12	Chapter # 1	The Business Review, Cambridge	Managing Marketing Communications Strategically in a Developing Country
Class # 2	1/19	Chapter # 2 & 3	Journal of Public Policy & Marketing	Understanding and Facilitating the usage of Nutritional labels by low-Literate consumers
Class # 3	1/26	Chapter # 4 & 5	Journal of Public Policy & Marketing	Preschool Children's Persuasion Knowledge: The Contribution of Theory of Mind
Class # 4	2/2	Chapter # 6	Debate; Argument/counterargument	Advertising makes products more expensive
Class # 5	2/9	Chapter # 7 & 8	Debate Argument/counterargument	Advertising to children: Gimme, Gimme, Gimme, Gimme!!!
Class # 6	2/16	Chapter # 9 & 10	Journal of Business Ethics	Comparing Society's Awareness of Women: Media-Portrayed Idealized Images and Physical Attractiveness
Class # 7	2/23	Chapter # 11 & 12	Debate Argument/counterargument	Direct-to Consumer Pharmaceutical Advertising
Class # 8	3/2	Chapter # 13& 14		

Class # 9	3/9	Chapter # 15	Debate Argument/counterargument	Puffery and Advertising: Puff the magic as Man
Class # 10	3/16	Chapter # 16		Advertising and Consumer Privacy Old Practices New Challenges
Class # 11	3/23	Chapter # 17		
Class # 12	3/30		Spring Break	
Class # 13	4/6	Chapter # 18		
Class # 14	4/13	Chapter # 19		
Class # 15	4/20	Chapter # 20	Journal of Advertising	If it is Legal, Is it Acceptable
Class # 16	4/27	Chapter # 21	Journal of Advertising	Explicit Donations and Inferred Endorsements
Class # 17	5/6			Final presentation

General operating policies:

- Class attendance is required?
- Class tardiness is not acceptable
- Class participation is a **requirement** to successfully complete the class
- There will not be any extra credit offered.
- Inclement weather policy—Cancellation of classes because of inclement weather is determined by UMKC central administration. Students should consult the UMKC website should threatening weather conditions exist.
- Blackboard will be used to post assignments, articles and grades for the class:

Academic honesty:

A student enrolling in any UMKC course is expected to exhibit high standards of academic honesty. In the case of academic misconduct, I will assess the affected work and report the incident to Bloch School administration according to the guidelines printed in the University catalog. See student conduct policies at:

<http://www.umkc.edu/umkc/catalog/html/append/policy/0020.html>

Cheating and plagiarism will not be tolerated. All exams are closed book closed notes, and are to be taken without help or assistance. Persons observed cheating on tests will receive a grade of zero for the exam. Similarly, plagiarism of assignments, projects, and papers is unacceptable, and a grade of zero will be assigned on any such item where plagiarism has been detected.

UMKC currently has a licensing agreement with Turnitin.com, a provider of powerful software that is extremely helpful in detecting plagiarism.

Disclaimer statement:

Time and schedule considerations may prompt modifications of this syllabus (deletion of assignments/topics, modification of examination dates, etc.). The instructor will explain any changes; however, it is the student's responsibility to keep up with any modifications that are made throughout the semester.

Course withdrawal:

All course withdrawals must be initiated in the Bloch School Student Services Office, room 115, and completed through the Registration Center in the UMKC Administrative Center. Students intending to withdraw from the course after the eighth week of class (fourth week in the summer session) are required to obtain a signature of both the instructor and an academic advisor before the course withdrawal is official. *Telling the instructor that you intend to withdraw from the course or ceasing to attend class does not constitute an official withdrawal.* The academic calendar in the class schedule/registration guide lists the official withdrawal dates.

Available support services:

The University and the Bloch School offer several support services. These include the Bloch School Computer Lab, the Bloch School Tutoring Center, the UMKC Writing Lab, and the Office of Disabled Student Services.

Possible syllabus language follows.

- Bloch School Computer Lab: The Bloch School Computer Lab is available for your use. It is located in Bloch 110; the lab's website is: <http://www.umkc.edu/is/oa/IS-Lab-Brochure.pdf>
- Bloch School Tutoring Center: The Bloch School Tutoring Center is currently equipped to assist students who need help in the following courses: ACTG 210 and 211; BA 325. The Center is located in Bloch 202; operating hours are posted on the room's door.
- UMKC Writing Lab: Students who desire assistance in written assignments may contact the UMKC Writing Lab at 816-235-1146. The Lab is located at 5201 Rockhill Road.
- Office of Disabled Student Services: If you have any questions about a disability or desire accommodation under the Americans with Disability Act, please contact the Office of Disabled Student Services at 816-235-5696. The Office's website can be accessed at: <http://www.umkc.edu/disability/>