Course Syllabus
MKTK 318-110 Promotional Strategy
Spring 2016

Professor: Dr. Dalila Salazar Email: d.salazar@tamuct.edu
Office: Founder’s Hall, Room 319 Telephone: (254) 519-5770

Class Time: MW 2:30pm-3:45pm
Room Number: Founder’s Hall 312
Office Hours: T 5:00pm-6:00pm/MW 12:30pm-2:00pm/4:00pm-5:00pm/by
appointment

I. COURSE OVERVIEW

a. **Course Description:** The course provides an examination of advertising and sales
promotion issues as well as a rigorous, hands-on approach to applying the course
concepts. Topics will include an analysis of marketing concepts as they relate to media
strategy planning and advertising vehicle selection.

b. **Student Learning Outcomes:** At the close of the semester, students should display the
following competencies:
   1. Thorough understanding and ability to execute the marketing research that goes
into the development of a promotional campaign.
   2. Ability to develop deliverables for each component of the promotional mix.
   3. Ability to effectively present the campaign to a professional and academic
audience.

c. **Method of Instruction:** This course is a traditional, face-to-face course. It is imperative
that students attend class, as a portion of the exams will be based on lecture material,
which may not be found in the text. Additionally, the participation portion of the grade is
indirectly dependent on attendance.

d. **Required Textbook:**
802897-7

Students can purchase or rent the print text or digital text at their chosen retail or online
store.  *It must be purchased and received within the first week of class.*
II. INSTRUCTOR COMMUNICATION AND CONTACT INFORMATION

a. Office Hours: T 5:00pm-6:00pm/MW 12:30pm-2:00pm/4:00pm-5:00pm/by appointment

b. Student/Professor Interaction: Posted office hours will be held in my office, Founder’s Hall room 319. If you cannot meet during this time, please email me to schedule an appointment for an alternative time. I am readily accessible through email, which I check multiple times a day during the week and once a day on weekends. Be sure to allow plenty of lead time prior to a due date if you are asking about an assignment.

c. Email Etiquette: When communicating via email, make certain to adhere to the following email etiquette standards: (1) begin your message with a greeting (2) formally address the person you are emailing (use Mr., Ms., Mrs., Dr., Professor, or other appropriate title followed by the person’s last name), (3) identify yourself and state the purpose of your email, and (4) add a signature, including your name and contact information. Failure to adhere to this policy will result in the deduction of 50% of the student’s participation grade.

III. COURSE REQUIREMENTS

a. Student Profile/Course Agreement: Students will be asked to complete a student profile on the first day of class. The student profile will assist students when introducing themselves to their peers. In addition, the student profile will allow the professor to become acquainted with each student’s background. The student course agreement is an agreement the student signs at the beginning of the semester, stipulating that the student understands and agrees with the responsibilities associated with the course and has read the syllabus thoroughly.

b. Attendance: Attendance is each student’s responsibility. It is not part of the overall grade; however, it is highly unlikely that any student will successfully complete the course without regular attendance. A substantial portion of the exams will be based on lecture material, which may not be found in the text. Participation points are dependent on attendance. Additionally, this course is group work intensive; therefore, it is each student’s responsibility to keep in constant communication with team members both in class and outside of class.

c. Participation: Vouchers will be handed out to those students who participate in class. These vouchers will account for participation; they must be turned in to the instructor at the end of each class session. In order to receive full credit for participation, each student is required to submit a total of TEN vouchers. Only one voucher may be received per class session.

d. Exams: There will be four exams. Each exam will test students’ knowledge of the key frameworks and concepts. The test will contain multiple choice, true/false, and open ended questions. The exams will be based on concepts learned from the text as well as concepts learned during lectures. The chapter PowerPoint lectures, key terms, and publisher provided self-quizzes are all useful study guides for the Exams. In addition,
students are encouraged to take notes during class time on material not covered in the text.

e. **Analyses:** There will be five analyses assigned throughout the semester. Each analysis will be submitted through BlackBoard on the dates stipulated in the tentative course outline. Instructions for the analyses will be given in conjunction with the first assigned analysis topic.

f. **Promotional Campaign:** Students will be required to form groups and design an entire campaign. The campaign will include a deliverable for each of the components in the promotional mix. Students will be required to attend a full day session on Friday, May 6\textsuperscript{th} from 8:00am-12:00pm during which each group will present their project.

IV. **Professional Writing, Communication Standards, and Resources**

a. **Course Communication Standards:** Professional level writing and communication are critical skills in the business world. This standard should be displayed in all assignments for this class. All communications, both to the Professor and student colleagues should be kept professional. For writing assignments, all work should be proofread, free of grammatical errors, and include proper citations.

b. **Tutoring:** Tutoring is available to all TAMUCT students, both on-campus and online. Subjects tutored include Writing (APA). Tutors are available at the Tutoring Center in Founder's Hall, Room 204, and also in the Library in the Fairway Building. Visit [www.ct.tamu.edu/AcademicSupport](http://www.ct.tamu.edu/AcademicSupport) and click "Tutoring Support" for tutor schedules and contact info. Chat live with a tutor 24/7 for almost any subject on your computer! Tutor.com is an online tutoring platform that enables TAMU-CT students to log-in and receive FREE online tutoring and writing support. To access Tutor.com, click on [www.tutor.com/tamuct](http://www.tutor.com/tamuct) or link via “tutoring” on the left-hand course menu under “Resources”.

c. **Library Services:** Information literacy focuses on research skills which prepare individuals to live and work in an information-centered society. Library research skills are another critical tool in the business world. Library Resources are outlined and accessed via the Library link on the Course web site left-hand menu.

V. **GRADING POINTS AND POLICIES**

a. The following outlines all of the assignments and their corresponding weights:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Profile/Course Agreement</td>
<td>25</td>
</tr>
<tr>
<td>Participation (10 Total at 10 each)</td>
<td>100</td>
</tr>
<tr>
<td>Exams (4 Total at 100 each)</td>
<td>400</td>
</tr>
<tr>
<td>Analyses (5 Total at 30 each)</td>
<td>150</td>
</tr>
<tr>
<td>Promotional Campaign</td>
<td>225</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>900</strong></td>
</tr>
</tbody>
</table>

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b. **Grading Policy:** Minimum points required for a specific course grade are noted on the table below. Minimum points required for a specific course grade will NOT be revised for any reason.

<table>
<thead>
<tr>
<th>Course Grade</th>
<th>Calculation</th>
<th>Minimum Points Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90%</td>
<td>810</td>
</tr>
<tr>
<td>B</td>
<td>80%</td>
<td>720</td>
</tr>
<tr>
<td>C</td>
<td>70%</td>
<td>630</td>
</tr>
<tr>
<td>D</td>
<td>60%</td>
<td>540</td>
</tr>
<tr>
<td>F</td>
<td>50%</td>
<td>450 &amp; below</td>
</tr>
</tbody>
</table>

a. **Posting of Grades:** All student grades will be posted on the Blackboard Grade book and students should monitor their grading status through this tool. Grades on Exams will be available once the availability period for the Exam has passed. Other assignment grades will be available within one week of the submission deadline.

b. **Late Submissions:** Late submission will not be allowed in this course unless you or a family member in your immediate care experiences a medical emergency. You must communicate this information to Dr. Salazar at the soonest available time **PRIOR to or on the day of** the deadline; the request for deadline extension must be accompanied with a doctor or hospital note as back-up.

**VI. COURSE AND UNIVERSITY POLICIES/PROCEDURES**

a. **Academic Integrity:** Texas A&M University - Central Texas expects all students to maintain high standards of personal and scholarly conduct. Students found responsible for academic dishonesty are subject to disciplinary action. Academic dishonesty includes, but is not limited to, cheating on an examination or other academic work, plagiarism, collusion, and the abuse of resource materials. The faculty member is responsible for initiating action for each case of academic dishonesty and reporting the incident to the Director of Student Affairs. More information can be found at [http://www.tamuct.edu/departments/studentconduct/index.php](http://www.tamuct.edu/departments/studentconduct/index.php). A found incidence of Academic Dishonesty for any assignment, project, or exam in this class will result in 0 points. Multiple incidences will result in an F course grade.

b. **Disability Support and Access:** At Texas A&M University – Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to an education that is barrier-free. The Office of Disability Support and Access is responsible for ensuring that students with a disability enjoy equal access to the University's programs, services and activities. Some aspects of this course or the
way the course is taught may present barriers to learning due to a disability. If you feel this is the case, please contact Disability Support and Access at (254) 501-5831 in Warrior Hall, Ste. 212. For more information, please visit their website at www.tamuct/disabilitysupport. Any information you provide is private and confidential and will be treated as such.

c. **Drop Policy:** It is the student’s responsibility to be aware of University mandated drop deadlines should you find yourself needing to drop this course. The deadlines are all available via the “TAMUCT Academic Calendar.” If you discover that you need to drop this class, you must go to the Records Office and ask for the necessary paperwork. Professors **cannot** drop students; this is always the responsibility of the student. The record’s office will give a deadline for which the form must be returned, completed, and signed. Once you return the signed form to the records office and wait 24 hours, you must go into Student Self Service and confirm that you are no longer enrolled. If you are still enrolled, FOLLOW-UP with the records office immediately. Should you miss the deadline or fail to follow the procedure, you will receive an F in this course. **Incompletes are not given except for documented medical or family emergencies, with a significant portion of the course already completed.**
VII. TENTATIVE COURSE OUTLINE/CALENDAR

- **All Assignments Weeks 1-16 are due at 11:59 p.m. Monday, date in bold.**
- **Exam dates noted in **
- **Points denoted within parentheses**

<table>
<thead>
<tr>
<th>Week/Unit/Dates</th>
<th>Topics/Readings</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 1/20</td>
<td><strong>Introduction</strong></td>
<td>• Student Profile/Course Agreement (25)</td>
</tr>
<tr>
<td>2. 1/25-1/27</td>
<td><strong>MODULE 1:</strong> Chapter 1</td>
<td>• Read &amp; Study Chapter 1</td>
</tr>
</tbody>
</table>
| 3. 2/1-2/3      | **MODULE 2:** Chapters 2 | • Read & Study Chapters 2  
• Analysis 1 (30) |
| 4. 2/8-2/10     | **MODULE 3:** Chapter 5 & 6 | • Read & Study Chapter 5 & 6 |
| 5. 2/15**-2/17  | **MODULE 4:** Chapter 8 | • Exam I: Chapters 1, 2, 5, & 6 on 2/15 (100)  
• Read & Study Chapter 8 |
| 6. 2/22-2/24    | **MODULE 5:** Chapter 9 | • Read & Study Chapter 9  
• Analysis 2 (30) |
<p>| 7. 2/29-3/2     | <strong>MODULE 6:</strong> Chapter 11 | • Read &amp; Study Chapter 11 |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Module</th>
<th>Content</th>
</tr>
</thead>
</table>
| 8. 3/7-3/9** | **MODULE 7:** | • Read & Study Chapter 12  
Chapter 12  
Exams II: Chapters 8, 9, 11, & 12 on 3/9 (100) |
| 9. 3/14-3/16 | **SPRING BREAK** | • ENJOY!!! |
| 10. 3/21-3/23 | **MODULE 8:** | • Read & Study Chapter 13  
Chapter 13  
Analysis 3 (30) |
| 11. 3/28-3/30 | **MODULE 9:** | • Read & Study Chapter 14  
Chapter 14 |
| 12. 4/4-4/6** | **MODULE 10:** | • Read & Study Chapter 15  
Chapter 15  
Exams III: Chapters 13, 14, & 15 on 4/6 (100) |
| 13. 4/11-4/13 | **MODULE 11:** | • Read & Study Chapter 16  
Chapter 16  
Analysis 4 (30) |
| 14. 4/18-4/20 | **MODULE 12:** | • Read & Study Chapter 17  
Chapter 17 |
| 15. 4/25-4/27 | **MODULE 13:** | • Read & Study Chapter 22  
Chapter 22  
Analysis 5 (30) |
| 16. 5/2** | **MODULE 14:** | • Exam IV: Chapters 16, 17, & 22 on 5/2 (100)  
Complete finishing touches on presentation |
| 17. 5/6 | **MODULE 15:**  
Presentation Day! | • Presentations will take place from 8:00am-12:00pm |

*Dr. Salazar reserves the right to make changes to this Syllabus should circumstances during the semester cause revision. Note the date below of this Syllabus. Should changes be necessary a revised Syllabus will be posted on the Course web site, an announcement posted to that effect, and the new version will have a different date in the footer below.*