Course Syllabus
MKTK 318-110 Promotional Strategy
Spring 2017

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

Class Time: MW 2:30pm-3:45pm  Office Hrs: MW 12:20pm-2:20pm & 3:50pm-5:50pm / T 3:50pm-5:50pm / 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:

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:** MW 12:20pm-2:20pm & 3:50pm-5:50pm / R 3:50pm-5:50pm / 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.

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.

IV. **GRADING POINTS AND POLICIES**

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

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

**Total** 900 points

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.
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.

V. 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; this includes discussion board postings and messages correspondence. 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 Accounting, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111.

If you have a question regarding tutor schedules, contact information, need to schedule a tutoring session, are interested in becoming a tutor, or any other question, contact Academic Support Programs at 254-519-5796, or by emailing Kim Wood at k.wood@tamuct.edu

Chat live with a tutor 24/7 for almost any subject on your computer! Tutor.com is an online tutoring platform that enables TAMUCT students to log-in and receive FREE online tutoring and writing support. This tool provides tutoring in Mathematics, Chemistry, Physics, Biology, Spanish, Calculus, and Statistics. To access Tutor.com, click on https://www.tamuct.edu/departments/academicsupport/tutoring.php

c. University Writing Center: Located in 416 Warrior Hall, the University Writing Center (UWC) at Texas A&M University-Central Texas is a free workspace open to all TAMUCT students from 11am-6pm Monday-Thursday. Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available). Tutors are prepared to help writers of all levels and abilities at any stage of the writing process.

While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students’ ideas and writing, our tutors highlight the ways in which they read and interpret students’ texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the University Writing Center is here to help!
If you have any questions about the University Writing Center, please do not hesitate to contact Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu.

d. **University Library:** The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 72,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at TAMUCT are available through our website to help students navigate these resources. On-campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available twenty-four hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the TAMUCT main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our homepage: https://tamuct.libguides.com/

e. **UNILERT:** Emergency Warning System for Texas A&M University – Central Texas
UNILERT is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in UNILERT through their myCT email account. Connect at https://www.tamuct.edu/departments/security/unilert.php to change where you receive your alerts or to opt out. By staying enrolled in UNILERT, university officials can quickly pass on safety-related information, regardless of your location.

VI. **TECHNOLOGY REQUIREMENTS AND SUPPORT**

a. **Technology Requirements:** The course will use the TAMUCT Blackboard learning management system.

Logon to https://tamuct.blackboard.com to access the course.
Username: Your MyCT username
(xx123 or everything before the "@" in your MyCT e-mail address)
Initial password: Your MyCT password

Check browser and computer compatibility by using the “Test Your Browser” button, found in the “Check Your Browser” module on your Blackboard dashboard, once you have logged in.
b. **Technology Support:** For technology issues, students should contact Help Desk Central. The following is the contact information support, available 24 hours a day, 7 days a week:

- Email: helpdesk@tamu.edu
- Phone: (254) 519-5466
- Web Chat: http://hdc.tamu.edu

When calling for support the student should inform the technician that he/she is a TAMUCT student. For issues related to course content and requirements, the student should contact the professor.

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

a. **Academic Integrity:** Texas A&M University - Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student’s academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student’s work, collusion, and the abuse of resource materials. All academic misconduct concerns will be reported to the university’s Office of Student Conduct. Ignorance of the University’s standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action. **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 in the course.**

b. **Access and Inclusion:** 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 Access & Inclusion 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 Access & Inclusion at (254) 501-5831 in Warrior Hall, Ste. 212. For more information, please visit their website at

https://www.tamuct.edu/departments/access-inclusion/

Any information you provide is private and confidential and will be treated as such.

c. **Drop Policy:** If you discover that you need to drop this class, you must go to the Registrar’s Office and complete a Drop Request Form. Professors cannot drop students; this is always the responsibility of the student. The Registrar’s Office will provide a deadline on the University Calendar for which the form must be returned, completed and signed.
Once you return the signed form to the Registrar’s Office and wait 24 hours, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar’s Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid.
VIII. 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 per assignment are noted in ( )* 

<table>
<thead>
<tr>
<th>Week/Unit/Dates</th>
<th>Topics/Readings</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 1/18</td>
<td>Introduction</td>
<td>● Student Profile/Course Agreement (25)</td>
</tr>
<tr>
<td>2. 1/23-1/25</td>
<td>MODULE 1:</td>
<td>● Read &amp; Study Chapter 1</td>
</tr>
<tr>
<td></td>
<td>Chapter 1</td>
<td></td>
</tr>
<tr>
<td>3. 1/30-2/1</td>
<td>MODULE 2:</td>
<td>● Read &amp; Study Chapters 2</td>
</tr>
<tr>
<td></td>
<td>Chapters 2</td>
<td>● Analysis 1 (30)</td>
</tr>
<tr>
<td>4. 2/6-2/8</td>
<td>MODULE 3:</td>
<td>● Read &amp; Study Chapter 5 &amp; 6</td>
</tr>
<tr>
<td></td>
<td>Chapter 5 &amp; 6</td>
<td></td>
</tr>
<tr>
<td>5. 2/13**-2/15</td>
<td>MODULE 4:</td>
<td>● Exam I: Chapters 1, 2, 5, &amp; 6 on 2/13 (100)</td>
</tr>
<tr>
<td></td>
<td>Chapter 8</td>
<td>● Read &amp; Study Chapter 8</td>
</tr>
<tr>
<td>6. 2/20-2/22</td>
<td>MODULE 5:</td>
<td>● Read &amp; Study Chapter 9</td>
</tr>
<tr>
<td></td>
<td>Chapter 9</td>
<td>● Analysis 2 (30)</td>
</tr>
<tr>
<td>7. 2/27-3/1</td>
<td>MODULE 6:</td>
<td>● Read &amp; Study Chapter 11</td>
</tr>
<tr>
<td></td>
<td>Chapter 11</td>
<td></td>
</tr>
<tr>
<td>Week</td>
<td>Dates</td>
<td>Module</td>
</tr>
<tr>
<td>------</td>
<td>-------------</td>
<td>----------</td>
</tr>
</tbody>
</table>
| 8    | 3/6-3/8     | MODULE 7 | - Read & Study Chapter 12  
                                    - Exam II: Chapters 8, 9, 11, & 12 on 3/9 (100) |
| 9    | 3/13-3/15   | SPRING BREAK | - ENJOY!!!                     |
| 10   | 3/20-3/22   | MODULE 8 | - Read & Study Chapter 13  
                                    - Analysis 3 (30) |
| 11   | 3/27-3/29   | MODULE 9 | - Read & Study Chapter 14 |
| 12   | 4/3-4/5**   | MODULE 10 | - Read & Study Chapter 15  
                                    - Exam III: Chapters 13, 14, & 15 on 4/5 (100) |
| 13   | 4/10-4/12   | MODULE 11 | - Read & Study Chapter 16  
                                    - Analysis 4 (30) |
| 14   | 4/17-4/19   | MODULE 12 | - Read & Study Chapter 17 |
| 15   | 4/24-4/26   | MODULE 13 | - Read & Study Chapter 22  
                                    - Analysis 5 (30) |
| 16   | 5/1**-5/3   | MODULE 14 | - Exam IV: Chapters 16, 17, & 22 on 5/2 (100)  
                                    - Complete finishing touches on presentation |
| 17. 5/8-5/10 | **MODULE 15:**  
Presentation Days! | • Presentations |

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.