



**Texas A&M University-Central Texas  
Course Syllabus  
MKTG 3318-110: Promotional Strategy  
Spring 2020-Modified Online Version**

**Professor:** Dr. Dalila Salazar  
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**Office Hrs:** By appointment online

## COURSE OVERVIEW

- a. Course Overview and Description:** The course provides an examination of the promotional mix components, 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 Objectives and 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/or 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, attendance is required in this course.

\*As a result of the fully online transition due to COVID-19 circumstances, starting 3/23/2020 all assignments, exams, and obligations will take place on CANVAS. There will no longer be any face-to-face meetings.

The TAMUCT Canvas Learning Management System will be used to complete a portion of the required assignments throughout the semester. Moreover, supplemental materials will be made available through this learning system. This system may be accessed at <https://tamuct.instructure.com>. Students not familiar with Canvas should carefully review the access instructions detailed in section III of the syllabus.

- d. Required Textbook:**  
Belch and Belch (2015). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (11<sup>th</sup> edition). Boston: McGraw-Hill Irwin.

ISBN#9781259548147

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.*

## I. INSTRUCTOR COMMUNICATION AND CONTACT INFORMATION

- a. **Office Hours:** By appointment online
- b. **Student/Professor Interaction:** I encourage students to interact with me via direct message using the CANVAS messaging option to ask any questions about assignments, get clarity on concepts, and/or review grading status in the course. If you would like to schedule a teleconference with me, please email me to schedule an appointment. Be sure to allow plenty of lead time prior to a due date if you are asking about an assignment.
- c. **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 email messages. For writing assignments, all work should be proofread, free of grammatical errors, and include proper citations.
- d. **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 reduction of 5 grading points off the student's final grade.

## II. TECHNOLOGY REQUIREMENTS

- a. **Canvas Tools and Resources:** Effective use of the Canvas Learning Management System is critical for success in this course. Logon to TAMUCT Canvas [<https://tamuct.instructure.com>]. We strongly recommend the latest versions of Chrome or Firefox browsers. Canvas no longer supports any version of Internet Explorer.

Username: Your MyCT username  
(xx123 or everything before the "@" in your email address)  
Password: Your MyCT password

- b. **Canvas Support and Personal Computer Set-Up:** When you log on for the first time this semester or whenever you use a different computer to access Canvas run a browser check to be sure each computer is set up properly. Issues with technology or your personal computer are not allowable reasons for missing a deadline or resetting an exam, so be sure you have the correct computer settings and have a back-up computer available.

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select "Chat with Canvas Support," submit a support request through "Report a Problem," or call the Canvas support line: 1-844-757-0953.

- c. **Technology Issues & Troubleshooting:** For course technology issues, students should contact the TAMUCT Help Desk Central, available 24 hours a day, 7 days a week. The Canvas Support "Help" Desk contact information is as follows:

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

*Dr. Salazar should be consulted regarding course content issues. Technology issues should be directed to the Help Desk. When calling for support, please let your support technician know you are a TAMUCT student.*

#### IV. 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. The student profile/course agreement is worth **25 grading points**.
- b. **Attendance:** Attendance is mandatory in this course. Attendance will be taken during each class session. In order to receive full credit for attendance, each student is required to be present to each class session. Attendance is critical, because 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. Additionally, attendance is critical for effective completion of the promotional campaign. Attendance is worth **100 grading points**. (Objectives 1-3) \*As a result of the fully online transition due to COVID-19 circumstances, from 3/23/2020 through the end of the semester, students will be required to complete one discussion post and two peer responses per week to satisfy the attendance requirement for the course. Point allocation for attendance will be a combination of the face-to-face attendance and the online discussion submissions.
- c. **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. Each exam is worth 100 grading points totaling **400 grading points**. (Objectives 1-2) \*As a result of the fully online transition due to COVID-19 circumstances, exams three and four will be taken online. Exams will only be available for 24 hours on the date they are due, as per the modified tentative course outline. The exams are timed, that is, students will have 1 hour and 15 minutes in one time block to complete the exam, so once it is started it must be completed.
- d. **Promotional Campaign:** Students will be required to form groups and design an entire promotional campaign. The campaign will include a deliverable for each of the components in the promotional mix. The promotional campaign is worth **225 grading points**.

(Objectives 1-3) \*As a result of the fully online transition due to COVID-19 circumstances, the promotional campaign presentation and deliverables will be fully submitted online. Group spaces have been created on CANVAS and using WebExMeetings to help facilitate student interactions without the need for face-to-face meetings.

## V. GRADING POINTS AND POLICIES

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

Student Profile/Course Agreement	25	points
Attendance	100	points
Exams (4 Total at 100 each)	400	points
Promotional Campaign	225	points
<b>Total</b>	<b>750</b>	<b>Points</b>

- 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.

<u>Course Grade</u>	<u>Calculation</u>	<u>Minimum Points Required</u>
A	90%	675
B	80%	600
C	70%	525
D	60%	450
F	50%	375 & below

- a. **Posting of Grades:** All student grades will be posted on the Canvas 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 two weeks 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. 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 email messages. For writing assignments, all work should be proofread, free of grammatical errors, and include proper citations.
- b. **Tutoring:** Tutoring is available to all A&M-Central Texas students, both on-campus and online. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111. Tutor.com tutoring will not offer writing support beginning August 1, 2019, but will continue to offer other tutoring support.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or have any other question, contact Academic Support Programs at (254) 501-5836, visit the Office of Student Success at 212F Warrior Hall, or by emailing [studentsuccess@tamuct.edu](mailto:studentsuccess@tamuct.edu) .

Chat live with a tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas. Access Tutor.com through Canvas.

- c. The University Writing Center:** Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free workspace open to all TAMUCT students from 10:00 a.m.-5:00 p.m. Monday thru Thursday with satellite hours in the University Library Monday thru Thursday from 6:00-9:00 p.m. This semester, the UWC is also offering online only hours from 12:00-3:00 p.m. on Saturdays.

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 UWC is here to help!

Students may arrange a one-to-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) or by making an appointment via WOnline [<https://tamuct.mywconline.com/>]. In addition, you can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu) if you have any questions about the UWC and/or need any assistance with scheduling.

- 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 85,000 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 A&M-Central Texas 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 24 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 A&M-Central Texas 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 Library website [<http://tamuct.libguides.com/index>].

**e. Warrior Shield:**

Emergency Warning System for Texas A&M University-Central Texas Warrior Shield 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 Warrior Shield through their myCT email account.

Connect to Warrior Shield by 911Cellular to change where you receive your alerts or to opt out. By staying enrolled in Warrior Shield, university officials can quickly pass on safety-related information, regardless of your location.

[<https://portal.publicsafetycloud.net/Account/Login>]

## **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, working with others in an unauthorized manner, 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 referred 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.

For more information regarding the Student Conduct process, [<https://www.tamuct.edu/student-affairs/student-conduct.html>].

If you know of potential honor violations by other students, you may submit a report, [[https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\\_id=0](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0)].

- b. Academic Accommodations:** 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 a barrier-free education. The Office of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the university's programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Office of Access and Inclusion, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as

such.

For more information please visit our Access & Inclusion Canvas page (log-in required) [<https://tamuct.instructure.com/courses/717>]

**c. A Note about Sexual Violence at A&M-Central Texas**

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the Title IX webpage [<https://www.tamuct.edu/compliance/titleix.html>].

- d. Behavioral Intervention** Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, who are exhibiting concerning behaviors, or individuals causing a significant disruption to our community, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the referral online [[https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\\_id=2](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2)].

Anonymous referrals are accepted. Please see the Behavioral Intervention Team website for more information [<https://www.tamuct.edu/student-affairs/bat.html>]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5800.

- e. Drop Policy:** If you discover that you need to drop this class, you must complete a Drop Request Form. [[https://www.tamuct.edu/registrar/docs/Drop\\_Request\\_Form.pdf](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf)].

Professors cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the Academic Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar's Office, 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 drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

**Copyright Notice:** Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the

author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be reported to the Office of Student Conduct.

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### VIII. TENTATIVE COURSE OUTLINE/CALENDAR

- **Module content will be released at 12:00 a.m. Monday each week.**
- **Points denoted in parentheses**
- **Exams must be completed on the date assigned (within the 24 hour period)**

Week/Unit/Dates	Topics/Readings	Assignments
9. 3/9-3/11	<b>SPRING BREAK!</b>	<ul style="list-style-type: none"> <li>• <b>SPRING BREAK!</b></li> </ul>
10. 3/16-3/18	<b>MODULE 9:</b> Week Off	<ul style="list-style-type: none"> <li>• Week Off</li> </ul>
11. 3/23-3/25	<b>MODULE 10:</b> Chapter 11	<ul style="list-style-type: none"> <li>• Read &amp; Study Chapter 11</li> </ul>
12. 3/30-4/1	<b>MODULE 11:</b> Chapters 12	<ul style="list-style-type: none"> <li>• Read &amp; Study Chapters 12</li> </ul>
13. 4/6-4/8	<b>MODULE 12:</b> Chapter 14	<ul style="list-style-type: none"> <li>• Read &amp; Study Chapter 14</li> <li>• <b>Exam III: Chapters 11, 12, &amp; 14 (100) AVAILABLE SATURDAY, April 11<sup>th</sup> from 12:00 a.m. to 11:59 p.m.</b></li> </ul>
14. 4/13-4/15	<b>MODULE 13:</b> Chapters 15	<ul style="list-style-type: none"> <li>• Read &amp; Study Chapters 15</li> </ul>
15. 4/20-4/22	<b>MODULE 14:</b> Chapter 16	<ul style="list-style-type: none"> <li>• Read &amp; Study Chapter 16</li> </ul>
16. 4/27-4/29	<b>MODULE 15:</b> Chapter 17	<ul style="list-style-type: none"> <li>• Read &amp; Study Chapter 17</li> <li>• <b>Exam IV: Chapters 15, 16, &amp; 17 (100) AVAILABLE SATURDAY, May 2<sup>nd</sup> from 12:00 a.m. to 11:59 p.m.</b></li> </ul>
17. 5/4-5/6	<b>MODULE 16:</b> Project Completion and Submission	<ul style="list-style-type: none"> <li>• <b>Project submission due May 4<sup>th</sup> by 5:00 p.m.</b></li> </ul>

*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.*