

**Texas A&M University-Central Texas
MKTK 3318—110: Promotional Strategy (Online)
Course Syllabus
Spring 2021**

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Office Hours: Online, by appointment

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 100% online course utilizing the TAMUCT Canvas Learning Management System [<https://tamuct/instructure.com>]. Students will access all course materials, assignments, exams, student-instructor / student-student communication, and resource links via the Canvas website. **Online learning requires students to be incredibly self-disciplined. It is imperative that students read the syllabus thoroughly. Students must make certain they understand and are prepared to comply with all required class assignments and deadlines.** If there are questions about the syllabus or course expectations, students should post those questions on the "Course Q&A" Discussion Forum on Canvas.

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.

c. Required Textbook:

Belch and Belch (2015). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (12th edition) with Connect/LearnSmart Access. Boston: McGraw-Hill Irwin. ISBN#9781265563677

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. Student/Professor Interaction:** Office hours will be held virtually, by appointment. I encourage students to schedule office hours to ask any questions about assignments, get clarity on concepts, and/or review grading status in the course. Please email me to schedule an appointment for an alternative time. I am readily accessible through email. Be sure to allow plenty of lead time prior to a due date if you are asking about an assignment.
- b. 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 points of the student's grade.**

II. TECHNOLOGY REQUIREMENTS

- a. Canvas Tools and Resources:** This course will use the A&M-Central Texas Instructure Canvas learning management system. We strongly recommend the latest versions of Chrome or Firefox browsers. Canvas no longer supports any version of Internet Explorer.

Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>]. You will log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

- b. Canvas Support:** 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.

For issues related to course content and requirements, contact your instructor.

- c. Online Proctored Testing:** A&M-Central Texas uses Proctorio for online identity verification and proctored testing. This service is provided at no direct cost to students. If the course requires identity verification or proctored testing, the technology requirements are: Any computer meeting the minimum computing requirements, plus web camera, speaker, and microphone (or headset). Proctorio also requires the Chrome web browser with their custom plug in.

- d. Other Technology Support: **For log-in problems, students should contact Help Desk Central** 24 hours a day, 7 days a week.

Email: helpdesk@tamu.edu

Phone: (254) 519-5466

Web Chat: [<http://hdc.tamu.edu>]

Please let the support technician know you are an A&M-Central Texas student.

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 Introduction Video:** Students will be asked to create an introduction video for the first week of class. The student video should be **no longer than 1 minute and should include the following information: (1) student name, (2) declared major, (3) anticipated graduation semester, (4) current occupation, and (5) something interesting about themselves.** This video will allow the professor to become acquainted with each student's background. Ten points will be deducted if submitted in non-video form. The student introduction video is worth **35 grading points.**
- b. **Discussions:** There will be a total of 8 discussion posts. Each post will be due on the dates stipulated in the tentative course outline. Instructions for the discussion posts will be given in conjunction with the first assigned discussion. **For each individual post, student will be required to respond constructively to three posts.** Each discussion post (including peer posts) is worth 20 grading points, totaling **160 grading points.** (Objective 1)
- c. **Quizzes:** There will be a total of 15 quizzes. The quizzes will test each student's knowledge of the key frameworks and concepts. The quiz will contain multiple choice, true/false, and open-ended questions. The quizzes will be based on concepts learned from the text as well as concepts learned through the additional resources in the modules. The chapter PowerPoint lectures, key terms, publisher provided self-quizzes, and added module resources are all useful study guides. Each quiz is worth 25 grading points **totaling 375 grading points.** (Objective 1)
- d. **Connect/LearnSmart Assignments:** There will be a total of 18 Connect/LearnSmart assignments. Each of these assignments will be completed through Canvas by the date stipulated on the tentative course outline. Each exercise is worth 10 grading points totaling **180 grading points.** (Objective 1)
- e. **Promotional Strategy Campaign:** Students will be required to form groups and design an entire promotional strategy campaign. The campaign will include a deliverable for each of the components in the promotional mix. The promotional strategy campaign presentation and deliverables will be fully submitted online. Group spaces will be created on CANVAS and using WebEx Meetings to help facilitate student interactions without the need for face-to-face meetings, to help minimize potential face-to-face gatherings by students. The promotional campaign is worth **250 grading points.** (Objectives 1-3)

V. GRADING POINTS AND POLICIES

- a. The following outlines all the assignments and their corresponding weights:
- | | | |
|---|-------------|---------------|
| Student Introduction Video | 35 | points |
| Discussions (8 at 20 points each) | 160 | points |
| Quizzes (15 total at 25 points each) | 375 | points |
| LearnSmart Assignments (18 total at 10 points each) | 180 | points |
| Promotional Strategy Campaign | 250 | points |
| Total | 1000 | 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.

<u>Course Grade</u>	<u>Calculation</u>	<u>Minimum Points Required</u>
A	90%	900
B	80%	800
C	70%	700
D	60%	600
F	59%	599 below

- c. **Posting of Grades:** All student grades will be posted on the Canvas Grade book and students should monitor their grading status through this tool.
- d. **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, on a remote online basis. Visit the Academic Support Community in Canvas to view schedules and contact information. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Student success coaching is available online upon request.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, success coaching, 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 .

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 except writing support. Access Tutor.com through Canvas.

- c. The University Writing Center:** The University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free service open to all TAMUCT students. For the Spring 2021 semester, all services will be online as a result of the COVID-19 pandemic. The hours of operation are from 10:00 a.m.-5:00 p.m. Monday thru Thursday with satellite hours online Monday thru Thursday from 6:00-9:00 p.m. The UWC is also offering 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. 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. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. 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 making an appointment via WOnline [<https://tamuct.mywconline.com/>]. In addition, you can email Dr. Bruce Bowles Jr. at 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>].

For Spring 2021, all reference service will be conducted virtually. Please go to our Library website [<http://tamuct.libguides.com/index>] to access our virtual reference help and our

current hours.

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

f. COVID-19 SAFETY MEASURES

To promote public safety and protect students, faculty, and staff during the coronavirus pandemic, Texas A&M University-Central Texas has adopted policies and practices to minimize virus transmission. All members of the university community are expected to adhere to these measures to ensure their own safety and the safety of others. Students must observe the following practices while participating in face-to-face courses, course-related activities (office hours, help sessions, transitioning to and between classes, study spaces, academic services, etc.) and co-curricular programs:

- Self-monitoring—Students should follow CDC recommendations for self-monitoring. Students who have a fever or exhibit symptoms of COVID-19 should participate in class remotely and should not participate in face-to-face instruction. Students required to quarantine must participate in courses and course-related activities remotely and must not attend face-to-face course activities. Students should notify their instructors of the quarantine requirement. Students under quarantine are expected to participate in courses and complete graded work unless they have symptoms that are too severe to participate in course activities.
- Face Coverings—Face coverings must be worn inside of buildings and within 50 feet of building entrances on the A&M-Central Texas Campus. This includes lobbies, restrooms, hallways, elevators, classrooms, laboratories, conference rooms, break rooms, non-private office spaces, and other shared spaces. Face coverings are also required in outdoor spaces where physical distancing is not maintained. The university will evaluate exceptions to this requirement on a case-by-case basis. Students can request an exception through the Office of Access and Inclusion in Student Affairs.
 - If a student refuses to wear a face covering, the instructor should ask the student to leave and join the class remotely. If the student does not leave the class, the faculty member should report that student to the Office of Student Conduct. Additionally, the faculty member may choose to teach that day's class remotely for all students.
- Physical Distancing—Physical distancing must be maintained between students, instructors, and others in the course and course-related activities.
- Classroom Ingress/Egress—Students must follow marked pathways for entering and exiting classrooms and other teaching spaces. Leave classrooms promptly after course activities have concluded. Do not congregate in hallways and maintain 6-foot physical distancing when waiting to enter classrooms and other instructional spaces.
- The university will notify students in the event that the COVID-19 situation necessitates changes to the course schedule or modality.

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].

- 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. Important information for Pregnant and/or Parenting Students

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit Student Affairs [<https://www.tamuct.edu/student-affairs/index.html>]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these requirements and guidelines online, please visit the website [<http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>].

d. 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>.

e. 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, 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].

f. Drop Policy: If you discover that you need to drop this class, you must complete the Drop Request Dynamic Form through Warrior Web.

[<https://dynamicforms.ngwebsolutions.com/casAuthentication.ashx?InstID=eaed95b9-f2be-45f3-a37d-46928168bc10&targetUrl=https%3A%2F%2Fdynamicforms.ngwebsolutions.com%2FSubmit%2FForm%2FStart%2F53b8369e-0502-4f36-be43-f02a4202f612>].

Faculty 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. Once you submit the completed 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, except for first week.*
- *Assignments are due by 11:59 pm on Sunday of the week assigned, except for final week.*
- *Points denoted in parentheses.*

Week/Unit/Dates	Topics/Readings	Assignments
1. 1/19-1/24	MODULE 1. An Introduction to Integrated Marketing Communications	<ul style="list-style-type: none"> • Student Intro Video (35) • Read & Study Chapter 1 • LearnSmart (LS) Chapter1 (10) • Quiz 1 (25)
2. 1/25-1/31	MODULE 2: The Role of IMC in the Marketing Process	<ul style="list-style-type: none"> • Read & Study Chapter 2 • LS Chapter 2 (10) • Quiz 2 (25) • Discussion 1 (20)
3. 2/1-2/7	MODULE 3: Organizing for Advertising and Promotion	<ul style="list-style-type: none"> • Read & Study Chapter 3 • LS Chapter 3 (10) • Quiz 3 (25)
4. 2/8-2/14	MODULE 4: Perspectives on Consumer Behavior	<ul style="list-style-type: none"> • Read & Study Chapter 4 • LS Chapter 4 (10) • Quiz 4 (25) • Discussion 2 (20)
5. 2/15-2/21	MODULE 5: Analyzing the Communication Process	<ul style="list-style-type: none"> • Read & Study Chapters 5 and 6 • LS Chapters 5 (10) and 6 (10) • Quiz 5 (25)
6. 2/22-2/28	MODULE 6: Establishing Objectives and Budgeting for the Promotional Program	<ul style="list-style-type: none"> • Read & Study Chapter 7 • LS Chapter 7 (10) • Quiz 6 (25) • Discussion 3 (20)
7. 3/1-3/7	MODULE 7: Creative Strategy: Planning and Development	<ul style="list-style-type: none"> • Read & Study Chapter 8 • LS Chapter 8 (10) • Quiz 7 (25)
8. 3/8-3/14	MODULE 8: Creative Strategy: Implementation and Evaluation	<ul style="list-style-type: none"> • Read & Study Chapter 9 • LS Chapter 9 (10) • Quiz 8 (25) • Discussion 4 (20)
9. 3/15-3/21	SPRING BREAK!	SPRING BREAK!
10. 3/22-3/28	MODULE 9: Media Planning and Strategy	<ul style="list-style-type: none"> • Read & Study Chapter 10 • LS Chapter 10 (10) • Quiz 9 (25) • Discussion 5 (20)
11. 3/29-4/4	MODULE 10: Evaluation of Media: Television and Radio	<ul style="list-style-type: none"> • Read & Study Chapter 11 • LS Chapter 11 (10) • Quiz 10 (25)
12. 4/5-4/11	MODULE 11: Evaluation of Media: Magazines and Newspapers	<ul style="list-style-type: none"> • Read & Study Chapter 12 • LS Chapter 12 (10) • Quiz 11 (25) • Discussion 6 (20)
13. 4/12-4/18	MODULE 12: Support Media and Direct Marketing	<ul style="list-style-type: none"> • Read & Study Chapters 13 and 14 • LS Chapters 13 (10) and 14 (10) • Quiz 12 (25)

14. 4/19-4/25	MODULE 13: The Internet: Digital and Social Media	<ul style="list-style-type: none"> • Read & Study Chapters 15 • LS Chapter 15 (10) • Quiz 13 (25) • Discussion 7 (20)
15. 4/26-5/2	MODULE 14: Sales Promotion, Public Relations, Publicity and Corporate Advertising	<ul style="list-style-type: none"> • Read & Study Chapter 16 and 17 • LS Chapters 16 (10) and 17 (10) • Quiz 14 (25)
16. 5/3-5/9	MODULE 15: Measuring the Effectiveness of the Promotional Program	<ul style="list-style-type: none"> • Read & Study Chapter 18 • LS Chapter 18 (10) • Quiz 15 (25) • Discussion 8 (20)
17. 5/10-5/14	MODULE 16: Project Completion and Submission	<ul style="list-style-type: none"> • Project submission due May 12th by 5:00 p.m.: Promotional Strategy Campaign Presentation (250)

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.