

Advanced Promotional Concepts
MKTG 331
Fall 2013
Section 001

Professor: Dr. Mandeep Singh

Telephone: 298-2497, 298-1198 (message)

Class Meets: MWF (10:00 –10:50)

Office Hours: MWF 8:00 - 8:50 and MW 11-11:45
other times by appointment

Office: Stipes 414 (Q)

Location: Stipes 226

E-Mail: M-Singh@wiu.edu

*“Marketing requires separate work, and a distinct set of activities. But, it is a central dimension of the entire business. It is the whole business seen from the point of its final result, that is, from the customer’s point of view. Concern and responsibility for marketing must permeate all areas of the enterprise.” Peter Drucker, *Management*.*

College of Business and Technology Mission

The Mission of the College of Business and Technology at Western Illinois University is to provide a focus for educational excellence which promotes the intellectual and personal growth of participants and enhances their contributions to individuals, organizations, and society.

Required Text: Advertising and Promotion: An Integrated Marketing Communications Perspective, 9th Edition, Belch and Belch, 2012, McGraw Hill Publishing, Burr Ridge, IL. ISBN: 13 9780073404868

Prerequisites: Students taking this course must have already taken MKTG 327. While not required at this time, it is hoped that students have also taken MKTG 333. If not, some additional study and reading will be necessary at times.

Class format and protocol: This course will not follow the traditional lecture and discussion method. We will be following the now popular “Flipped” methodology. Simply stated, you will be furnished an iPad with the majority of the class delivered content pre-loaded on the iPad on the first day of class. You will have this device with you over the duration of the course and will be required to study/view the assigned content prior to your arrival in class. The vast majority of the class time will be devoted to applying the content in experiential exercises and to formulating your strategies for the consulting project. Needless, to say, I will always be there to clarify any material or course component that you may need assistance with. Please recognize, that the intention is not to replace the instructor with the iPad. Rather, it is to use our class time to deepen your understanding of the content by applying the same to real world situations. You will be required to sign an iPad usage agreement and details pertaining to your responsibilities associated with the use of this device will be discussed on the first day of class.

Course Charge: Beyond the recommended txt for the course, there will be an additional course charge of \$75 payable by each student for the use of the iPad. If you already own such a device the content will be loaded on your device at no charge.

Course Objective: The purpose of this course is to provide students with a broad understanding of all the many ways by which goods, services and ideas can be promoted. The course focuses on the process of marketing communications with an emphasis on applying the information to a real-world business. Upon completion of the course, students will be able to:

1. Understand the strategic advantages of an integrated marketing communication campaign.
2. Plan, design, and implement an integrated marketing communication campaign for a real-world client.
3. Understand communication theory and how it applies to marketing and targeting an audience.

Specifically the course has the following objectives:

1. Help students appreciate the practice of marketing communications and recognize the tools of MARCOM
2. Understand the 5 key features of IMC
3. Know the obstacles to implementing an IMC program
4. Understand the concept of brand equity from the vantage point of both the customer and the organization
5. Know the positive outcomes resulting from enhancing brand equity
6. Appreciate a model of brand equity from the customer's perspective.
7. Understand the role of brand names in enhancing the success of new brands
8. Know the innovation related characteristics that influence the adoption of new brands
9. Understand the role of logos
10. Appreciate the importance of targeting marketing communications to specific consumer groups
11. Understand the role of behaviorgraphics in targeting consumer groups
12. Understand psychographic targeting
13. Appreciate the major demographic developments such as changes in the age structure of the population and ethnic population growth
14. Know what is positioning
15. Understand how marketers position brands
16. Know how brands are positioned in terms of benefits and attributes
17. Know the relation between a brand's share of market (SOM) and its share of voice (SOV)
18. Understand the role and magnitude of advertising
19. Know the various functions of advertising
20. Understand the various functions performed by advertising agencies and how they are compensated
21. Appreciate the factors that promote effective, creative, and sticky advertising
22. Know the many alternative styles of advertising messages
23. Appreciate the MECCAS model and its role in guiding message formulation
24. Recognize the role of corporate image and issue advertising
25. Understand the various budgeting techniques pertaining to marketing communications
26. Understand the role of endorsers in advertising. Know the characteristics of effective endorsers
27. Understand the role of humor/music/sex appeals/subliminal messages in advertising
28. Understand the function of comparative advertising and the considerations that influence their use
29. Know the measures of reach, frequency, GRPs, target rating points, and effective reach

30. Have the ability to compute cost-per-thousand computations
31. Know the difference between a continuous, pulsed, and flighted advertising schedule
32. Know the attributes, strengths and weaknesses associated with each of the following traditional media: Newspapers, magazines, radio, television
33. Appreciate the magnitude, nature, and potential for internet advertising
34. Thoroughly understand the two key features of internet advertising: Individualization and interactivity
35. Recognize the various forms of internet advertising: display ads, rich media, e-mail advertising, Web logs, search engine advertising, and advertising via behavioral targeting.
36. Understand the nature and purpose of sales promotion
37. Know the reasons for the increased spending in sales promotion
38. Know the different sales promotion activities targeted towards consumers and the trade
39. Know the role and pros/coms of: sampling, couponing, premiums, rebates, contests, and sweepstakes
40. Know and appreciate the role of marketing public relations
41. Understand the differences between proactive and reactive MPR.
42. Appreciate the importance of word-of-mouth influence

The emphasis will be on information dissemination by way of lecture material and the textbook. Knowledge should be reflected in your projects but your creativity and research skills will critically influence your scores as well.

These objectives can only be achieved through a joint effort: I will work to stimulate your interest and learning in these areas, but you will be expected to display initiative and a willingness to learn. We will follow the Confucian approach to learning, as embodied in the following quotation: "I hear and I forget. I see and I sometimes remember. But when I do, I understand." We will employ hearing, seeing and doing (with an emphasis on the latter) to assist you in mastering the material. This will include lecture, class discussion, text assignments, and cases.

Grade Elements

The grade you earn in this course will be based upon the sum of your scores on the following elements:

Exams (400 Points): There are four proctored examinations each one equally weighted and worth 100 points. The exams are scheduled throughout the semester. Make-up exams** are not offered to you. The material for these exams will be drawn from the textbook, the content furnished on the iPad, and posted on WesternOnline. Each exam is made up of 50 multiple-choice questions. The unit examinations cover the material in the specific chapters assigned and **will not** be cumulative in nature. However, concepts developed in earlier chapters will necessarily carry through over the course. The tests are closed book and no books or notes may be consulted. Each test should be completed in fifty minutes.

** The only exception to the no make up policy lies in circumstances where a student has to be away from class to participate in some university sponsored activity (e.g., intercollegiate athletics, required out-of-town conferences etc.). Even in these instances, I expect you to inform me of an upcoming event well in advance and make alternative arrangements prior to the scheduled test. Please note that even in these instances you will take the test ahead of the class. **There are no examinations offered as a make up once the class has attempted the examination.**

You must recognize from the outset that there is much more material in your reading assignments and course related exercises than is possible to cover, repeat and develop in detail in class. Lectures will concentrate on the most significant issues. Therefore, it is imperative to understand that exams will go into depth on what has been discussed in class and also what you have been assigned to read.

Consulting Project: This component of the course will allow you to apply the information from the text and lecture to a real-world marketing problem. This is a critical element of the doing part, and I consider this as vital to your learning experience. It consists of multiple specific assignments, which are due at various dates throughout the semester. Assignments are to be handed in at the beginning of class on the due date. Points will be docked for late assignments. Your creativity will pay dividends on the project, but budget your time! The project while a key component of the course is worth <30% of your grade. Don't let it consume 90% of your time. Its purpose is to help you master the material. Project phases handed in late will be marked down one grade level for each day beyond the due date. (Detailed instructions regarding the project and the individual components of the same will be furnished in class).

Quizzes: A total of seven quizzes will be given over the course of the semester. The purpose/intent of the quizzes is to ensure that you are keeping up with the readings and will thus be active discussants in class. These quizzes will typically involve 10 multiple choice questions drawn from the material presented in the text book. These will be administered in the **first five minutes of class** and cannot be made up if missed. **The highest five quizzes will be counted toward your course grade**, with the two lowest quiz scores dropped. **Please note: quizzes cannot be made up due to absences, tardiness, or any other reason.**

Participation: Some time in each class period will be devoted specifically to discussion of the assigned readings, questions, exercises, issues, etc. It is here that prepared and constructive participation is expected. I want to emphasize that quality of participation is more important than quantity (although at minimum quantity levels quality is difficult to assess). You will have two unexcused absences from this course. For the purpose of participation each additional absence will result in a deduction of 5 participation points.

Attendance: Attendance at every class is not mandatory--but class attendance is important and strongly encouraged. Class lecture and discussions will be incorporated into each test. Further, you are responsible for everything that is discussed in class, taken up in class, or handed out in class. I will generally hand out material only once.

If you miss a class, you do not need to provide me with an excuse. I recognize that there are many other pressures and legitimate issues that arise. Thus, you should not worry unduly if you miss one or two sessions. In fact, I drop two of the lowest scoring quizzes to provide for such instances. But, overall, there needs to be a pattern of responsible involvement in the course and in your own learning experience. Also, if you are not in class you miss out on the participation component.

Academic Honesty: Each student is expected to complete his/her own work. Acts of academic dishonesty such as copying, plagiarism etc., will be severely penalized. Being unaware or not understanding that an action is academically dishonest do not suffice as adequate excuses. If you have questions about some action being academically questionable please consult me ahead of time. Please remember that you are expected to do your own work at all times.

A final note on grades: I feel strongly that your grades will reflect your overall effort and knowledge. Further, you should feel free to discuss your grades with me along the way during the course of the semester. To make a good grade in this course, it is critical to read the assigned chapters and class notes thoroughly before exams, and be engaged participants in the class discussions.

General Comment: My job as an instructor is to provide an environment in which you can learn, and then to assess fairly, your progress toward learning. How well you do in the course depends upon you. Since desire for knowledge is such an important factor, I can't make you learn anything you don't want to know. (Nor do I want to try!) Use your desire to your advantage. If you don't understand something, ask for an explanation, or see me for help. Keep up with the reading, and come to class to participate, and assimilate.

Grade Computation

Criteria	Max. Points	Your score
Exams (Four highest scores)	400	
Quizzes (Five highest scores)	50	
Consulting Project	200	
Participation	50	
Total	700	

Grading Scale

Number of Points	Letter Grade
93% of maximum possible points or greater	A
90-92%	A-
87-89%	B+
83-86%	B
80-82%	B-
77-79%	C+
73-76%	C
70-72%	C-
67-69%	D+
63-66%	D
60-62%	D-
59.99% or lower	F

What If I Need Help?

If you find that you are struggling, please seek me out as soon as possible. WIU offers a multitude of resources to help you succeed. I will also provide you with all possible help in facilitating your learning process. If you have a disability that requires accommodation, the instructor must have specific instructions from Disability Resource Center (DRC) on appropriate accommodations for you. Without these instructions, he/she cannot grant an accommodation. Also, you will have to request such accommodations well in advance to allow for the logistics involved in accommodating your needs. You are the only one who can request that Disability Support Services provide this guidance.

The contact information for Disability Resource Center is as follows: 143 Memorial Hall,
Phone: (309)298-2512 E-mail: disability@wiu.edu
Web page: http://www.wiu.edu/student_services/disability_resource_center

E-Mail Etiquette: I welcome e-mail based interaction from students when there is a legitimate reason. I do not appreciate e-mail queries that pertain to information that is made available on a consistent basis in class. I will not respond to e-mail correspondence that stems from your lack of attendance or being tardy. The following are some examples of queries that I will not respond to:

- What will we be covering in class?
- I missed class could you please detail what was covered
- Will we be having a quiz in class?
- I missed class could you please e-mail my grade to me
- What did I make on my exam?

Please recognize that in a typical semester I have 100 students and responding to each query individually after it has been discussed in class is simply not viable.

Some General Guidelines

- Please participate. What you put into the class will determine what you get out of it--and what others get out of it.
- Please come on time. Late arrivals disturb everyone else.
- Please keep up with the readings and assignments. It will make the class more interesting and more valuable to you.
- I am available for additional office hours by appointment.
- You are encouraged to use the University Library to supplement the assigned readings and to complete the case analysis. ILLINET provides access to the catalogs of several research facilities within the state. The Business Periodicals Index and Infotrack are some other sources worth perusing.
- Finally, I want this course to be a good experience for you. If you have criticisms of the course, the material, or my teaching, I hope you will let me know.

Tentative Course Outline

Week	Topics	Chapters
1	Review of syllabus An Introduction to Integrated Marketing Communications	Chapter 1
2	The Role of IMC in the Marketing Process Perspectives in Consumer Behavior	Chapter 2 Chapter 4
3	The Communication Process Make up session	Chapter 5
4/5	Exam 1	
5/6	Source, Message, and Channel Factors Establishing Objectives and Budgeting for the Promotional Program	Chapter 6 Chapter 7
6/7	Creative Strategy: Planning and Development Media Planning and Strategy	Chapter 8 Chapter 10
	Spring Break	
8	Make up week and Exam 2	
9	Balance of Material + Exam 2 if not completed	
10	Evaluation of Media: Television and Radio Evaluation of Print Media	Chapter 11 Chapter 12
11/12	Support Media Direct Marketing	Chapter 13 Chapter 14
13	Make up Session Exam 3	
14	The Internet and Interactive Media Sales Promotion	Chapter 15 Chapter 16
15	Public Relations, Publicity, and Corporate Advertising Measuring the Effectiveness of the Promotional Program Exam 4	Chapter 17 Chapter 18
16	Final Exam (Comprehensive) during Finals Week	

**** DATES ARE SUBJECT TO CHANGE WITH DUE NOTICE ****