**40981 MKTG 3500-1 - Promotion Management**

**Syllabus - Fall 2016 - August 23 - December 8**. **Final – December 13**

Instructor: Brian J. Tenney      email: [tenney@dixie.edu](mailto:tenney@dixie.edu)         brian@tcscreative.com

Office: UHB 333                    435- 467-2103 cell                  Office Hours: TBD

# Text: Promo2 2nd Edition by O’Guinn / Allen / Semenik. ISBN-10: 1-133-62617-3. If you can't find it in the bookstore it is available online.

Class: UHB 242 Tuesday and Thursday- 7:30-8:50 am.  Do not be late!

***About the Course*** *–* The general course objective is to help you understand the nature of advertising management and marketing communications. The general course structure is to examine selected areas of the promotional mix, especially advertising. You will participate in the development of an entire integrated marketing campaign in a “live case study.” \*SL (Service Learning) This section involves some out-of-class service instead of one of the standard assignments.

On course completion of, you should:

•Know the foundations of promotion

•Apply the tools to real-life situations.

•Analyze the integration of all aspects of the planning process related to advertising management and marketing communications.

Grading will be based on points as follows:

Exams                                                 400 points

Assignments                                        200 points

Attendance                                         100 points

Live Case Written/Media report           300 points

*Total                            1000 points*

A = 92%+        A- = 90%+       B = 82%+        B- = 80%+       C = 70%+        D = 60%+

**Ad Agency Live Case Study** The Ad Agency Live Case Study is intended to provide an opportunity for you to apply the theory you learn to a real life problem. You will be arranged into groups of three. Each group represents an advertising agency. Your Ad Agency groups will then have the entire semester to prepare a promotional campaign, which will culminate in a written report and a 20-30 minute presentation to the client. These advertising agency projects will be presented orally/visually to class. The written report of the Live Case Study/oral presentation will be like the real world of Ad Agencies competing for a contract from a client. **It is due December 8.  Just like the real world this project will not be accepted if late - even 10 minutes late. Class Presentations will be held on December 8 and December 10. You do not want to miss these class.**

The Live Case Study to be promoted this semester will be discussed in class.

Live Case Study is due on the class period of your presentation complete with any videos, brochures, flyers, tapes, posters, etc. to Prof. Tenney. The copy will not be returned.

You are to treat this live case study as if you were an actual commercial advertising agency -- professional and actively trying to obtain the client’s business. You will be in competition for the account with the other advertising agencies in the class. Like in the “real world,” creativity and solid media planning often wins the account. As in real life, only one of you will obtain the account. Your live case presentation should reflect the professionalism expected of an advertising agency.

This course will follow the text outlined in the aforementioned textbook.  This book will be available at the library under “Closed Reserve”. This will allow you to understand better the instruction.  Class members groups will be given a chapter assignment to review and should be ready to report to the class on the assigned subject matters.  The review and reporting assignments will be assigned in class on August 19.

I will attempt to invite guest speakers to attend class and give a professional overview of each of the processes of the Live Case Study.  Power Point presentations from each lecture will be available upon request to class members via email for course review.

Student Services information with policy and procedures is available at the following url:

[http://www.dixie.edu/humanres/polstu.html (Links to an external site.)](http://www.dixie.edu/humanres/polstu.html" \t "_blank)

7:30 – 8:50AM (80 Minutes)

**Class Schedule**

8/23 Intro/Project/Groups/Syllabus overview/Favorite Ads. **Assignment #1**

8/25 Chapter 1- The World of Integrated Marketing Communication

8/30 Chapter 2- The Promotion Industry

9/1 Know your Campus. Cameron Manwaring - Youtube Guru

9/6 Business Ethics – A Field Guide. **Assignment #2 – DOCUTAH.** Ever Gonzalez, CEO Outlier

9/8 Test #1 Review

**9/13 Test #1**

9/15 Project Overview – **Assignment #3**

9/20 Chapter 4- Understanding the Marketing Environment: Segmentation, Targeting, and Positioning

9/22 Chapter 5- Understanding Buyer Behavior & the Communication Process Jonathan Bacon, Marketing Consultant

9/27 Chapter 6- The Regulatory and Ethical Environment for Brand Promotion

9/29

10/4 Chapter 7- The International Market Environment for Brand Promotion

10/6 Test #2 Review

**10/11 Test #2 Mid Term grades due 10/15.**

**10/13 Semester Break – No School – Midterms Due**

10/18 Chapter 8- Messaging and Media Strategies, **Project Review  Assignment #4**

10/20 Chapter 9- The Internet. Spencer Walker, Innovation Simple

10/25 Chapter 10- Direct Marketing. Jeff Sherman, Sherman Speaks

10/27 Project Review. Review Chapters 9 & 10.

11/1 Chapter 11- Sales Promotion and Point of Purchase. Terri Draper, Intermountain Healthcare, PR

11/3 Test #3 Review

**11/8   Test #3**

11/10 Chapter 12- Sponsorship, Product Placements & Branded Entertainment

11/15 Chapter 13- PR, Influencer Marketing, Social Media, & Corp Advertising

11/17 Chapter 14- Personal Selling and Sales Management **Assignment #5**

11/22 Chapter 15- Measuring the Effectiveness of Brand Promotions

**11/24 Thanksgiving! – No Class**

11/29 Year in review

12/1 Projects due. Class Presentations

12/6 Class Presentations

12/8 Last Day of Class. Finals Review

**12/13 FINAL**

David Cordero, PR Director Sorenson Advertising

Kim Henderson, BYUtv

Ever Gonzalez, CEO Outlier

Matt Burgoyne, CEO Canyon Media, App Developer

Kevin Lewis, Washington County Sports Authority

Taylor White – WeBoost, PR/Social Manager

Terri Draper, Intermountain Healthcare, PR

Paul Anderson, The Piano Guys, Youtube guru

Jonathan Bacon, Independent Marketing Consultant

Bruce Johnson, B Johnson Research

Glenn Price, Brand Iconic

Spencer Walker, Innovation Simple

Jeff Sherman, Sherman Speaks

Chris Brown, Entrepreneurship

Rhett Long, The Spectrum online

Cameron Manwaring – Youtube guru

Shane Blocker, Internship coordinator. DSU Career Center Presentation

**DSU seeks to provide an environment that is free of bias, discrimination, and harassment.  If you have been the victim of sexual harassment / misconduct / assault we encourage you to report this to the college's Title IX Director, Cindy Cole, (435) 652-7731, [cindy.cole@dixie.edu](mailto:cindy.cole@dixie.edu" \t "_blank).  If you report to a faculty member, she or he must notify the Title IX Director about the basic facts of the incident.**

**Dmail**:  Important class and university information will be sent to your Dmail account. This information includes your DSU bill, financial aid/scholarship notices, notification of dropped classes, reminders of important dates and events, and other information critical to your success in this class and at DSU. All DSU students are automatically assigned a Dmail account. If you don't know your user name and password, go to [https://dixie.instructure.com/courses/331617/assignments/..:Dropbox:FYE Curriculum:Dropbox:www.dixie.edu](https://dixie.instructure.com/courses/331617/assignments/..:Dropbox:FYE%20Curriculum:Dropbox:www.dixie.edu) and select “Dmail,” for complete instructions. You will be held responsible for information sent to your Dmail email, so please check it often.

**University approved absences:** Dixie State University Policy explains in detail what needs to happen if you anticipate being absent from class because of a university-sponsored activity (athletic events, club activities, field trips for other classes, etc).  Please read this information and follow the instructions carefully!  The policy can be found at: [http://www.dixie.edu/humanres/policy/sec5/523.html (Links to an external site.)](http://www.dixie.edu/humanres/policy/sec5/523.html" \t "_blank)

**Disability Accommodations:** Students with medical, psychological, learning or other disabilities desiring reasonable academic adjustment, accommodations, or auxiliary aids to be successful in this class will need to contact the **Disability Resource Center** Coordinator (Baako Wahabu) for eligibility determination. Proper documentation of impairment is required in order to receive services or accommodations. DRC is located in the North Plaza Building. Visit or call 652-7516 to schedule appointment to discuss the process. DRC Coordinator determines eligibility for and authorizes the provision of services.

**Classroom expectations:** It is the responsibility of an instructor to manage the classroom environment to ensure a good learning climate for all students.  This means not talking when the teacher is talking,  following instructions, and speaking and acting respectfully to the professor and fellow students.  For more details, please see the disruptive behavior policy at: [http://www.dixie.edu/humanres/policy/sec3/334.html (Links to an external site.)](http://www.dixie.edu/humanres/policy/sec3/334.html" \t "_blank)

**Academic  integrity:**  In order to ensure that the highest standards of academic conduct are promoted and supported at the University, students must adhere to generally accepted standards of academic honesty, including but not limited to, refraining from cheating, plagiarizing, falsification, misrepresentation, and/or inappropriately colluding or collaborating. The University shall consistently hold students accountable for instances of academic dishonesty and apply appropriate consequences.  For more information, see the Student Academic Misconduct section of DSU policy at [http://www.dixie.edu/humanres/policy/sec5/533.html#appeals (Links to an external site.)](http://www.dixie.edu/humanres/policy/sec5/533.html" \l "appeals" \t "_blank).

**Campus resources:**  Several campus resources are available to help you succeed.  Check out the links for each one to get more information.

If you need help understanding the content of your courses, go to the **Tutoring Cente**r located on the 4th floor of the Holland Centennial Commons in Room 431. You can visit them online at [http://www.dixie.edu/tutoring/ (Links to an external site.)](http://dsc.dixie.edu/tutoring/index.htm" \t "_blank)

If you need help writing papers, essays, etc go to the **Writing Center** on the fourth floor of the Holland Centennial Commons in room 421.  You can also visit them online at [http://dixiewritingcenter.com/ (Links to an external site.)](http://dixiewritingcenter.com/" \t "_blank)

If you need to use a **computer** to do schoolwork on campus, go to the Smith Computer Center or the Holland Centennial Commons on the second, mezzanine, or third floors.

If you are assigned to take a test in the **Testing Center**, go to the North Plaza.  You can get information on their website at [http://www.dixie.edu/testing/ (Links to an external site.)](http://www.dixie.edu/testing/" \t "_blank)

The **Library** has all kinds of information and resources.  Visit the Dixie State University Library on the 2nd, and 3rd floors of the Holland Centennial Commons, or go to the library website at [(Links to an external site.)](http://library.dixie.edu/" \t "_blank)http://library.dixie.edu/

[http://www.dixie.edu/reg/?page=calendar&sid=201540 (Links to an external site.)](http://www.dixie.edu/reg/?page=calendar&sid=201540" \t "_blank)

2016 Fall Semester

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| Apr 1 | Bachelor's degree Graduation Application Deadline - Fall 2016 |
| Apr 11 | Fall Registration open to Seniors (90+ credits) |
| Apr 12 | Fall Registration open to Juniors (60+ credits) |
| Apr 13 | Fall Registration open to Sophomores (30+ credits) |
| Apr 14 | Fall Registration open to all students |
| May 2 | Fall Registration open to all students |
| Aug 15-19 | Faculty Workshops |
| Aug 22 | Classwork Starts |
| Aug 22 | Tuition & Fees Due |
| Aug 25 | Last Day for Waitlist |
| Aug 26 | Courses dropped for non-payment |
| Aug 26 | Last Day to Add Without Signature |
| Aug 30 | $50 Late Registration/Payment Fee |
| Aug 31 | Drop/Audit Fee Begins ($10 per class) |
| Aug 31 | Residency Application Deadline |
| Sep 2 | End of 100% Refund Period |
| Sep 5 | Labor Day |
| Sep 6 | Start 50% Refund Period |
| Sep 12 | Pell Grant Census |
| Sep 12 | Last Day for Refund |
| Sep 12 | Last Day to drop without receiving a "W" grade |
| Sep 16 | Last Day to Add/Audit |
| Oct 3 | Associate's degree Graduation Application Deadline - Fall 2016 |
| Oct 12 | Mid-Term Grades Due |
| Oct 13-14 | Fall Break |
| Oct 17 | Last Day to Drop Individual Class |
| Oct 24 | Spring and Summer 2017 class schedules available online |
| Nov 1 | Bachelor's degree Graduation Application Deadline - Spring 2017 |
| Nov 11 | Last Day for Complete Withdrawal |
| Nov 14 | Spring Registration open to Seniors (90+ credits) |
| Nov 15 | Spring Registration open to Juniors (60+ credits) |
| Nov 16 | Spring Registration open to Sophomores (30+ credits) |
| Nov 17 | Spring Registration Open to All Students |
| Nov 23-25 | Thanksgiving Break |
| Dec 9 | Classwork Ends |
| Dec 12-16 | Final Exams |

| **Date** | **Details** |
| --- | --- |
| **Thu Aug 27, 2015** | |  |  | | --- | --- | | [Favorite Ad](https://dixie.instructure.com/courses/331617/assignments/2277544) | due by 7:30am | |
| **Thu Sep 10, 2015** | |  |  | | --- | --- | | [Test #1](https://dixie.instructure.com/courses/331617/assignments/2277546) | due by 7:30am | |
| **Tue Sep 15, 2015** | |  |  | | --- | --- | | [DocUtah report](https://dixie.instructure.com/courses/331617/assignments/2277545) | due by 7:30am | |
| **Tue Sep 29, 2015** | |  |  | | --- | --- | | [Assignment #3](https://dixie.instructure.com/courses/331617/assignments/2277547) | due by 7:30am | |
| **Tue Oct 13, 2015** | |  |  | | --- | --- | | [Test #2](https://dixie.instructure.com/courses/331617/assignments/2277548) | due by 7:30am | |
| **Tue Oct 20, 2015** | |  |  | | --- | --- | | [Assignment #4](https://dixie.instructure.com/courses/331617/assignments/2419131) | due by 7:30am | |
| **Tue Nov 10, 2015** | |  |  | | --- | --- | | [Test 3](https://dixie.instructure.com/courses/331617/assignments/2277549) | due by 7:30am | |
| **Thu Dec 3, 2015** | |  |  | | --- | --- | | [Project](https://dixie.instructure.com/courses/331617/assignments/2277550) | due by 7:30am | |
| **Tue Dec 8, 2015** | |  |  | | --- | --- | | [Assignment #5](https://dixie.instructure.com/courses/331617/assignments/2277552) | due by 7:30am | |
| **Tue Dec 15, 2015** | |  |  | | --- | --- | | [Test #4 - Final](https://dixie.instructure.com/courses/331617/assignments/2277551) | due by 7:30am | |
|  | |  |  | | --- | --- | | [Roll Call Attendance](https://dixie.instructure.com/courses/331617/assignments/2277543) |  | |