

40981 MKTG 3500-1 - Promotion Management

Syllabus - Fall 2013 - August 20 - December 5

Final – December 10-14

Instructor: Brian J. Tenney email: tenney@dixie.edu brian@tcscreative.com

Office: UHB 3437 435- 467-2103 cell Office Hours: TBD

Text: Text Book: PROMO2, 2nd Edition Thomas O'Guinn; Chris Allen; Richard J. Semenik
Textbook ISBN-10: 1-133-62617-3

Class: UHB 243 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
Activities	100 points
Attendance	200 points
Live Case Written/Media report	300 points
<i>Total</i>	<i>1000 points</i>

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 November 26. Just like the real world this project will not be accepted if late - even 10 minutes late. Class Presentations will be held on November 28 and December 3. 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 abovementioned 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>

7:30 – 8:50AM (80 Minutes).

8/20 Class Intro/Project/Groups

Part 1 Process of Brand Promo in Marketing

8/22 Chapter 1-The World of Integrated Marketing Communication

8/27 Chapter 2-The Promotion Industry

8/29 Chapter 3-The Evolution of Promoting Brands. **Glenn Price/Brand Iconic**

9/03 Test #1 Review

9/03 – 9/07 – DOCUTAH – International Documentary Film Festival

9/05 Test #1

9/10 9/11/2001 - 12 years ago. Project Overview

9/12 Research – **Bruce Johnson/Bruce Johnson & Associates**

Part 2 Understanding the Market and Environment for Promoting Brands

9/17 Chapter 4-Understanding the Marketing Environment: Segmentation, Targeting, and Positioning.
9/19 Chapter 5-Understanding Buyer Behavior and the Communication Process. **Todd/BYUtv**

9/24 Chapter 6-The Regulatory and Ethical Environment for Brand Promotion
9/26 Chapter 7-The International Market Environment for Brand Promotion

10/1 Test #2 Review
10/3 **Test #2**

10/8 Project review
10/10 **Semester Break – No School - Midterms**

Part 3 The Tools, Evaluation, and Measurement of Brand Promotion
10/15 Chapter 8-Messaging and Media Strategies **Steve Manwaring/Blvd**
10/17 Project Overview

10/22 Chapter 9-The Internet. **Spencer White.Shane.Gaydon.**
10/24 Chapter 10-Direct Marketing **Jeff Sherman.The Spectrum**

10/29 Chapter 11-Sales Promotion and Point of Purchase. **Matt Burgoyne/Canyon Media**
10/31 Test #3 Review

11/05 Test #3
11/07 Chapter 12-Sponsorship, Product Placements, & Branded Entertainment. **Kevin Lewis**

11/12 **Career Day – No Class**
11/14 Chapter 13-Public Relations, Influencer Marketing, Social Media, and Corporate Advertising.
Terri Draper/Intermountain Healthcare.Melynda Burt/TCS

11/19 Chapter 14-Personal Selling and Sales Management
11/21 **Thanksgiving! – No Class**

11/26 Chapter 15-Measuring the Effectiveness of Brand Promotions
11/28 Class Presentations

12/03 Class Presentations
12/05 **Last Day of Class. Finals Review**
12/10 FINALS

Other Useful Stuff

Important dates to remember:

Mon, Aug 19	Classes begin
Thurs, Aug 22	Last day to waitlist
Fri, Aug 23	Last day to add classes online
Wed, Aug 28	Drop/Audit fee begins (\$10 per class)
Mon, Sep 2	Labor Day (no classes)
Tue, Sep 3	\$50 Late registration/payment fee
Mon, Sep 9	Last day for refund
Mon, Sep 9	Pell Grant Census
Mon, Sep 9	Last day to drop without a "W" grade
Tues, Sep 10	Classes dropped for nonpayment
Fri, Sep 13	Last day to add/audit classes
Fri, Sep 28	Last day to apply for graduation
Mon, Sep 30	Block classes begin
Tues, Oct 1	Associate's Degree graduation application deadline for Fall 2013
Wed, Oct 9	Midterm grades due
Thurs & Fri, Oct 10-11	Semester break
Mon, Oct 14	Last day to drop individual classes
Mon, Oct 31	Spring and Summer 2014 class schedules available online
Fri, Nov 1	Bachelor's Degree graduation application deadline - spring 2014
Fri, Nov 8	Last day for complete withdrawal
Oct 11-14	Spring Registration Opens
Tue, Nov 12	Career Day (no classes before 4 pm)
Wed-Fri, Nov 27-29	Thanksgiving break (no classes)
Fri, Dec 6	Last day of classes
Mon-Fri, Dec 9-13	Final exams

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 **Error! Hyperlink reference not valid.** 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>

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>

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>.

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 Center** located on the 4th floor of the Holland Centennial Commons in Room 431. You can visit them online at <http://www.dixie.edu/tutoring/>

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/>

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/>

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 <http://library.dixie.edu/>