

College of Business

Tennessee State University

Fall 2012,
Course Syllabus

LOCATOR INFORMATION

Course Name: **MKTG 4150-01: Promotional Management (CRN: 80355)**

Credit Hours: 3

Contact Hours: Tues & Thurs: 1.00 – 2.25 pm; Room: AWC 215

INSTRUCTOR: Name: Dr. R. Unni
Office: K-439, Avon Williams Campus
Phone: 615-963-7343
E-mail: runni@tnstate.edu

Office Hours:
Mon: 9.30 – 11.00am; 1.00 – 3.30 pm;
Tues: 9.30am-12.30pm
Thurs: 9.30am-12.30pm

REQUIRED TEXTBOOK & MATERIALS

Launch! Advertising and Promotion in Real Time, Michael Solomon, Lisa Duke Cornell, and Amit Nizan, Flat World Knowledge. 2009; ISBN (B&W): 978-0-9820430-2-8
Additional readings will be made available as needed.

COURSE DESCRIPTION

This course focuses on the issues related to promotional management, and hence is not oriented towards the creative part of the advertising/communication process. Integrated marketing communication, planning, implementing, evaluation and control of promotion are studied. Emphasis may be placed on learning through the application of textbook knowledge in projects. Prerequisite: MKTG 3010.

COURSE OBJECTIVES

The course is designed to enable students to meet the following objectives:

1. Understand the key terms and concepts in promotional management.
2. Gain a broad understanding of the role of various elements of the promotional mix.
3. Understand the steps involved in developing a coordinated marketing communications program.
4. Obtain a real-world perspective through assignments and team project.

ACADEMIC INTEGRITY

Academic honesty and integrity lie at the heart of any educational enterprise. Students are expected to do their own work and neither to give nor to receive assistance during quizzes and examinations. Deliberate violations of academic integrity (plagiarism, cheating, and/or misrepresentation of information) and fabrication are not tolerated. Actions outlined in the Tennessee State University Student Handbook under Code of Student Conduct will be followed for incidents of academic misconduct.

REASONABLE ACCOMODATIONS

Any students requiring accommodations should contact Patricia Scudder, Director of Students with Disabilities-Disabled Student Services Office, at 963-7400, preferably before the fourth class meeting. The College of Business, in conjunction with the Office of Disabled Student Services, makes reasonable accommodations for qualified students with medically documented disabilities. I need to be aware of your status if it will affect your class activities and assignments---before assignments are due.

CODE OF STUDENT CONDUCT

There will be no eating, drinking, sleeping or disruptive behavior in the classroom. Each student is encouraged participating in classroom activities, asking questions, and working along with the class as recommendations/problem solutions to illustrations, examples, and cases are examined. Additionally, cell phones must be turned off upon entering the classroom and should remain so until class has ended. Action will be taken against those students who do not adhere to appropriate classroom behavior.

ATTENDANCE & LATE WORK

Students are required to attend all classes and actively participate in class assignments and activities. Students are expected to be present and on time for all class meetings. Attendance will be taken; 4 unexcused absences will result in the lowering of the grade by one level. More than 4 unexcused absences will receive an F for the course.

If you are late for class by up to 15 minutes, you will only receive 50% attendance credit. Therefore, accumulation of 50% attendance credit for 8 classes, will translate to 4 absences and your grade will be dropped by one letter grade. Attendance credit for students who are more than 10 minutes late is at the discretion of the instructor.

Students are expected to be present for the entire class. Students who leave the class early without prior permission will lose attendance credit. All unexcused absences will count against the final grade and failure to attend three consecutive classes, without approved excuse, will result in the student being dropped from the class. In cases where the student has an acceptable, approved absence, written documentation must be submitted upon returning to class, explaining the absence. Varsity athletes and student representatives must submit in writing play and practice schedules from their coaches/advisors at the beginning of the semester. Material covered during an absence is the responsibility of the student.

The instructor is not required to provide make-up exams or make-up assignments. A missed exam will count as a zero. Any exception to this policy will be at the discretion of the instructor. The format and contents for any make-up exam (or exam given outside of class) may not be the same as that of the missed exam. If a student is absent for an in-class assignment, it is the student's responsibility to request a make-up assignment within a week of the missed class. The make-up assignment may not be the same as the missed assignment.

Late submissions of assignments will be penalized (25% for each day late).

TEACHING STRATEGIES

Instruction will be done by lectures, mini-case discussions, real-life project, and multi-media presentations. Participation in class discussions is encouraged and rewarded. In-class written assignments will be given periodically.

Read all material in advance. Quizzes will be administered over eLearn, unless otherwise noted. This is a web-enhanced course – the D2L / eLearn platform (www.elearn.edu) will be used to post class material, announcements, submission of assignments, and other activities.

ASSIGNMENTS & EVALUATION CRITERIA:

Exams

Multiple choice and short essay questions will be used. Questions will be asked from the assigned chapters and readings as well as lecture notes. Only relying on the lecture notes is not recommended. The Final Exam will be comprehensive in its coverage of topics. The format for the mid term and final exam will be similar.

Quizzes

There will be several quizzes during the term.

Assignments

There will be several assignments. These assignments may be individual or group-based.

Team Project

This course will integrate an experiential live project. It is a advertising and promotional campaign competition for the Sustainability initiative at TSU. During the duration of the course, students will work in teams of 3 or 4 to apply concepts discussed in class to a real client. Students will work in teams to develop an integrated promotional plan. More details will be provided by the second week of classes.

GRADING SCALE

Grades will be determined based on the performance in all the components of the course. The distribution of points is as follows:

	% of final grade
Mid term Exam	25
Final Exam	25
Group Project	25
Quizzes	10
Assignments	15
TOTAL	100%

The following scale will be used to calculate the final grade for the course:

Final grades will be determined on the following scale:

A = 90% and more, **B** = 80 – 89.9%, **C** = 70 -79.9%, **D** = 60 – 69.9%, **F** = less than 60%.

CLASS SCHEDULE

The class schedule is posted on the course website on eLearn.