Class Meetings
MW, 3:00 p.m. - 4:15 p.m., RAS 104

Instructor: Rex Moody, Ph.D.
Office: Rassman 206
E-mail: rex.moody@angelo.edu
Phone: 325-486-6613

Office Hours
Tuesdays and Thursdays: 9:00 a.m. - 1:00 p.m.
Wednesdays: 9:00 a.m. - 11:00 a.m.
or by appointment

A note on contacting Dr. Moody and e-mail
Please feel free to stop by during office hours; if you need to see me and can't make office hours, let me know and we can set something else up.

Outside of office hours, the best way to contact me is via email. I will work hard to return all emails received during business hours within 24 hours of receiving them. Emails received on weekends or during holidays will be replied to by the following Monday or the next working day in the case of holidays.

Please be professional in all email correspondence with me. This means that you have a subject line that is germane to what you are writing me about, a salutation (at least addressing me by name), a message that is well written in full sentences that are free of spelling and grammatical errors, and a proper closing (at least your name). Emails that don't meet these standards will be returned with a note asking for corrections.

Course Prerequisites
Junior Standing

Required Materials
There is no required textbook for this course.

During the term we will use five case simulations that each student will need to purchase. The total cost of the simulations is less than $30. Dr. Moody will detail how to purchase the simulations a week or so before they are assigned for class.

Required Readings
While there isn't a text for this course other readings will be assigned. These readings (except for those related to the case simulations) will be posted on Blackboard.
**Required Technology**
No specialized technology is required for this course, though students will need to use a computer with an internet connection, productivity software, and a web browser to complete assignments and access course materials on Blackboard. All of these activities can also be completed using computers in ASU’s computer labs. Blackboard and university computer lab technical support is provided by the university’s Technology Service Center by calling 325-942-2911 or 1-866-942-2911 or by email at helpdesk@angelo.edu.

**Course Description**
*From the ASU Catalog:*
A study of Integrated Marketing Communications and the traditional promotional mix: advertising, sales promotion, direct marketing, public relations, and personal selling. Including communication and promotion theories, campaign strategies, promotion budgeting, media analysis; and audience measurement.

**Course Learning Objective**
The objective of this course is to give students a deep understanding of the promotion function within a firm’s marketing mix. Examination of topics such as the communications process, creative strategy, and media planning will form the foundation for examining the individual components of the promotion mix (not just advertising). By the end of the term, students should have a solid understanding of the tools available to marketers as they plan and execute their promotion programs.

**Expected, Specific Student Learning Outcomes**
After completing this course, students should be able to:
- ✓ Explain each of the different promotional techniques used by marketers and when, why, and how each is used.
- ✓ Identify good vs. bad promotions and be able to critically assess marketers’ promotional activities.
- ✓ Detail how the promotional field has recently changed and continues to change.
- ✓ Identify social and ethical issues related to promotional activities and their impact on managerial decisions.

**Methods of Assessing Learning Outcomes**
Learning outcomes will be assessed through exams, case simulation exercises, and a group promotion audit project.

**Course Format**
Students will gain their knowledge of promotion in this course through lectures, class discussions and activities (including student presentations). It is imperative that students read any assigned materials for class prior to the class period in which they are discussed. This will aid the student in learning the material and prepare the student properly for class discussions.
Graded Activities

Exams
Three exams will be given during the course of the term. Exams will consist of multiple choice questions. Any material covered in assigned readings or in lecture is “fair game” for coverage on exams.

Make-up exams will only be given under legitimate circumstances. Unless you are incapacitated in some way, I expect you to contact me before class and let me know you are going to miss an exam. Should you miss an exam for a reason not deemed legitimate, you will receive a zero on that exam.

Term Project
Students, working in teams, will create a promotion audit for a firm of their choosing (with approval). This assignment includes a preliminary written report in the middle of the term and a final written report due toward the end of the semester. A short presentation by the group will be made during the term and a longer presentation at the end of the term. More information on the audit projects can be found in the separate Audit Assignment handout.

Class Participation / Attendance
My hope is that all students will actively participate in class because they find the material interesting and stimulating. To do well in this class you should plan to read the assigned material and prepare for class discussions before coming to class.

During the term on unannounced “mulligan days” students will have a chance to earn “mulligan points” by participating in class. During mulligan class periods when students show mastery of content, present well-thought-out discussion points, or sometimes just attend class, they will be awarded mulligan stickers. These stickers can then be used on exams to help students score better on questions for which they are not sure of their answers. A maximum of 5 mulligan stickers can be used on any one exam.

Once they are given to you, you are solely responsible for your mulligan stickers, you must remember to bring them to exams, not lose them, and not share them with others in class.

Bring your nameplate to class and display it each day (EVEN AFTER YOU ARE SURE THAT I KNOW YOUR NAME!!!!). Hopefully, I will learn your names quickly. However, the nameplates facilitate a smoother class discussion as I do not have to pause to think of your name before calling on you. If you are not displaying your nameplate on a mulligan day, you cannot earn any mulligans.

Please note that you are required to attend all class presentations at the end of the term. Your own presentation grade will be negatively impacted should you choose not to attend class on days when your group is not presenting.
Course Grades
Please keep in mind that in MKT 3325 you are graded on your performance on the graded elements of the course—you are not graded on effort. Your final class grade will depend solely on how you performed on all aspects of the course and no other factors.

The following cutoffs will be used to determine final grades in MKT 3325:

A  90-100
B  80-89
C  70-79
D  60-69
F  Below

Your semester grade will consist of the following components.

Exams, 1 (best) @ 15%, 2 @ 10%: 35%
Case Simulations, 5 at 5% each: 25%
Promotion Audit: 40%
  Preliminary Work: 5%
  Final Written Audit: 20%
  Short Presentation: 5%
  Final Presentation: 10%

Note: You must have an average passing grade on your exams to pass the class.
Other Course Policies

Extra Credit Work
No extra credit work will be available for students in this class. Students should prepare for exams and assignments to the best of their ability. Attendance, participation, and solid work is expected from all students.

Late Assignments
Late assignments will generally not be accepted, except in legitimate circumstances as judged by Dr. Moody. Plan ahead and be prepared to turn your assignments in when they are due.

Professionalism / Courtesy and Respect
Students are expected to conduct themselves professionally in all matters related to this class. This means students should act professionally in class and prepare all assignments in a professional manner. Inappropriate verbal comments directed toward others in class and/or inappropriate written comments in assignments will not be tolerated.

You are expected to use your electronic devices such as phones, tablets, and personal laptops for class purposes only while in class. As a matter of courtesy, check to see that your cell phone ringer is turned off before class begins. All electronic devices will have to be turned off and put away on exam days. Your actions in class such as talking to your neighbor, texting, reading your textbook from another class, or studying for an exam do not go unnoticed by other students in class or the class instructor. The expectation is that you are in class to learn about promotion. If you would rather talk to your friends, listen to phone, or surf the Internet / play solitaire, etc. you can do so out in the hall. Please, if you have other pressing matters to attend to such as talking, surfing the net, sleeping, or preparing for another class, etc., do not come to class.

Academic Honesty

We are all expected to abide by the ASU Norris-Vincent College of Business Code of Ethics:

Students, faculty, administrators and professional staff of the College of Business should always:

- Be forthright and truthful in dealings with all stakeholders
- Take responsibility for one’s actions and decisions
- Serve as an example of ethical decision-making and behavior to others
- Admit errors when they occur, without trying to conceal them
- Respect the basic dignity of others by treating them as one would wish to be treated

In addition to the expected conduct outlined in the NVCOB Code of Ethics, students are expected to maintain complete honesty and integrity in all work. Any student found guilty of any form of dishonesty in academic work is subject of disciplinary action and possible expulsion from ASU.
Students caught cheating on exams will be given a grade of zero for the exam and reported to the university’s office of student conduct.

Plagiarism
Plagiarism is a serious topic covered in ASU’s Academic Integrity policy in the Student Handbook. Plagiarism is the action or practice of taking someone else’s work, idea, etc., and passing it off as one’s own. Plagiarism is literary theft.

In your discussions and/or your papers, it is unacceptable to copy word-for-word without quotation marks and the source of the quotation. It is expected that you will summarize or paraphrase ideas giving appropriate credit to the source both in the body of your paper and the reference list.

Papers are subject to be evaluated for originality via Turnitin. Resources to help you understand this policy better are available at the ASU Writing Center.

Students caught plagiarizing their own or another’s work in this class will at a minimum receive a grade of zero on the assignment in question, depending on the extent of the issue, they may also be reported to the university’s office of student conduct.

Copyright Policy
Students officially enrolled in this course should make only one printed copy of the given articles and/or chapters. You are expressly prohibited from distributing or reproducing any portion of course readings in printed or electronic form without written permission from the copyright holders or publishers.

Policy on Disabilities
Angelo State University is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments Act of 2008 (ADAAA), and subsequent legislation.

The Office of Student Affairs is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student’s responsibility to initiate such a request by contacting Ms. Dallas Swafford, Director of Disability Services, at 325-942-2047 or through email at dallas.swafford@angelo.edu.

Policy on Religious Observances
A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence. See ASU Operating Policy 10.19 Student Absence for Observance of Religious Holy Day for more information.
Course Drop
To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit: http://www.angelo.edu/services/registrars_office/course_drop_provisions.php.
November 1 is the last day to drop a course during the fall 2018 semester.

Incomplete as a Course Grade
The incomplete grade, a grade of I is only given when the student is unable to complete the course because of illness or personal misfortune. An I that is not removed before the end of the next long semester automatically becomes an F. To graduate from ASU, a student must complete all I's. Please contact faculty if you have serious illness or a personal misfortune that would keep you from completing course work. Documentation may be required. See ASU Operating Policy 10.11 Grading Procedures for more information.

Grade Appeal Process
A student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: http://www.angelo.edu/content/files/14196-op-1003-grade-grievance.

Title IX
Angelo State University is committed to the safety and security of all students. If you or someone you know experience sexual harassment, sexual assault, domestic or dating violence, stalking, or discrimination, you may contact ASU’s Title IX Coordinator: Michelle Boone, J.D., Director of Title IX Compliance, at 325-486-6357 or through email at michelle.boone@angelo.edu.

General Policies
All students are required to follow the policies and procedures presented in these documents:
Angelo State University Student Handbook
Angelo State University Catalog
## Tentative Course Schedule

While exam dates are set below, minor revisions may be made in other areas of this schedule due to unforeseen circumstances and the pace of the class in general.

<table>
<thead>
<tr>
<th>Day/Date</th>
<th>Topic</th>
<th>Due</th>
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<tbody>
<tr>
<td>Mon., Aug. 27</td>
<td>Course Introduction</td>
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<tr>
<td>Wed., Aug. 29</td>
<td>Introduction to IMC</td>
<td>Group Selection</td>
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<tr>
<td>Mon., Sept. 3</td>
<td><strong>No Class—Labor Day</strong></td>
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<tr>
<td>Wed., Sept. 5</td>
<td>Introduction to IMC</td>
<td>Brand Selection</td>
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<td></td>
<td>IMC in Marketing</td>
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<tr>
<td>Mon., Sept. 10</td>
<td>IMC in Marketing</td>
<td>Case Simulation #1 Due</td>
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<tr>
<td>Mon., Sept. 17</td>
<td>The Communication Process</td>
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<tr>
<td>Wed., Sept. 19</td>
<td>Source, Message &amp; Channel Factors</td>
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<tr>
<td>Mon., Sept. 24</td>
<td>Creative Strategy</td>
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<tr>
<td>Wed., Sept. 26</td>
<td>Creative Strategy</td>
<td>Case Simulation #2 Due</td>
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<tr>
<td>Mon., Oct. 1</td>
<td>Exam 1</td>
<td></td>
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<tr>
<td>Wed., Oct. 3</td>
<td>Media Planning and Strategy</td>
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<td>Mon., Oct. 8</td>
<td>Media Planning and Strategy</td>
<td>Case Simulation #3 Due</td>
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<tr>
<td>Wed., Oct. 10</td>
<td>Broadcast Media</td>
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<td>Mon., Oct. 15</td>
<td>Print Media</td>
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<tr>
<td>Wed., Oct. 17</td>
<td>Support (Other) Media</td>
<td>Case Simulation #4 Due</td>
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<tr>
<td>Mon., Oct. 22</td>
<td>No Class-Project Work Day</td>
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<tr>
<td>Wed., Oct. 24</td>
<td>No Class-Project Work Day</td>
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<tr>
<td>Mon., Oct. 29</td>
<td>Direct Marketing</td>
<td>Intermediate Audit Material Due</td>
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<td>Wed., Oct. 31</td>
<td>Exam 2</td>
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<tr>
<td>Mon., Nov. 5</td>
<td>The Internet &amp; Social Media</td>
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<td>Wed., Nov. 7</td>
<td>The Internet &amp; Social Media</td>
<td>Case Simulation #5 Due</td>
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<tr>
<td>Mon., Nov. 12</td>
<td>Sales Promotion</td>
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<td>Wed., Nov. 14</td>
<td>Sales Promotion</td>
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<td></td>
<td>Public Relations</td>
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<tr>
<td>Mon., Nov. 19</td>
<td>Public Relations</td>
<td>Final Projects Due</td>
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<tr>
<td>Wed., Nov. 21</td>
<td>No Class—Thanksgiving</td>
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<tr>
<td>Mon., Nov. 26</td>
<td>Ethics and Social Responsibility</td>
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<tr>
<td>Wed., Nov. 28</td>
<td>Exam 3</td>
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<tr>
<td>Mon., Dec. 3</td>
<td>Group Presentations</td>
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<tr>
<td>Wed., Dec. 5</td>
<td>Group Presentations</td>
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<tr>
<td>Wed., Dec. 12</td>
<td>3:30-5:30 p.m.</td>
<td>Group Presentations</td>
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