Course title: Promotion Management-

Course Description: This is a "Hybrid" course where some materials & assignments are online and the class may not meet on a regular basis. This course deals with the integrated nature of marketing promotional activities. Development and control of the managerial structure for the elements involved in the marketing promotion function. Areas of concern are the relationship between the customer's needs and behavior, the corporation's approach to promotion, and the analysis of organizational structure alternatives in the marketing promotional area. An integrated marketing perspective is utilized. (Sp) Prerequisite: BUS 301.

Professor: Michael G. Levas
Office: Business School Building, room 105
Office hours: TR:12-1 and 4-5. And by appointment. Phone: School Office: 524-7161
Email: mlevas@carrollu.edu –Preferred contact method
Prerequisite: BUS301


Classroom: Main 311
Time and day: Tuesdays and Thursdays, 2-3:50 pm

Purposes: 1. Students will acquire more knowledge about the topic of promotion and the promotion industry.
2. Students will learn more about the actual production of promotional materials.
3. Students will learn to work in groups
4. Students will practice their presentation skills

Assessment: 1. Student learning will be measured through online quizzes and homework.
2. Student learning will be assessed through the actual creation of promotional plan and materials. Students will develop creative material typically used to promote products and services. (TV commercial, specialty promotions, etc.) Yes you have to create these. You also have to develop specialty promotion products.
3. Participation in group project-TBA in week two.
4. There will be an industry interaction exercise for students to experience professional networking opportunities.

There are no tests or a final

Quizzes
Quizzes are online and you have one week prior to the ending week to complete the quiz. For example, if a quiz appears on the mylabs calender for Feb. 10, it is due that day, and will close at midnight on the 10th. If you have technical difficulty with a quiz please notify me as early as possible.
Gateway Experience (50pts)
There are several local professional organizations that routinely sponsor professional development meetings. These are great learning opportunities for students to begin networking and to get exposure to the advertising/promotion industry. For this exercise you must attend one of these events, write a 2 page report that summarizes the event. The written report must be submitted within a week after you attend the event. Reports will be based on the appropriateness of the event, content and quality of the written and oral report. I suggest that you attend these events in a group but you can attend by yourself if you would like. Proof of attendance will be required (name tag, business card of someone you met). If an event conflicts with a course meeting date you will have an 'excused' absence.

Final grade determination
Quizzes ................................................ 300
Group project & presentation .............. 200
Assignments due in class ..................... 100
Gateway experience............................. 50
Class participation.............................. 100
Total ...................................................... 750

The standard Carroll curve of
95%= A, 70%=C
89%=AB 60%=D
83%=B 59.9%=F
78%=BC

Course Policies
Attendance: Regular and prompt attendance is expected. Absences will negatively affect your overall grade. Missing more than two classes will result in a decrease of a student's final grade by a letter grade, four absences by two letter grades. Sending me an email telling me you will miss class does not mean you are excused and missing the class 'doesn't count'. A rubric on how class participation will be assessed will be delivered next week.

Assignments: All written assignments are due at the beginning of class time in hard copy format. No 'email homework is accepted. If you know you will miss a class then it is your responsibility to get the homework to me (hard copy).

Classroom Decorum
Students are expected to exhibit professional behavior in class and respect for the professor and other students. Thus no cell phones, etc, can be used/turned on in class. This includes text messaging, etc. Violations of this policy will result in a reduction of your final grade. The amount is totally within my discretion. Students should refrain from side conversations & passing notes. Doing so will result in a reduction of your final grade. If this is a problem you can choose to sit away from your friends. Arriving late can be disruptive to class continuity so make an effort to be here on time. If this is a chronic problem for uncontrollable circumstances let me know in advance and we can try to address the situation.

Academic Honesty
The Carroll University policy in your handbook will be enforced.

Statement of due notification
The Carroll University Academic Integrity Policy is located in your student handbook (https://my.carrollu.edu/ICS/Departments/Student_Affairs). I encourage you to familiarize yourself with it. If a student violates this policy in any way, I reserve the right to impose a sanction of failure on the assignment/assessment or failure in the course. If you have questions about appropriate citations, please ask.
Accommodation Policy
Students with documented disabilities who may need accommodations, or any student considering obtaining documentation should make an appointment with Ms. Martha Bledsoe, Director of Services for Students with Disabilities, no later than the first week of class. She can be reached by calling 262-524-7335 or contacting her via email at mbledsoe@carrollu.edu.

Right to Modify
The Instructor and Carroll University reserve the right to modify, amend or change the syllabus (course requirements, grading policy, etc) as the curriculum and/or program require(s)

Writing Center Resource
The Writing Center is a free resource available to all students who would like additional help with their writing. Assistants can work with you on any assignment and address a wide range of writing challenges.

The Carroll University Writing Center, located in the Library Learning Commons, is open Sunday through Friday. Writing Assistants are available either by appointment or on a drop-in basis. To schedule an appointment, use LC Online, which is accessible through the student portal, or visit the Center’s webpage:

http://www.carrollu.edu/learningcommons/writingcenter.asp?nav=5790
CLASS SCHEDULE

Week of: Topic/Assignment:

Jan. 24  Introduction, course requirements, group project discussed. Ch 1.-Review Ch. 2, Corporate and Brand Image. Communication process Source, Message and Channel factors Emerging trends, Brand & Corporate Image,

Jan. 31  Chs.3- Buyer Behaviors; Skip pp 78-82. Ch. 4- IMC Planning Process. Segmentation, Budgeting, Group project topics assigned Choose teams/teams assigned Assignment one due

Feb. 7  Chapter 4 continued Group work, networking assignment, Roles of agency, personnel, budgeting, etc Homework assigned-TBA

Feb. 14  Homework due (see above) Ch. 5; Advertising Campaign Management; Determining promotion objectives

Feb. 21  Ch. 6 Advertising Design Theoretical frameworks And Types of Appeals

Feb. 28  Ch. 7 Traditional Media channels

March 7  Ch. 8 Digital Marketing Ch.. 9 Social Media

March 14  Spring Break no class

March 21  Chapter 10 Alternate Marketing

March 28  Ch. 11 ;Data Base and Direct Marketing :

April 4  Ch. 12 Sales promotion

April 11  Ch. 13 Public Relations and Sponsorship programs

April 18  Ch. 14 Regulations and ethical concerns
April 25-29

May 2

Ch. 15 IMC

May 4

Presentations due

May 9

Presentations due, if necessary