

Eastern Oregon University
Course Syllabus



Course Number: BA 464

Course Name: Promotion Strategy

Course Description: Study the alternative persuasive communication media available to firms. Determination of effective promotion strategies combining advertising, inter-personal communication, sales promotion and publicity.

Credit Hours: 4 hours

Professor: Wilson Zehr, PhD ABD, MBA, Entrepreneur

Office: Zabel Hall, 217

eMail: wzehr@eou.edu

Office Hours: Tue/Thu 2:00 – 4:00 (and by appointment)

Classroom: Zabel 106

Class time: Tue/Thu 10:00 AM – 11:50 AM

Required Text and Readings:

Integrated Advertising, Promotion, and Marketing Communications; 6th edition; Clow & Baack; ISBN 978-0-13-312624-2

Optional materials: Additional articles and readings related to marketing promotion may be assigned throughout the course of the term.

Prerequisites: BA 312 & Junior standing

Learning Outcomes: After completing this course, students will be able to demonstrate the following outcomes.

1. Assess and diagnose marketing problems and create problem solving capability through case study & research.
2. Analyze different types of advertising campaigns, determined by marketing management, communication, planning, budgeting, and evaluating.
3. Create and produce advertising and sales promotion programs for different clients, different purposes, and for a variety of media.
4. Apply consumer behavioral models to marketing operations to understand consumer needs and desires.
5. Plan, organize, integrate and measure the total marketing plan.
6. Demonstrate an awareness of environmental factors affecting world marketing management, consumer and industrial products market patterns, channels of distribution.
7. Apply project management and marketing tools to real world projects.
8. Demonstrate knowledge and understanding of the marketing mix and its effective application.

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Means of Assessment: All learning outcomes are assessed with quizzes, exercises, a group project, along with class attendance and participation.

Chapter Quizzes: 50% of Final Grade

There is an online quiz for every chapter that we cover in class. The quizzes are due Sun night the week the material is discussed. Changes to due dates (if any) will be posted on Canvas and announced in class. These are open book exams and there is no time limit as long as the exam is submitted before the posted deadline. Each exam will consist of 15 multiple choice or true/false questions covering material from class discussion, the textbook, assigned articles, discussion questions, videos, or guest lectures.

There will be no formal mid-term or final exam for this course – just the quizzes.

Each student is offered one “**Mulligan**” for the term. This Mulligan will allow you to retake one quiz for the course. This may be a quiz that was not completed by the deadline or an attempt to improve the score that was originally earned. There is only one per student, per term, and it can only be applied to the online quizzes, so “*use it wisely grasshopper ...*”

Class Attendance & Participation: 10% of Final Grade

Working successfully in marketing requires collaboration, communication, and teamwork. This class will give you the opportunity to learn in a highly active and collaborative environment. 10% of your grade will be based on your regular attendance and positive participation in class.

This portion of your grade will not only be based on attendance, but it will also be based on your active and insightful participation on various discussion questions that will be debated and analyzed in class. In order to successfully participate in the class discussion you will be required to have read all the assigned material and thought through the issues prior to the class. The expectation is that you will be prepared to discuss the assigned topics in a spirited but respectful manner. The quantity of your participation is not as important as the quality of your participation. Your participation will be evaluated based on your ability to provide in-depth analysis on the discussion questions versus simply reciting theory and facts.

Please make sure that you have a profile picture posted in Canvas. If you don't want to post an actual photo then post an avatar that will remind us of you. This image makes for a richer learning experience for everyone. A profile photo does not guarantee full credit for participation; however, you cannot earn full credit for participation unless you have a profile photo or avatar posted.

It may be necessary to miss a class due to illness, family emergency, or personal matters. Please send me an email in advance of these absences. If you are an athlete and you have games/events that conflict with class sessions please provide a list of these events at the beginning of the term. Be sure to submit any assignments due on those event days the class session before the one that will be missed.

Classroom Exercises: 20% of Final Grade

There will be five short exercises worth 40 points each over the course of the term. The exercise is designed to encourage attendance and allow you to become familiar with the type of question you might see on a quiz. When we have a guest speaker there will be an evaluation to fill out that will serve as the exercise for that day – failure to submit the evaluation on the day of the presentation will result in a zero. **There are no make-up guest speaker evaluations or exercises.**

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Group Project: 20% of Final Grade

Students will be assigned one group project during the term. Teams will be selected and the project will be described in more detail the second week of class. The goal of each team will be to design an integrated promotion strategy that will allow a “social venture” to be successful. The class will play a role in defining the scope and form of the venture. The plan will culminate in a class presentation the final class session before finals week. Teams will also submit a set of annotated PowerPoint slides from the presentation.

The Group Project will be graded based on the quality of the analysis and the presentation of your plan. We are looking for professional quality presentations comparable to what a marketing consultant in the commercial environment would deliver. It is not required that each member of the group participate in the presentation; however, each member of the group must contribute equally to the final work product.

Projects must be submitted before class time on the date due. **Late projects will not be accepted.**

The letter grade equivalent for the total points is as follows:

Grade	Minimum Points
A	95
A-	90
B+	87
B	84
B-	80
C+	77
C	74
C-	70
D	60
F	<60

Assignment	Due date	Max score	Percentage of total grade	Learning Outcomes
Chapter Quizzes	weekly	450	50%	1-8
Group Project	Week 10	200	20%	3, 5, 7
Classroom Exercises	as announced	200	20%	2, 8
Participation	entire class	150	10%	1-8
Course Total			100%	100

Brief Outline of Course:

On most days we will begin each class lecture/discussion. Please read the assigned chapter materials before coming to class so that you are prepared to discuss them! The class will decide whether we take a break mid-way through class or dismiss class slightly earlier.

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There will be five in-class exercises which will give you the opportunity to work with a team or listen to a guest speaker who will share their marketing experience. We could have a number of guest speakers over the term; however, this depends on speaker availability and class schedules. Please let your Professor know if you have suggestions for guest speakers or know someone insightful who might be willing to share with the class.

General Education Category and Outcomes: Does not qualify as a general education course.

University Writing Requirement (UWR) Outcomes: Does not qualify as a UWR

EOU Writing Center

The Writing Center provides a place — physical or virtual — where every EOU writer can find an interested, responsive reader. Writing tutorials are free of charge for EOU's undergraduate and graduate students who are writing for any course at any level, or who are writing resumes, job letters, graduate applications, and more. Go to eou.mywconline.com to schedule an appointment in the Writing Center (Loso Hall 234). Students in online course can also visit the [eTutoring](#) page to submit papers to a writing tutor.

Statement on Student Conduct:

Eastern Oregon University places a high value upon student safety and protecting the inclusive and inviting nature of the learning environment. The university does not permit behavior that is disrespectful, threatening, or disruptive; to faculty, other students, or the learning process. This policy applies both inside and outside the classroom. Please refer to the student Code of Conduct for more details: <https://www.eou.edu/student-affairs/code-of-conduct/>

Statement on Academic Misconduct:

Eastern Oregon University also places a high value upon the integrity of its student scholars. Any student found guilty of an act of academic misconduct (including, but not limited to, cheating, plagiarism, or theft of an examination or supplies) may be subject to having his or her grade reduced in the course in question, being placed on probation or suspended from the University, or being expelled from the University—or a combination of these. Please see Student Handbook at: <http://www.eou.edu/saffairs/handbook/honest.html>

Accommodations/Students with Disabilities Policy:

Any student who feels he or she may need an accommodation for any type of disability, please make an appointment to see me during my office hours or contact the Disability Services Office in Loso Hall, Room 234. Phone: 541-962-3081 (disabsvc@eou.edu). You can learn more about the types of services offered here: <https://www.eou.edu/disability/accommodations/>.

Syllabus Prepared By: W. Zehr

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