

**PROMOTIONAL STRATEGY  
MARKETING 422  
Fall, 2008**

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**OFFICE HOURS:** Tuesdays and Thursdays 8:30-9:30, 10:45-11:10, 12:30-2:00

**TEXTBOOK:** Belch, *Advertising and Promotion: An Integrated Marketing Communications Perspective, 8<sup>th</sup> edition*, McGraw Hill Irwin, 2009 (ISBN-13:978-0-07-338109-1); You may purchase the 7<sup>th</sup> edition (used books are available) in lieu of purchasing the 8<sup>th</sup> edition if you wish (ISBN-13:978-0-07-310126-2). The bookstore will carry both editions. The primary differences between the two editions include the practical examples provided throughout the text, chapter opening vignettes, the various perspectives (IMC, Global, Ethical, Diversity), Career Profiles, and Chapter 15 (The Internet and Interactive Media). If you purchase the 7<sup>th</sup> edition, you should be sure to read chapter 15 in the 8<sup>th</sup> edition. A copy of chapter 15 will be placed in reserve in Room 111. You can also access the textbook online from any computer (for a 55% savings over the 8<sup>th</sup> edition of the printed text) at <http://www.coursesmart.com>.

**COURSE WEB SITE:** <http://spark.oit.umass.edu>

**ONLINE LEARNING TOOLS:**

**TEXT WEB SITE:** <http://www.mhhe.com/belch8e>  
Access for practice quizzes, key term drills, cases, and more

**CAMPAIGN LIBRARY RESOURCES:**  
<http://www.library.umass.edu/subject/business/mktg422.htm>  
Links to information needed for promotional strategy campaign project

**COURSE OBJECTIVES:**

1. To give you an understanding of integrated marketing communications, traditional promotional tools, and new media options such as advertising on the World Wide Web.
2. To show how consumer behavior and marketing communications theories can be used to design effective promotional strategies
3. To give you hands on experience preparing an integrated marketing communications campaign

4. To give you experience accessing and using secondary information on the World Wide Web and in the Library
5. To acquaint you with other secondary sources of data used by advertisers and how you can use those sources to help design effective promotional strategies

**COURSE CONTENT:**

Your textbook presents some of the most current topics and issues relevant to today's advertising professionals. We will spend class time discussing these timely topics while giving you the information and tools you need to develop an effective advertising campaign of your own. You will have short periodic assignments related to the course material being discussed that will be given out in class and handed in for credit. You will also participate in class on collaborative group exercises. These assignments and exercises will be drawn into class discussions and factored into your class participation grade along with actual participation (10%). You are responsible for all assignments given in class and they must be handed in on time for full credit.

During the course you will have the opportunity to apply your new knowledge through an integrated marketing communications campaign that you will prepare with 2-3 classmates. This campaign project will be worth 30% of your semester grade. The project will be broken down into two phases and handed in for feedback during the semester. You will have the opportunity to meet with your group and/or me at specific times during the semester as you prepare your campaign. Attendance is important on these days as well. Try to use this time wisely. The final campaign will be presented at the end of the semester and handed in during the last class period.

Each group project and presentation will be graded at the end of the semester. It is expected that group members will contribute equally to the project and presentation and receive the group's project and presentation grades. Lack of participation on the part of a group member will significantly affect their grade. Peer evaluations will be given out at the mid-point and end of the semester.

Lastly, you will have three exams covering the assigned chapters in the textbook and class discussions. The exams can include essay questions and problems. Each exam is worth 20% of your final grade. If you miss an exam for any reason, a makeup exam will be given covering material from that exam during finals week.

**GRADING:**

EXAM 1	20%
EXAM 2	20%
EXAM 3	20%
CAMPAIGN PROJECT and PRESENTATION	30%
CLASS PARTICIPATION (also includes short assignments to be discussed in class and handed in and class exercises)	10%

**TIMELINESS:** Two important skills to master (if you haven't done so already) are arriving for meetings/classes/work on time and getting projects/assignments in on time. You will be a more highly valued employee/student and most likely to be rewarded (as opposed to let go or penalized) if you are responsible and effective on these fronts. Anticipate obstacles (e.g. my car broke, my computer crashed) and plan ahead!

### **ACADEMIC HONESTY:**

Strive to document all of your written work carefully and thoughtfully. According to Webster, plagiarism is "to take (ideas, writings, etc.) from another and offer them as one's own". Plagiarism is a serious offense and University regulations (as documented in the Student Rights and Responsibilities handbook) apply.

Keep in mind that material drawn from another source should be cited and appropriately referenced. You must reference materials found on the web as well. *You can not copy and paste information found on the web and represent this as your own work.* You need to reword all information you use (unless you are placing quotation marks around a passage) and footnote information gathered from any source.

For information on properly referencing online resources, see the *Citation Style Guide* composed by Mike Davis, our business reference librarian. The guide lists alphabetically the most heavily used business databases, e.g., *Business Source Premier*, and gives examples of citations to typical documents found in the database. The citations are also live links to the original source documents. See <http://www.library.umass.edu/subject/business/citationstyle.html>.

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## SEMESTER SCHEDULE

<i>Week</i>	<i>Day</i>	<i>Date</i>	<i>Topic</i>	<i>Chapters/Exams/Due Dates</i>
1	T	9/2	Introduction	
	Th	9/4	Integrated Marketing Communications	Ch. 1
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2	T	9/9	Importance of Consumer Behavior To Advertising and Promotions <b>(Group Preferences Accepted)</b>	Ch. 4
	Th	9/11	The Communications Process and Theories for Effective Communications	Chs. 5, 6
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3	T	9/16	Market Segmentation and Targeting <b>Promotional Campaign Introduction</b> <b>Groups Arranged – Consider Product Selection</b>	Ch. 2
	Th	9/18	Research Guidance for Campaign Project <a href="http://www.library.umass.edu/subject/business/marketing422.html">www.library.umass.edu/subject/business/marketing422.html</a>	
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4	T	9/23	Guest Speaker	
	Th	9/25	Positioning Strategy	
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5	T	9/30	Objective Setting and Budgeting	Ch. 7
	Th	10/2	<b>EXAM 1 in class</b>	<b>Chs. 1, 2, 4-7</b>
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6	T	10/7	Creative Strategy	Chs. 8, 9 - <b>Research Assignment Due</b>
	Th	10/9	Creative Strategy	
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7	T	10/14	Monday Class Schedule	
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7	Th	10/16	Media Planning	Ch. 10, 11
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8	T	10/21	Group Work and Consultation in Class on Creative Plan	
			<b>Phase 1 of Campaign Due (Situational Analysis and Marketing Plan)</b>	
	Th	10/23	Media Planning	Chs. 12, 13 – Work On Creative Plan
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9	T	10/28	Support Media	
	Th	10/30	<b>EXAM 2</b>	Chs. 8-13
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10	T	11/4	Internet and Interactive Media	Ch. 14, 15 <b>Creative Plan Due</b>
	Th	11/6	Media Workshop - Work on Media Plan	
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11	T	11/11	Veteran's Day Holiday	
	<b>W</b>	<b>11/12</b>	<b>Tuesday Class Schedule</b> Group Work and Consultation in Class on Media Plan	
	Th	11/13	Sales Promotion	Ch. 16
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12	T	11/18	Public Relations	Ch. 17 <b>Media Plan Due</b>
	Th	11/20	Advertising Research	Ch. 19
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13	T	11/25	<b>EXAM 3</b>	<b>Chs. 14-17, 19</b>
	Th	11/27	Thanksgiving	
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14 T 12/2 Consultation with Groups in Class

Th 12/4 Presentations

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15 T 12/9 Presentations

Th 12/11 Presentations

**Final Campaign Due**

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**The complete campaign is due in class on the last day. A complete campaign includes phases 1 and 2, all creative materials (they should fit into the Creative Plan section of your written campaign, and Power Point slides (6 per page).**

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