

Course Syllabus
MKT 6332.0W1
Jindal School of Management
The University of Texas at Dallas

Tentative syllabus, subject to slight changes depending on enrollment numbers

Course Information

Course

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| Course Number/Section | MKT 6332.0W1 |
| Course Title | Advertising and Promotional Strategy |
| Term and Dates | Summer 2017 (May 30-Aug 12) |

Professor Contact Information

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|---------------------|--|
| Professor | Abhi Biswas |
| Office Phone | 972-883-4734 |
| Email Address | abiswas@utdallas.edu |
| Office Location | JSOM 13.314 |
| Online Office Hours | Wednesdays 2:00 pm – 3:00 pm |

(For interaction with the instructor, please see below “communications” section.)

Instructor Information

Prof. Biswas has taught Marketing courses for the last 19 years at Purdue University, SMU and UTD. He has had 2 years of experience working with and for advertising agencies, has worked for 2 years in industry and has also been in marketing consulting for 9 years.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

MKT 6301

Course Description

To provide an adequate overview of the field of “Promotional Strategy & Management” from a managerial standpoint. The fundamental concepts will be systematically presented in class sessions and related to real-life business situations. Numerous examples and caselets will be used to highlight the most relevant topics & issues.

The primary mode of teaching will be lecture sessions along with discussions & group presentations. A few video commercials & cases will also be shown & discussed in class. A significant component of the learning experience, in a course of this type, is constructive & reasoned class discussion. With this in mind, all students are encouraged to actively and judiciously participate in all class discussions.

Student Learning Objectives/Outcomes

- Be able to describe and identify all the components of Integrated Marketing Communications mix with their attendant respective advantages and disadvantages.
- Be able to give examples of the different advertising “appeals”, “execution styles”, “creative tactics” and “positioning strategies” as commonly used by firms and advertising agencies.
- Be able to differentiate between “sales oriented” promotional objectives & “communications oriented” promotional objectives.

- Be able to describe and identify all the components of the “planning & development stages of the Creative Strategy” the actual “implementation & evaluation of the Creative Strategy” as well the development of the “media plan.
- Be able to compare and contrast the effectiveness of different communication sources in terms of “source credibility”, “source attractiveness” and “source power”.
- Be able to demonstrate the understanding of the principles of Promotional Strategy & Management.

Required Textbooks and Materials

Required Texts

Belch & Belch, Advertising and Promotion, 8th or 9th edition, McGraw-Hill Irwin.

Textbooks and some other bookstore materials can be ordered online through [Off-Campus Books](#) or the [UTD Bookstore](#). They are also available in stock at both bookstores.

Overview of How This Course is Structured

- ✓ There are a total of 13 Lecture Modules – each followed by a Self Test Module quiz.
- ✓ Each Lecture Module with its corresponding quiz should be completed within a weeklong window Mon-Sun (see course calendar on pages 8-9).
- ✓ Access to each Lecture Module can be gained **only after timely completion of the previous** Module’s quiz.
- ✓ Each student will be provided **1 grace manual extension** (for a missed module quiz) during the course- in fairness to other students, any student needing **additional manual extensions will be penalized 1 pt for each extension**.
- ✓ A **bonus 1 pt** (consistency bonus) will be awarded to every student who completes **ALL 13 modules and quizzes** in a timely manner.
- ✓ There will be an online midterm test and a proctored final exam.
- ✓ Course requires a group online research topic presentation and a group case analysis assignment.
- ✓ Class discussion in **ALL** case presentations and a designated class discussion topic is required.

Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirement must be met to enable a successful learning experience. Please review the important technical requirements <http://www.utdallas.edu/elearning/students/getting-started.html#techregs> on the Getting Started with eLearning webpage <http://www.utdallas.edu/elearning/students/getting-started.html>.

Course Access and Navigation

The course can be accessed using the UT Dallas NetID account at: <https://elearning.utdallas.edu>. Please see the course access and navigation <http://www.utdallas.edu/elearning/students/getting-started.html#courseaccessandnav> section of the site for more information.

To become familiar with the eLearning tool, please see the Student eLearning Tutorials <http://www.utdallas.edu/elearning/students/eLearningTutorialsStudents.html>.

UT Dallas provides eLearning technical support 24 hours a day/7 days a week. The eLearning Support Center <http://www.utdallas.edu/elearninghelp> services include a toll free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service.

Communications

This course utilizes online tools for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. For more details, please visit the eLearning Tutorials webpage <http://www.utdallas.edu/elearning/students/eLearningTutorialsStudents.html> for video demonstrations on eLearning tools.

Interaction with Instructor: The instructor will communicate with students mainly using the Announcements and Discussions tools. Students may send personal concerns or questions to the instructor using the Course Messages tool. The instructor will reply to student emails or Discussion board messages within 3 working days under normal circumstances.

Distance Learning Student Resources

Online students have access to resources including the McDermott Library, Academic Advising, The Office of Student AccessAbility, and many others. Please see the eLearning Current Students page <http://www.utdallas.edu/elearning/students/cstudents.htm> for details.

Student Assessments

Grading Information

Grading Policy

| | | |
|--------------------------|------|--|
| Group Topic Presentation | 20% | Approximately 20-30 PowerPoint slides followed by a weeklong Q&A and discussion session |
| Group Case Assignment | 10% | Approximately 15-20 PowerPoint slides- no Q&A session required. |
| Mid-term test | 20% | Online test ~ on Wed, July 5 Modules 1-7 will be tested |
| Peer Evaluation | 10% | Evaluate yourself as well as other group members using a Peer Evaluation Form. If Peer eval score is below 7/10, that student will only receive partial credit for all group work. |
| Final Exam | 30% | The final exam will be <u>partly cumulative</u> , closed book/notes and proctored. More details will be provided 2 weeks prior to the exam. |
| Class Discussion | 10% | Online discussion & comments pertaining to ALL group presentations. |
| Total | 100% | |

Grading Scale

| Overall Course Total | Letter Grade |
|-----------------------------|---------------------|
| 92 –100 | A |
| 89-91 | A- |
| 86 -88 | B+ |
| 81-85 | B |
| 79-80 | B- |
| 75-78 | C+ |
| 68 –74 | C |
| Less than 68 | F |

Accessing Grades

Students can check their grades by clicking “My Grades” on the course menu after the grade for each assessment task is released.

Course and Instructor Policies

Class Participation

Students are required to login regularly (at least once a week) to the online class site. The instructor will use the tracking feature in eLearning to monitor student activity. Students are also required to participate in ALL class activities such as discussion board activities and group projects.

Class participation is important and will certainly be taken into account in the case of students on the borderline between two grades.

Each group of students will be responsible for one weeklong Topic Presentation on the discussion board as well as one written assignment report to be submitted.

Group Topic Presentation will be made by posting on the class discussion board on the designated date and interact with class on the topic for the entire week.

Group written case assignment reports are due by the designated due date of submission as listed on the syllabus.

Synergy in team dynamics & equitable contribution by members are integral to all successful group projects in business as well as in academics. A peer evaluation by group members will therefore be used.

Please ensure all assignment submissions are made on time. In fairness to the other groups, late submissions will be penalized 5-10%.

Abide strictly by the Academic Honor Code.

Virtual Classroom Citizenship

The same guidelines that apply to traditional classes should be observed in the virtual classroom environment. Please use proper netiquette when interacting with class members and the professor.

Policy on Server Unavailability or Other Technical Difficulties

The university is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will provide an appropriate accommodation based on the situation. Students should report any problems to the instructor and also contact the UTD eLearning Help Desk:

<http://www.utdallas.edu/elearninghelp>. The instructor and the UTD eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Groups

Groups will be assigned at the beginning of the course and will be announced under Announcements. The instructor may also use a group sign-up sheet to form groups for group assignments or projects. Each group can use the available group tools under its own group area in the course to communicate and collaborate within the group. A web conference system is available for use. Teams can schedule a live web conference for team work. Please see [Web Conferencing page](#) for more information.

Group Topic Presentation

An advertising & promotion topic will be assigned to each group at the beginning of the course. Each group will be randomly designated a date for its topic presentation based on the course outline. Each group will present their topic by posting approximately 20-30 PowerPoint slides. A group member will post the presentation as message attachment on the designated topic area on the discussion board. Other students will then ask questions, make observations and/or critique each presentation (limit of 2 discussion entries per student). Group members will answer questions and interact with the class on the topic. The discussion board topic will be active for the entire week following each presentation. Each group will also submit a copy of the presentation under the course 'Assignments' page.

Group research topic presentation grading criteria

| | Criteria | Max |
|-------|---|------------|
| 1 | Quality of content, substance, relevance, depth of research, etc. | 30 |
| 2 | Explanations, use of real life examples/applications, clarification of concepts, etc. | 20 |
| 3 | Overall presentation structure, overall impact, thoroughness, adherence to slides limit, etc. | 20 |
| 4 | Q&A and handling of weeklong class discussion. | 30 |
| TOTAL | | 100 |

A grading rubric will be attached under the assignment submission link in the course.

Group Written Case Assignment

A group written case assignment will be made available. Each group will submit a written case analysis report in the format of 15 -20 PowerPoint slides. Please check the Group Written Case Assignment link under course Assignments page when it gets released.

Assignment submission instructions: Groups will submit their assignments (in the required file format with a simple file name and a file extension) by using the Assignment Dropbox tool on the course site. One group member will submit the assignment for the group and all group members will be able to view the results and feedback once it's been graded. Please go to the Assignments on the course menu or see the link on the designated page. You can click each assignment name link and follow the on-screen instructions to upload and submit your file(s). For additional information on how to submit assignments, view the [Submitting An Assignment video tutorial](#). **Please note:** each assignment link will be deactivated after the assignment due time. After your submission is graded, you may go to My Grades on the course menu and click the score link to check the results and feedback.

Turnitin Submission: Groups are also required to submit a copy of Group Case Presentation and Group Written Assignment using [Turnitin](#) tool for the purpose of plagiarism scanning. Please see the Turnitin submission links on the Assignments page.

Peer Evaluation

Each student will evaluate him/herself as well as other group members using a Peer Evaluation Form. Peer evaluation form will be submitted using the Assignment Dropbox tool by the due date.

Class Discussions

Students are required to make comments or observations, ask questions and/or critique ALL group presentations. Each student is requested to limit themselves to 2 discussion entries per presentation topic. Please keep in mind that quality and not quantity is the important grading criterion for the discussion participation.

Discussion Guidelines:

- Make timely posts on the assigned discussion topic and group presentation topics and follow the guidelines of the posting numbers
- Post messages with clear subject line and of appropriate length
- Respond to instructor questions and other students' postings. Engage in polite and constructive dialogue
- Post original messages for further discussions
- Contributions should be well considered, insightful and relevant to the discussion topic
- Demonstrate understanding of the concepts and ability to appropriately apply concepts and ideas from course content to online discussions

Tests and Exams

Online Self-Tests

Each lecture module will be immediately followed by a self-test quiz (not for credit). Each quiz consists of 10 multiple choice questions. **9 out of 10** questions must be correctly answered before the next lecture module can be released on the following Monday. Please go back and review parts of the module and re-answer the missed questions correctly (making sure that you score at least 9 out of 10) to proceed to the next module. Please follow the weekly schedule and complete each self test on time by Sunday midnight.

Online Midterm

The online Midterm test will be timed and will be 60 minutes long. The test will consist of approximately 50-60 multiple choice questions. The conditions of academic integrity require

that each student take the test independently and unassisted in every way. This is an important requirement that should NOT be violated!

You can access Online Tests and Exams by clicking the *Quizzes and Exams* link on the course menu or see the quiz/exam icon on the designated page. Each quiz is timed and can be accessed only one time within the scheduled time window. The questions will be presented one at a time. Please read the on-screen instructions carefully before you click "Begin". After each quiz is graded and released, you may go to My Grades page and click the quiz and the score link to review your quiz results.

Proctored Online Final Exam

This course requires a proctored closed book final examination which will be taken online at a Testing Center using [LockDown Browser](#). It will consist of approximately 60-70 objective type questions including multiple-choice, true/false, fill in the blanks, etc (more details will be announced during the course).

Local students will take their exams on-campus at the **UTD Student Success Center - Testing Center** (no fee charge) on **Fri, Aug 11, 4:00 pm – 6:30 pm**. Please see the [UTD Student Success Center - Testing Center Website](#) for more information and check the hours of operation and testing center policies. Please be sure to view and follow the **Test Center Student Guidelines** found on the Testing Center main page. All students are required to make an appointment using the **RESERVE-A-SEAT** application found on the Testing Center main page to take the exam at the above required exam time of this course. The UTD Testing Center is located at the McDermott Library basement (**Room MC 1.304**). When you arrive to take your exam, you will sign in with your **Comet Card** (or a **photo ID & UTD ID number** if you do not have a Comet Card). If you need to arrange an individual exam at UTD Testing Center out of the above scheduled exam time, you must get the instructor's permission to set a time to take the exam.

Students who find UTD geographically inconvenient may use a pre-approved testing service at a convenient location. All individually arranged proctored exams must be completed within this required exam time window: **Fri. Aug 11 – Sat. Aug 12**. Students must inform the instructor of their outside testing location. A proctored exam application **must** be completed before **Fri. June 23**. Please go to the [Proctored Exam Information](#) page to check out **Procedures for Arranging an Individual Proctored Exam** and to access and complete the **Online Proctored Exam application**. Please note students are responsible for any fee charge of their testing services. All exams must be completed by **Aug 12**.

The UTD Testing Center requests all students who need to use testing services strictly follow the proctored exam scheduling **deadlines**. If any student needs special accommodations, please seek the instructor's approval in advance. If you have any questions about using either UTD or outside testing center service, please email TestingCenter@utdallas.edu.

Academic Calendar

| WEEK OF | MODULE | TOPIC | CHAP | ASSESSMENT / ACTIVITY |
|---------|--------|--|------|--|
| May 30 | | Course access and self-orientation and self introduction | | Syllabus Self Quiz to be completed by June 4 |
| Jun 5 | 1 | Introduction to Advertising & Promotions Integrated Marketing Communications The Promotional Mix: Tools for IMC | 1 | <u>Sign up into Groups by June 11</u> Self-Test for Module 1 to be completed by June 11 |

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|---------|----|--|----|---|
| June 12 | 2 | Perspectives on Consumer Behavior Overview of Consumer Behavior The Consumer Decision Making Process | 4 | Self-Test for Module 2 to be completed by June 18 <u>Groups finalized and Topics assigned by June 12</u> |
| June 19 | 3 | Source Factors | 5 | Self-Test for Module 3 to be completed by June 25 |
| | 4 | Message & Channel Factors | 6 | Self-Test for Module 4 to be completed by June 25 |
| June 26 | 5 | Objectives & Budgeting for IMC Programs Determining Promotional Objectives Sales vs Communication Approaches DAGMAR | 7 | Self-Test for Module 5 to be completed by July 2 Self-Test for Module 6 to be completed by July 2 |
| | 6 | Planning & Development of the Creative Strategy | 8 | PowerPoint Presentation by Gp 1 - post by June 26 |
| July 3 | 7 | Implementation & Evaluation of the Creative Strategy Appeals & Execution Styles Creative tactics Online MID-TERM EXAM (Mods 1-7) ~ on Wed. July 5 | 9 | Self-Test for Module 7 to be completed by July 9 PowerPoint Presentation by Gp 2 - post by July 3 |
| July 10 | 8 | Media Planning & Strategy Developing the Media Plan Market Analysis & Target Market | 10 | Self-Test for Module 8 to be completed by July 16 PowerPoint Presentation by Gp 3 - post by July 10 |
| July 17 | 9 | Evaluation of Broadcast Media Television Radio | 11 | Self-Test for Module 9 to be completed by July 23 PowerPoint Presentation by Gp 4 - post by July 17 |
| July 24 | 10 | Evaluation of Print Media Magazines Newspapers | 12 | Self-Test for Module 10 to be completed by July 30 PowerPoint Presentation by Gp 5 - post by July 24 |
| July 31 | 11 | Sales Promotion Consumer Sales Promotion Trade Sales Promotion | 16 | Self-Test for Module 11 to be completed by Aug 6 Self-Test for Module 12 to be completed by Aug 6 |
| | 12 | International Advertising & Promotion | | PowerPoint Presentation by Gp 6 - post by July 31 |

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| | | | | PowerPoint Presentation by Gp 7 - post by July 31 |
| Aug 7 | 13 | Special Topics, Cases & Videos | 19 | Self-Test for Module 13 to be completed by Aug 10 <u>Group Written Case Assignments to be submitted in PPT form by 11 pm CST Mon, Aug 7</u> <u>Peer Evaluations to be submitted by 11 pm CST Mon, Aug 7</u> |
| Aug 11-12 | | FINAL EXAM On campus proctored exam: Fri. Aug 11, 4:00 pm – 6:30 pm proctored at UTD Testing Center If you cannot attend on-campus exam, then arrange individual exam using testing service: Fri. Aug 11 – Sat. Aug 12 | | All exams must be completed by Sat. Aug12. |

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

University Policies and Procedures

The information contained in the following link constitutes the University’s policies and procedures segment of the course syllabus.

Please go to: <http://go.utdallas.edu/syllabus-policies> for these policies.

These descriptions and timelines are subject to change at the discretion of the Professor