

<b>Course</b>	MRKT 5940 Promotion Management
<b>Term</b>	Summer 2009
<b>Instructor</b>	Bill Yeager 816-537-6686 byeager@webster.edu
<b>Catalog Description</b>	Students examine the use of all available promotional vehicles to communicate to potential customers the messages that support the objectives of the marketing plan. Each of the four elements of the promotion mix is covered: advertising, publicity, sales promotion, and personal selling. Specific focus is applied to building differentiated value perceptions in the customers in relation to competitors' products
<b>Prerequisites</b>	MRKT 5000
<b>Course Level Learning Outcomes</b>	<p>Upon completion of this course the student should:</p> <ul style="list-style-type: none"> <li>• Be knowledgeable of the four types of promotional vehicles available and the integration of these in an overall promotional plan.</li> <li>• Have the ability to explain consumer-buying behavior to define what the customer gets out of the purchase in terms of self-images satisfied.</li> <li>• Explain the effective use of all elements of the promotional mix to build the value of the product offered in the customer's mind.</li> <li>• Explain the overall promotion process and how it works.</li> <li>• Be able to develop an in depth promotion budget and have the ability to sell this to management.</li> <li>• Be able to practice Promotion planning and decision making.</li> </ul>
<b>Materials</b>	<p><i>Promotion and Integrated Marketing Communication</i> Author: Richard J. Semenik Publisher: Thomson South-Western</p> <p>The book may be obtained through MBS Direct Books at 1-800-325-3252 or <a href="http://www.mbsdirect.net">www.mbsdirect.net</a>.</p>

<p><b>Grading</b></p>	<p>Grades will be determined in the following manner:</p> <table data-bbox="630 304 1079 598"> <tr> <td>Exam 1</td> <td>25%</td> </tr> <tr> <td>Final Exam</td> <td>25%</td> </tr> <tr> <td>Assignments</td> <td>15%</td> </tr> <tr> <td>Course Project</td> <td>25%</td> </tr> <tr> <td>Class Preparedness/ &amp; Participation</td> <td>10%</td> </tr> <tr> <td><b>Total:</b></td> <td><b>100%</b></td> </tr> </table> <p>(Instructor: Please see “Syllabus Template” for grading information.)</p>	Exam 1	25%	Final Exam	25%	Assignments	15%	Course Project	25%	Class Preparedness/ & Participation	10%	<b>Total:</b>	<b>100%</b>
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<p><b>Activities</b></p>	<p>Course Requirements</p> <ol style="list-style-type: none"> <li>1. You must be a self-directed learner. You should expect to receive from this class only the effort you put into it. Learning opportunities will be plentiful, but you must embrace the opportunity to learn from your peers.</li> <li>2. Reading assignments listed on the syllabus (in the course) should be completed before the weekly class session. It will be assumed that you comprehend the reading material and are prepared to discuss key topics and theories related to assigned material in a strong inter-active style.</li> <li>3. The time in class will be spent on lectures, exercises, interactive discussions, videos, short cases and guest speakers.</li> <li>4. Most exercises will be conducted during class in the form of group case analyses of the cases assigned</li> </ol> <p>Group Activities:</p> <p>25% of your final course grade will depend on your written analysis of a specific case. This case will be due at the beginning of class, Week VII. Teams will be selected by Week 1. Your team will submit a joint document summarizing your evaluation and analysis of the firm’s problems and your suggestions for action. It is up to you to analyze the marketing communications strategies and tactics, identify problems in its design or management, and suggest solutions to those problems. You will be evaluated on your ability to apply the general analytical concepts we develop in class to the specific situation you see in the case. Your written case is limited to 2500 words of text, plus no more than 15 exhibits. Please submit both a CD and a paper copy of your written case.</p> <p>Individual Activities:</p> <p>You will be required to create a strategic marketing campaign for a new product launch as part of the course requirements. Your campaign will count 30% towards your final course grade, and the written audit is due at</p>												

	<p>the beginning of class Week 8. Your individual written audit is limited to 3500 words of text, plus no more than 15 exhibits. As with the team case please submit both a CD and a paper copy of your campaign plan. Each individual will make a Power Point Presentation of their audit during class on Weeks 8 &amp; 9. This presentation should not exceed 30 minutes in length to the class.</p>
<p><b>Policy Statements: University Policies</b></p>	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university's published policies. The following policies are of particular interest:</p> <p><b>Academic Honesty</b> The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university's academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p><b>Drops and Withdrawals</b> Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p> <p><b>Special Services</b> If you have registered as a student with a documented disability and are entitled to classroom or testing accommodations please inform the instructor at the beginning of the course of the accommodations you will require in the class so that these can be provided.</p> <p><b>Disturbances</b> Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.</p> <p><b>Student Assignments Retained</b> From time to time, student assignments or projects will be retained by the Department for the purpose of academic assessment. In every case, should the assignment or project be shared outside the academic Department, the students name and all identifying information about that student will be redacted from the assignment or project.</p>

	<p><b>Contact Hours for this Course</b>  It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is cancelled for any reason, it must be rescheduled.</p>	
<b>Course Policies</b>	This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student.	
<b>Weekly Schedule</b>	Weekly Schedule	Pre-Assignment for Week 1 <ul style="list-style-type: none"> <li>• Read Chapter 1 and Chapter 2</li> </ul> <hr/> Week 1 Topics: <ul style="list-style-type: none"> <li>• Read Chapters 1 and 2.</li> <li>• Discuss the Course Requirements and Discuss Passports Training</li> <li>• Select Group/Teams for Presentations</li> </ul> <hr/> Week 2 Topics: <ul style="list-style-type: none"> <li>• Read Chapters 3, 4 and 5</li> <li>• Discuss both the Group and the Individual Case and Presentations</li> </ul> <hr/> Week 3 Topics: <ul style="list-style-type: none"> <li>• Read Chapters 6, 7 &amp; 8</li> <li>• Case: Ann Taylor Stores</li> <li>• Article: “Consumers Reveal Candy Buying Behavior”</li> <li>• Video</li> <li>•</li> </ul> <hr/> Week 4 Topics: <ul style="list-style-type: none"> <li>• Read Chapters 9, 10 and 11.</li> <li>• Review and Approval of Case and Presentation Topics?</li> <li>• Video</li> </ul> <hr/> Week 5 Topics: <ul style="list-style-type: none"> <li>• Read Chapters 12 and 13.</li> </ul> <hr/> Week 6 Topics: <ul style="list-style-type: none"> <li>• Read Chapters 14, 15 and 16</li> </ul> <hr/> Week 7 Topics: <ul style="list-style-type: none"> <li>• Read Chapters 17, 18 and 19</li> <li>• Group/Team Case Presentations</li> </ul> <hr/> Week 8 Topics: <ul style="list-style-type: none"> <li>• Read Chapters 20 and Course Completion</li> </ul> <hr/> Week 9 Topics:

	<ul style="list-style-type: none"> <li>• Course Presentations</li> </ul>
<b>Additional Information</b>	None

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