



Department of Marketing and Entrepreneurship

MARK 4367 ADVERTISING & PROMOTION MANAGEMENT
Fall 2012

Section #10393 Tuesdays and Thursdays 1:00 pm – 2:20 pm in 138MH

PROFESSOR: **Dr. Jacqueline Kacen**
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In the modern world of business, it is useless to be a creative, original thinker unless you can also sell what you create.
-- David Ogilvy

COURSE DESCRIPTION:

Prerequisite: MARK 3336 Elements of Marketing Administration

This course is designed to introduce students to concepts, methods, and applications of marketing communications and promotion management. It focuses on the integration of marketing communications (IMC) and the increasingly important role IMC plays in enhancing the equity of brands. Topics covered include all aspects of a marketing program including advertising, sales promotion, point-of-purchase communications, interactive marketing, and event-sponsorships.

COURSE OBJECTIVES:

Develop a comprehensive knowledge of the various elements of effective marketing communications programs, their individual characteristics, the synergistic relationships among them, and their place in the larger context of the business decision-making process.

Refine critical thinking about marketing communication problems through preparation for and class discussions of case studies, readings, and course assignments.

Increase understanding of the role that integrated marketing communications plays in the marketing strategies of advertisers and marketers in the U.S. and abroad.

REQUIRED COURSE MATERIAL:

Readings: See list on page 5. Available on WebCT/Blackboard Vista in the MARK 4367 Folder.

RECOMMENDED TEXTBOOK:

Shimp, Terence A. (2010), *Advertising and Promotion and Other Aspects of Integrated Marketing Communications*, 8th ed., Mason, OH: South-Western Cengage Learning Publishing.

COURSE PROCEDURES:

This is a reading, creative thinking, and writing intensive course. The course incorporates textbook material, published articles, cases, and marketplace examples of IMC practices. Extensive class participation is expected. Discussions, assignments, and in-class activities are designed to bring new perspectives to the material and to foster the active application of text and class content to business problems and situations. Students will be exposed to problems that require the assessment, analysis, and recommendation of actions within the context of IMC principles. **Students should bring a calculator to every class session.** Preparation for class will require reading the text, and often, supplementary reading, research, or a written assignment as well. *All assignments (readings, written assignments, and discussion questions) should be completed prior to class.* **No late assignments will be accepted.**

STUDENT RESPONSIBILITY:

For this term, think of this class as your job (albeit, not full time). **Professional conduct is expected from all course participants.** You will be held to a high professional standard in the level and quality of your participation, your behavior, and your work product. You are expected to arrive to class on time and to be prepared to contribute thoughtfully and meaningfully to class discussions. Once you enter the classroom, you are expected to stay until the class ends. You are expected to work productively on team assignments, share responsibilities and collaborate effectively with others. Ringing and beeping phones disturb the flow of the class; mobile phones and pagers should be turned off or set to "vibrate." If you are absent from class, you are responsible for obtaining any notes or information about what was discussed from another classmate. **Quizzes, exams, in-class exercises and other assignments missed due to absence cannot be made up.**

COURSE POLICY ON ACADEMIC MISCONDUCT:

The University of Houston Student Handbook (<http://www.uh.edu/dos/publications/handbook.php>) presents the University's policy on academic honesty. Students should be aware that anyone who engages in actions prohibited by the University's policy on academic honesty (e.g., cheating, plagiarism) will be subject to disciplinary action and may not receive credit for the course.

WEBCT/BLACKBOARD VISTA:

We will utilize the Blackboard Vista system to facilitate electronic communication in this course. The MARK 4367 course page will have a copy of the syllabus, supplemental readings, assignments, handouts, updates, and some of the lecture slides. To access WebCT/Blackboard Vista, go to <http://www.uh.edu/blackboard/>. Please note: Assignments are to be turned in in class, or if indicated in the assignment guidelines, via email. **Assignments turned in via Blackboard will not be accepted.** In addition, use email (jkacen@uh.edu) to communicate with me electronically. **I do not check Blackboard for messages.**

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES:

Students in this course who need accommodations for any sort of disability should make an appointment to see me by September 6, 2012. Reasonable accommodations for persons with documented disabilities will be provided. Students should contact the Center for Students with Disabilities (CSD), 307 Student Service Center (713-743-5400-voice, 713-749-1527- TTY) before making an appointment to see me.

MEASURES OF SUCCESS:

Class participation	20 %
Course assignments	30 %
Exams	50 %

Based on the total number of points for the class, grades will be assigned on the following scale:

A	93%+
A-	90-92%
B+	88-89%
B	83-87%
B-	80-82%
C+	78-79%
C	73-77%
C-	70-72%
D	60-69%
F	Below 60%

EXAMS:

(50% of course grade) Two exams will be given during the semester consisting of multiple-choice and short answer questions including problem-solving applications of the course material. The exams will be based on class discussions, assigned readings, coursework, and class exercises. They are designed to help you synthesize what you learned throughout the term. All assigned material, whether discussed in class or not, may appear on the exams. The exams will be given in class, during regular class hours.

There are NO MAKE-UP EXAMS.

COURSE ASSIGNMENTS:

(30% of course grade) There will be regular assignments throughout the term designed to promote learning of the material and enhance critical thinking skills. *Read all assignment instructions carefully.* Assignments are to be worked on in groups of 4 students *maximum*. Assignments are due **in class** on the day indicated on the course schedule unless otherwise indicated. **Late assignments will not be accepted.**

A professional-quality work product is expected for all assignments. All written assignments should be typewritten, double-spaced, error-free, with printing quality equal to that produced by a letter-quality printer. Spelling, grammar and typographical mistakes reduce grade points. Proofread all assignments before turning them in. Important: **Assignments turned in via WebCT/Blackboard will not be accepted.**

Peer evaluation forms are available on WebCT/Blackboard and are due one class meeting after the assignment due date. Please note: A student's grade on an assignment may be adjusted based on peer evaluations which may affect final course grades.

Requests for regrades: All requests for regrading must be made in writing and state clearly the basis of the request. All requests for regrades must be made with 7 days of receipt of the grade. Clerical errors will be corrected at no risk to the student. All other regrading requests will result in a complete review. Downward as well as upward grade revisions are possible.

CLASS PARTICIPATION:

(20% of course grade) Regular attendance is required of each student. Failure to attend class may result in a student being dropped from the class. Excused absences for medical reasons or for official University-related business (e.g., Varsity athletics) require documentation. Due to the nature of the class, active participation of each student in class discussions and activities is necessary to ensure a passing grade. You should expect to be called on at random throughout the term. In evaluating class participation, I will assess how your contributions enhance both the content and the process of the discussion. Participation points will be awarded to each student each class session based on the following scale:

- 5 = insightful comments that provide an excellent contribution
- 2 = relevant contribution
- 1 = prompt attendance but did not contribute
- 0 = did not attend class or inappropriate classroom behavior

EXERCISES:

There will be in-class exercises throughout the term relating to the material discussed in class. In-class exercises will be factored into the participation grade. **If you are not present in class for an exercise, it cannot be made up** regardless of an excused absence.

QUIZZES:

Unannounced quizzes will be given consisting of multiple-choice and short answer questions including problem-solving applications of the course material. The quizzes will be based on class discussions, assigned readings, coursework, and class exercises. They are designed to help you synthesize and understand what you learn throughout the term. All assigned material, whether discussed in class or not, may appear on a quiz. Quizzes will be given in class, during regular class hours. Quiz grades will be factored into the class participation grade. If you are not present for a quiz, it cannot be made up, regardless of an excused absence. **There are NO MAKE-UPS FOR MISSED QUIZZES.**

EXTRA-CREDIT FOR PARTICIPATION IN THE BAUER RESEARCH SYSTEM

Student participation is important to the research conducted by faculty and doctoral students in the Department of Marketing and Entrepreneurship. You are encouraged to participate in research studies conducted by our department. You can earn 5 class participation points for each "1 credit" of research participation, for a maximum of 3 credits or 15 points. Information regarding opportunities to participate in research studies will be announced in class and on the MARK 4367 WebCT/Blackboard page.

READINGS LIST (All readings are available on Blackboard):

Ephron, Erwin (1995), "The Shelf Space Model of Advertising." Available online November 30, 2005 at http://www.ephrononmedia.com/article_archive/printerFriendly.asp?articleID=78 (Originally published in *the Journal of Advertising Research*, 35, 3 (1995), pp. 18-23.

Gladwell, Malcolm (1997), "Listening to Khakis," *The New Yorker*, July 28, pp. 54-65. (Also available online at <http://www.gladwell.com/archive.html>.)

"On Advertising: Sut Jhally v. James Twitchell," (1999) *Stay Free Magazine*, 16 (Summer). (Also available online at <http://www.stayfreemagazine.org/archives/16/twitchell.html>.)

Purvis, Scott C. and Philip Ward Burton (2003), "TheWho-What-How of Testing Printed Advertising," *Which Ad Pulled Best?* (Burr Ridge, IL: McGraw Hill Irwin), pp. 1-13.

MARK 4367: Advertising & Promotion Management
Fall 2012 Class Schedule*

Class	Date	Topic	Reading	Assignment
1	Tu 8/28	Introduction to course		
2	Th 8/30	Overview of IMC and the MarCom process		Bring in your Student ID card with photo
3	Tu 9/4	Project overview	Sophie la Girafe Background Information; Assignment documents	
4	Th 9/6	Evaluating message effectiveness	Purvis and Burton, <i>Testing Printed Advertising</i>	
5	Tu 9/11	Building brand equity		
6	Th 9/13	Targeting consumers		
7	Tu 9/18	Consumer behavior: perception and meaning		
8	Th 9/20	Consumer behavior: decision making and information processing		TARGET MARKET ANALYSIS due
9	Tu 9/25	Gender differences in information processing	Gladwell, <i>Listening to Khakis</i>	
10	Th 9/27	Consumer behavior: persuasion		
11	Tu 10/2	Consumer behavior: new product adoption		
12	Th 10/4	Packaging and POP		
13	Tu 10/9	Setting objectives and budgeting		
14	Th 10/11	EXAM #1		Bring a blue scantron, a pencil and a calculator.

Class	Date	Topic	Reading	Assignment
15	Tu 10/16	Creative strategy: planning		
16	Th 10/18	NO CLASS		Work on Creative Strategy assignment
17	Tu 10/23	Creative strategy: implementation and execution		
18	Th 10/25	Traditional advertising media		
19	Tu 10/30	Web-based advertising		CREATIVE STRATEGY due
20	Th 11/1	Other advertising media		
21	Tu 11/6	Media planning		
22	Th 11/8	Media planning	Ephron, <i>Shelf Space Model of Advertising</i>	
23	Tu 11/13	Direct marketing		
24	Th 11/15	Promotion		MEDIA PLAN due
25	Tu 11/20	NO CLASS		Work on Creative Presentation
26	Th 11/22	THANKSGIVING		
27	Tu 11/27	Public relations and sponsorship marketing		
	Th 11/29	Regulatory, ethical, and green marketing issues	<i>On Advertising: Jhally vs. Twitchell</i>	
28	Tu 12/4	Advertising Bake-Off creative competition		TEAM PRESENTATIONS
29	Th 12/6	EXAM #2		Bring a blue scantron, a pencil and a calculator.

*Any changes to the class schedule will be announced in class and posted on Blackboard.