COURSE TITLE: Promotion Management
COURSE NUMBER: MKTG 104
PREREQUISITES: Demonstrated competency through appropriate assessment or earning a grade of “C” or better in ENGL 025 Introduction to College Writing II or ENGL 093 Introduction to College Writing and ENGL 032 Reading Strategies for College II or ENGL 083 Reading Strategies for College MATH 015 Fundamentals of Algebra I
SCHOOL: Business
PROGRAM: Business Administration
CREDIT HOURS: 3
CONTACT HOURS: Lecture: 3
DATE OF LAST REVISION: Fall, 2012
EFFECTIVE DATE OF THIS REVISION: Fall, 2013

CATALOG DESCRIPTION: Presents management planning and oversight techniques for effectively communicating the results of the marketing strategy to customers. Provides a comprehensive overview of promotion methods as they interact in the marketing mix, which includes price, channel of distribution, and product. Familiarizes the student with a global perspective of promotion management.

MAJOR COURSE LEARNING OBJECTIVES: At the successful completion of this course the student will be expected to:
1. Analyze and define logical steps in promotion planning.
2. Describe typical product/service differentiation and how to select and use target markets.
3. Identify and demonstrate how product mix, channel mix, and price mix all interact with promotion to sell goods and services.
4. Analyze the effect of culture, social groups, and various demographic environments upon effective product promotion.
5. Define and illustrate various steps in buying decisions, and how such buyer psychology, needs, problems, and alternatives interact with promotional plans.
6. Describe regulations and laws which affect promotional techniques and plans; illustrate legal problems and social situations which have to be considered in the promotional plan.
7. Identify basic features available to promoters; analyze message variables as to structure, content, source, credibility, attractiveness, and influence.
8. Analyze and describe an advertising plan, its content, execution, measurement and business value as a marketing tool.
9. Identify and analyze methods, problems and principles of sales promotion to consumers, commercial groups, and/or social programs.
10. Describe how to manage public relations efforts and compare the effectiveness of different PR tools and media; illustrate how a PR plan might work in a given business situation and how results could be evaluated.
11. Define and demonstrate personal selling methods, with typical do’s and don’ts; describe how a manager might plan to support a sales team and measure their effectiveness.

12. Describe effective methods of budgeting a promotional project and ways of measuring progress, problems, money, time, and personnel.

13. Analyze the methods, advantages and disadvantages of direct sales from the viewpoint of the manager given such responsibility, both in local and international markets.

14. Analyze the effect of the external environment such as social, political and technological factors, on promotion management and business decision-making in an international setting.

15. Identify and describe effective international promotional methods.

16. Describe the “Four P’s of Marketing” and how they are applied to an international setting.

COURSE CONTENT: Topical areas of study include –

- Advertising agencies
- Copy platform
- Communication process
- Setting objectives
- Creativity
- Consumer learning process
- Media planning
- Print media
- Electronic media
- Direct marketing
- Internet marketing
- Sales promotion
- Publicity
- Public relations
- Corporate advertising
- International promotion
- AIDA
- Deceptive advertising
- Promotion ethics
- Promotion budget
- Regulation of promotion
- Measuring the effectiveness of the promotional plan

HOW TO ACCESS THE IVY TECH COMMUNITY COLLEGE LIBRARY:
The Ivy Tech Library is available to students’ on- and off-campus, offering full text journals and books and other resources essential for course assignments. Go to http://www.ivytech.edu/library/ and choose the link for your campus.

ACADEMIC HONESTY STATEMENT:
The College is committed to academic integrity in all its practices. The faculty value intellectual integrity and a high standard of academic conduct. Activities that violate academic integrity undermine the quality and diminish the value of educational achievement.

Cheating on papers, tests or other academic works is a violation of College rules. No student shall engage in behavior that, in the judgment of the instructor of the class, may be construed as cheating. This may include, but is not limited to, plagiarism or other forms of academic dishonesty such as the acquisition without permission of tests or other academic materials and/or distribution of these materials and other academic work. This includes students who aid and abet as well as those who attempt such behavior.

COPYRIGHT STATEMENT:
Students shall adhere to the laws governing the use of copyrighted materials. They must insure that their activities comply with fair use and in no way infringe on the copyright or other proprietary rights of others and that the materials used and developed at Ivy Tech Community College contain nothing unlawful, unethical, or libelous and do not constitute any violation of any right of privacy.
<table>
<thead>
<tr>
<th>Session</th>
<th>Chapter</th>
<th>Topic</th>
<th>Lesson Plan Activity</th>
</tr>
</thead>
</table>
| Session 1 | Chapter 1 | Advertising and IMC Today | Review Chapter; In Class Activity:  
Activity: In Chapter 1, you learned about the standard definition of advertising and the various roles and forms that advertising can take. Browse through the following Web sites and choose THREE (3) to discuss what type of advertising each uses and what the purpose of the advertising is:  
a. American Cancer Society: [www.cancer.org](http://www.cancer.org)  
b. Amazon: [www.amazon.com](http://www.amazon.com)  
c. Nike: [www.nike.com](http://www.nike.com)  
d. Ford: [www.ford.com](http://www.ford.com)  
e. McDonald's: [www.mcdonalds.com](http://www.mcdonalds.com)  
f. MINI: [www.MINIUSA.com](http://www.MINIUSA.com)  
g. United Parcel Service: [www.ups.com](http://www.ups.com)  
Your assignment must be to write a minimum of 3 paragraphs (one for each web site) and must incorporate types of advertising as defined in the text. We will then discuss in class. |
| Session 2 | Chapter 2 | The Big Picture: The Evolution of IMC | Review Chapter; In Class Activity:  
Activity: Go online and visit the sites listed below to see what else you can learn about the early advertising efforts of companies here and abroad. Can you find some early ads for Kodak? Coca-Cola? Sunkist? Who are some of the other major advertisers listed? What specific characteristics in art and copy styles do you notice that make these ads different from advertising today?  
c. The Museum of Broadcast Communications (Chicago, IL), [www.museum.tv/index.shtml](http://www.museum.tv/index.shtml)  
e. USATVADS—a large pay-site collection (more than one million examples) of American television commercials, [www.usatvads.net](http://www.usatvads.net)  
Your assignment must be to write a minimum of TWO (2) paragraphs. We will then discuss in class. |
| Session 3 | Chapter 3 | The Big Picture: Economic & Regulatory Aspects | Review Chapter; In Class Activity:  
Activity: READ: AD LAB 3–A: UNFAIR AND DECEPTIVE PRACTICES IN ADVERTISING ON P. 70 AND ANSWER THE QUESTIONS:  
1. Describe two examples of deception you have seen in advertising and identify which type of Unfair and Deceptive practices these examples fall under according to the article.  
2. Who were the principal victims of these unfair or deceptive advertising practices, and what remedies are available to them?  
Your assignment should be to write a minimum of TWO (2) paragraphs. We will then discuss in class. |
<table>
<thead>
<tr>
<th>Session</th>
<th>Chapter</th>
<th>Module Title</th>
<th>Review Chapter; In Class Activity:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session 4</td>
<td>Chapter 4</td>
<td>The Scope of Advertising: from Local to Global</td>
<td>Session 4 Activity – Reference International Modules (Attached)</td>
</tr>
<tr>
<td>Session 5</td>
<td>Chapter 5</td>
<td>Marketing and Consumer Behavior: The Foundations of Advertising</td>
<td>Review Chapter; In Class Activity; Exam Exam 1 (Chapters 1 – 4)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Activity: READ AND DO AD LAB 5–B: Applying Consumer Buying Principles to Ads (p. 177) Choose one (1) ad from a popular magazine and explain how the visuals, the words, and the overall design of the ad accomplish the following tasks: (Provide specific details to support your answers.) 1. Penetrate consumer perceptual screens. 2. Stimulate consumer learning. 3. Utilize the consumer’s perceptual files. 4. Stimulate consumer wants and needs to affect motivation. Your assignment should be to write a minimum of THREE (3) paragraphs. We will discuss in class.</td>
</tr>
<tr>
<td>Session 6</td>
<td>Chapter 6</td>
<td>Market Segmentation &amp; the Marketing Mix: Determinants of Campaign Strategy</td>
<td>Review Chapter; In Class Activity: Activity: DO AD LAB 6–A: MARKET SEGMENTATION: A DOG OF A JOB (P. 198) AND ANSWER THE FOLLOWING: 1. Come up with a market segment that you think would be fun to work with. What five products could you market to this market segment and why? 2. Do you think Reinemer’s dog specialties would work in the marketplace today? Choose two of his trends and tell why or why not they would work. Your assignment should be to write a minimum of THREE (3) paragraphs. We will discuss in class.</td>
</tr>
<tr>
<td>Session 7</td>
<td>Chapter 7</td>
<td>Research: Gathering Information for IMC Planning</td>
<td>Review Chapter; In Class Activity: Session 7 Activity – Reference International Modules (Attached)</td>
</tr>
<tr>
<td>Session 8</td>
<td>Chapter 8</td>
<td>Marketing &amp; IMC Planning</td>
<td>Review Chapter; In Class Activity: Activity: IMC can involve many different elements, and a Web site can be an integral part of a company’s marketing efforts. Discuss how the three following companies might make a Web site part of an overall IMC effort: a. A start-up grocery story that specializes in locally grown and organic food. b. A medium-sized candy maker with some brands that are nearly 100 years old. c. A small company that publishes books, CDs, and DVDs for a motivational speaker who has just had her first big break with an appearance on the Dr. Phil Show. Your assignment should be to write a minimum of THREE (3) paragraphs (1 for each company). We will discuss in class.</td>
</tr>
<tr>
<td>Session 9</td>
<td>Chapter 9</td>
<td>Planning Media Strategy: Disseminating the Message</td>
<td>Review Chapter; In Class Activity; Exam Exam 2 (Chapters 5 – 9) Activity: Media Buying Service. There are three sides to the media business: planning, buying, and selling. Media planning and media buying are often in-house functions at an advertising agency, while sellers are those who represent the various media to clients, agencies, and media buying services. Visit the web sites for THREE (3) of the media companies listed below, consider the impact and importance of each to advertisers and their agencies, and answer the questions that follow:</td>
</tr>
</tbody>
</table>
### Session 10
**Chapter 10**
**Chapter 11**

**Creative Strategy and the Creative Process**

**Creative Execution: Art and Copy**

Review Chapter; In Class Activity:

Radio Ad: Big Stan’s Tri-State Mattress Outlet usually advertises by sponsoring monster-truck shows or demolition derbies. However, Big Stan wants to expand his business and has decided to try radio advertising. Using the script format found on page 358, create the kind of radio ad that would please Big Stan and his potential customers. We will discuss in class.

### Session 11
**Chapter 12**

**Print, Electronic & Digital Media Production**

Review Chapter; In Class Activity:

Activity: The Importance of Type

The selection of a typeface makes a strong contribution to the overall effect of an advertisement. Create ads with appropriate typefaces for three (3) of the following media products. (refer to AD Lab 12-A for characteristics of typeface)

1. The Gettysburg Address
2. The King James Bible
3. Stephen King’s (or Stanley Kubrick’s, your choice) The Shining
4. A DVD collection of “Friends” episodes
5. A boxed set of “Barney’s Greatest Hits” CDs
6. An astronomy textbook
7. A collection of Lord of the Rings fan fiction

You should submit three (3) separate ads. We will discuss in class.

### Session 12
**Chapter 13 & 14**

**Using Print Media, Electronic Media: TV and Radio**

Review Chapter; In Class Activity; Exam

Exam 3 (Chapters 10 – 14)

Activity: Early "Truth" spots won critical accolades for their grim portrayal of the realities behind teen smoking. But have teens become immune to the campaign's stark grittiness?

Check out the website below to review the campaign:

www.thetruth.com/unsweetened_truth/

1) Make a case either for or against the "Truth" campaign's current effectiveness. Have you ever seen one of these TV ads? If so, how did it affect you?

2) Describe some ways in which the core message of the "Truth" campaign is well suited to distribution through print media.

Your assignment should be to write a minimum of three (3) paragraphs. We will discuss in class.
<table>
<thead>
<tr>
<th>Session 13</th>
<th>Chapter 15 &amp; 16</th>
<th>Using Digital Interactive, Out-of-Home, Exhibitive, and Supplementary Media</th>
<th>Review Chapter; In Class Activity: Activity: Using Billboard Advertising. Upshaw Books, the largest independent bookstore in the area, wants to advertise on billboards along the main commuter route. Create a series of three standard billboards that would grab commuters’ attention and motivate them to visit the store. We will discuss in class.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session 14</td>
<td>Chapter 17 &amp; 18</td>
<td>Introducing Social Media; Relationship Building: Direct Marketing, Personal Selling, and Sales Promotion;</td>
<td>Review Chapter; In Class Activity: Activity: Using Social Media. As the communications director of a new start-up, you are very excited to tell the world that your company is the next best thing to sliced bread. To be successful, your company needs to reach a lot of people, very quickly. What are some of the tactics that you would use to spread the word through social media? We will discuss in class.</td>
</tr>
<tr>
<td>Session 15</td>
<td>Chapter 19</td>
<td>Relationship Building: Public Relations, Sponsorship, and Corporate Advertising</td>
<td>International Advertising Group Project Presentations</td>
</tr>
<tr>
<td>Session 16</td>
<td></td>
<td></td>
<td>Exam 4 (Chapters 15 – 19)</td>
</tr>
</tbody>
</table>
### Calendar of Activities (International Modules)

<table>
<thead>
<tr>
<th>Date / Week</th>
<th>Outcomes and Learning</th>
<th>Out-of-Class Activities (Preparation)</th>
<th>In-Class Activities</th>
</tr>
</thead>
</table>
| Week 4/ Session 4 | Describe the “Four P’s of Marketing” and how they are applied to an international setting. | Read Chapter 4: The Scope of Advertising from Local to Global. | Video Case Studies  
Students will view ads for the same product across various countries. They will observe if/how product, place, promotion, and price play into each ad, as well as differences in ad composition and message, based on society and culture. |
| Week 4/ Session 4 | Identify and describe effective international promotional methods. | Read Chapter 4: The Scope of Advertising from Local to Global. Prepare for International Promotion Discussion/Exercise: Pick a global company such as Procter & Gamble or Coca-Cola that advertises the same product in at least two different countries. Compare and contrast their marketing and advertising promotional campaigns. | International Promotion Discussion/Exercise  
Based on the findings, describe the differences and similarities in the marketing and advertising promotional campaigns for the company that was chosen. Do you believe that they were successful or not; present and cite media examples.  
Method of Evaluation - Evaluation based on report and how well the student expresses their view as related to the assignment. |
| Week 7/ Session 7 | Analyze the effect of the external environment such as social, political and technological factors, on promotion management and business decision-making in an international setting. | Read Chapter 7: Research – Gathering Information for IMC Planning; What is a PESTLE Analysis?  
In assigned student groups, each group will use the PESTLE Analysis Template as a basis to launch a new consumer product in South Africa. Access the A to Z world business website to research demographics, psychographics, consumer attitudes, available technology, laws & regulations and economic trends. | PESTLE Analysis; Introduction of International Advertising Group Project  
Each group will make a presentation on the product and give a recommendation whether or not to launch the product. As a follow up activity in class, each student will write a brief reflection paper stating 1) If he/she agreed/did not agree with the group decision, and 2) Justification as to why or why not. |
| Week 15/ Session 15 | Final Assessment | Prepare for Final Assessment: International Advertising Campaign Group Project | Give Group Presentation & Submit Project |