



# MKTG 4203 Promotions Management

Fall 2025

## Course Information

**Course:** MKTG 4203.101

**Schedule:** Monday & Wednesday 11:00am-12:20pm

**Location:** DB Room 329

**Instructor:** Ms. Jacquelyn Hoegger

**Email:** [Jacquelyn.hoegger@msutexas.edu](mailto:Jacquelyn.hoegger@msutexas.edu)

## Course Philosophy

**Welcome to THE OFFICE** - This is no longer a traditional classroom. You are now employees of a marketing agency. This is a real business environment with real clients, real budgets, and real expectations. Attendance and punctuality are mandatory - you cannot miss work without consequences.

## Course Structure Overview

- **Weeks 1-4:** Traditional Marketing Foundations & AI for Growth Marketing Strategy Leadership Module
- **Weeks 5-8:** Digital Marketing Specializations & Boots on the Ground Marketing
- **Weeks 9-16:** Social Media Platforms, PR & Final Campaign Development

## Assessment Structure

Assessment	Details	Week	Weight
Major Exam 1	Wichita Falls Food Bank Campaign Presentation	Week 8	20%
Major Exam 2	Four Stars Auto Ranch Final Presentation	Week 14	50%
Quizzes	2 per month (5 minutes at start of selected classes)	Throughout	15%
Assignments	2 per month	Throughout	15%

## Office Policies

### Attendance Policy

- **MANDATORY** - This is an office environment
- Doctor's note required for excused absences

### Technology Policy

- **NO CELL PHONES** during class hours (11:00am-12:20pm) - Hard rule, no exceptions
- Laptops permitted for class work only
- Daily name plates required - pick up upon entry
- Sign acknowledgment sheet on Day 1 confirming you understand all policies

### Quiz Policy

- Two quizzes per month (5-minute quizzes at start of selected classes)
- Missed quiz = Zero (no makeups unless doctor's note)
- Grades posted same evening for transparency

### Makeup Work Policy

- Available only for students with documented absences

- May include research assignments on latest marketing trends
- No makeup work accepted after November 1st
- Students must initiate makeup work requests

## Recognition Programs

- **Improvement Award:** For students showing significant growth
- **Real-World Application Bonus:** Extra points for using class tactics in actual business situations
- **Excellence Recognition:** Announced at final presentations

## Course Schedule

### WEEK 1: Traditional Marketing Foundations & AI Introduction

#### Monday, August 25 - Welcome & Office Orientation

- Course overview and "Office" philosophy
- Guest Speaker: Kelly Strauser and Chris McDonald (GM) from Four Stars Auto Ranch - Partnership introduction

#### Wednesday, August 27 - Traditional Marketing Fundamentals

- Traditional marketing & Case Study Analysis
- What worked before digital transformation
- **Assignment:** Traditional Campaign Analysis (due Sept 10)
- Sign syllabus acknowledgment forms
- Setting up Gemini for the students

### WEEK 2: Traditional Marketing Case Studies & AI Integration

#### Monday, September 1 - LABOR DAY (NO CLASS)

#### Wednesday, September 3 - What NOT to Do in Traditional Marketing & Case Study Analysis

- **QUIZ 1:** Traditional marketing fundamentals (first 5 minutes)
- **Assignment Due:** Traditional Campaign Analysis
- Personality Assessment: Team building exercise (60-second personality test)
- Case Study Analysis: Evaluating current campaign failures and successes
  - American Eagle recent campaigns
  - Jaguar rebrand controversy
  - Cracker Barrel social media missteps
  - Other contemporary marketing failures and lessons learned

- What makes traditional campaigns fail in today's market
- Team Formation: Form two balanced groups based on personality assessments

## **WEEK 3: AI for Growth Marketing & Smart Campaign Decisions**

### **Monday, September 8 - AI Tools & Growth Marketing Strategy + Food Bank Program Introduction**

- **QUIZ 2:** Traditional marketing case studies and failures (first 5 minutes)
- Introduction to AI tools: ChatGPT, Canva AI, Copy.ai
- Growth marketing fundamentals and how they differ from traditional approaches
- Real successful AI-enhanced campaigns (Spotify Wrapped, Heinz AI ads)
- Prompting basics and team management with AI
- **INTRODUCTION:** Wichita Falls Food Bank Program

### **Wednesday, September 10 - Performance Metrics & AI Optimization + Food Bank Presentation**

- **Assignment Due:** Traditional Campaign Analysis
- Basic metrics: CTR, CPC, ROAS with real examples
- Guest Speaker: Digital Marketing Agency Lead
- Guest Speaker: Wichita Falls Food Bank Representative - Program Overview
- AI solutions for campaign optimization and problem-solving
- **Assignment:** Mini Campaign Sprint - Create funnel assets using AI (due Sept 24)

## **WEEK 4: Boots on the Ground Marketing & Sales Strategy**

### **Monday, September 15 - Boots on the Ground Marketing Fundamentals**

- **QUIZ 5:** Performance metrics, AI optimization, and KPIs (first 5 minutes)
- Corporate social responsibility and community engagement
- Direct sales strategies and face-to-face marketing
- Ethics in marketing: bias, authenticity, human creativity
- Guest Speaker: Boots on the Ground Marketing Expert (TBD)

### **Wednesday, September 17 - Sales Roleplay & Food Bank Campaign Launch**

- **Assignment Due:** Mini Campaign Sprint
- Food Bank Campaign LAUNCH
- Sales roleplay exercises: approaching businesses professionally
- 5-step sales process training:
  - Email introduction
  - Phone call to schedule appointment
  - Face-to-face meeting/presentation
  - Sale completion

- Delivery and payment collection

## **WEEK 5: Digital Foundation - Web Development & Strategy**

### **Monday, September 22 - Web Development for Marketers + Food Bank Campaign Execution**

- Landing page optimization and user experience
- Guest Speaker: Web Developer/UX Designer
- Food Bank Campaign: Teams begin outreach to businesses

### **Wednesday, September 24 - Digital Strategy Development + Sales Progress Check**

- **QUIZ 3:** Sales process and web development (first 5 minutes)
- **Assignment Due:** Mini Campaign Sprint
- Integrated digital marketing planning
- Guest Speaker: Digital Strategy Consultant - Megan
- Food Bank Progress Report: Team updates on outreach efforts

## **WEEK 6: Video & Visual Content Creation**

### **Monday, September 29 - Video Marketing & Production**

- Video content strategy and production basics
- Guest Speaker: Video Marketing Specialist (Matt Hamilton)

### **Wednesday, October 1 - Graphic Design for Marketing**

- Design principles and brand consistency
- Guest Speaker: Graphic Designer

## **WEEK 7: Search & Discovery Marketing**

### **Monday, October 6 - SEO & Search Marketing**

- **QUIZ 4:** Video marketing and graphic design (first 5 minutes)
- Search engine optimization fundamentals
- Keyword research and content strategy
- Guest Speaker: SEO Specialist

### **Wednesday, October 8 - Social Listening & Market Research**

- **Assignment Due:** Four Stars Digital Audit
- Social listening tools and techniques
- Market research and competitive analysis
- **Assignment:** Competitive analysis (due Oct 22)

## **WEEK 8: Corporate Social Responsibility & Food Bank Campaign Presentations**

### **Monday, October 13 - Corporate Social Responsibility**

- Corporate Social Responsibility in marketing and business
- CSR strategy development and implementation
- Guest Speaker: CSR Expert
- Four Stars Connection (20 mins): Four Stars CSR opportunities and community involvement

### **Wednesday, October 15 - MAJOR EXAM 1: Food Bank Campaign Presentations**

- **Assignment Due:** Competitive Analysis
- **MAJOR EXAM 1:** WICHITA FALLS FOOD BANK CAMPAIGN PRESENTATION
- Teams present comprehensive campaign results and strategies
- Application of traditional marketing insights, AI marketing, digital strategies, and boots on the ground tactics learned in Weeks 1-8
- Professional evaluation by Food Bank representatives and instructors
- Four Stars Connection (20 mins): Lessons learned for Four Stars campaign

## **WEEK 9: Social Media Marketing Deep Dive**

### **Monday, October 20 - Facebook & Instagram Marketing**

- Platform-specific strategies and best practices
- Guest Speaker: Social Media Manager - Meta Platforms
- Four Stars Connection (20 mins): Four Stars Facebook/Instagram strategy development

### **Wednesday, October 22 - Creative Agency Perspective & Innovation**

- **QUIZ 5:** Pink T-shirt campaign and social media fundamentals (first 5 minutes)
- **Assignment Due:** Competitive Analysis
- Guest Speaker: Brandon Robinson from Idea WF - Creative agency insights and innovation strategies
- **Assignment:** Social content calendar (due Nov 5)
- Four Stars Connection (20 mins): Creative approaches for Four Stars campaign development

## **WEEK 10: Professional & Emerging Platforms**

### **Monday, October 27 - LinkedIn & B2B Social Marketing**

- Professional platform strategies
- Guest Speaker: LinkedIn Marketing Expert

### **Wednesday, October 29 - Twitter/X & Real-Time Marketing**

- Crisis management and real-time engagement
- Guest Speaker: Social Media Crisis Manager
- Four Stars Connection (20 mins): Preparing for potential PR challenges

## **WEEK 11: Long-Form Content & Public Relations**

### **Monday, November 3 - YouTube & Long-Form Content**

- Video content strategy for YouTube
- Guest Speaker: YouTube Marketing Specialist

### **Wednesday, November 5 - Public Relations & Earned Media**

- **QUIZ 6:** Social media platforms and crisis management (first 5 minutes)
- **Assignment Due:** Social Content Calendar
- PR strategy and media relations
- Guest Speaker: PR Professional (Abby)
- **Assignment:** PR campaign proposal (due Nov 19)
- Four Stars Connection (20 mins): Securing earned media for Four Stars

## **WEEK 12: Final Presentation Preparation Begins**

### **Monday, November 10 - FINAL PRESENTATION REHEARSAL BEGINS**

- Final presentation preparation and team coaching
- Presentation structure and delivery techniques
- Four Stars Connection (20 mins): Final presentation expectations and judging criteria

### **Wednesday, November 12 - Final Presentation Rehearsal Continued**

- Team rehearsals with instructor feedback
- Presentation timing and content refinement
- Four Stars Connection (20 mins): Four Stars representatives' expectations

## **WEEK 13: Intensive Rehearsal Period**

### **Monday, November 17 - Final Presentation Rehearsal Workshop**

- Intensive rehearsal sessions
- Individual team consultations
- Four Stars Connection (20 mins): Final presentation logistics coordination

### **Wednesday, November 19 - Final Presentation Rehearsal - Dress Rehearsal**

- **Assignment Due:** PR Campaign Proposal
- Full dress rehearsal with complete presentations
- Final feedback and adjustments
- Four Stars Connection (20 mins): Four Stars representatives preview and final coordination

## **WEEK 14: Final Presentations & Course Wrap-Up**

### **SPECIAL SESSION - Sunday, November 23rd, 6:00pm-9:00pm Final Presentation Rehearsal - Evening Session**

- Pizza and drinks provided
- Final run-through with complete setup
- Last-minute presentation coaching and team support

### **Monday, November 24 - MAJOR EXAM 2: FINAL PRESENTATIONS TO FOUR STARS**

- **MAJOR EXAM 2:** FOUR STARS AUTO RANCH FINAL PRESENTATION
- Student team presentations to Four Stars Auto Ranch and special guests
- Comprehensive campaign proposals and implementation plans
- Professional evaluation and feedback from industry experts (potentially including General Motors representatives)
- Celebration of semester achievements

### **Wednesday, November 26 - THANKSGIVING BREAK (NO CLASS)**

## **WEEK 15: Career Development**

### **Monday, December 1 - CAREER DEVELOPMENT & POST-GRADUATION PLANNING**

- Career Focus Session: Helping marketing students navigate career paths and market expectations
- **Required Pre-Class:** Students must watch "The Ultimate Marketing Career Guide" podcast prior to class
- Platform Introduction: Career Dreamer platform overview and usage
- Individual career consultations and goal setting

### **Wednesday, December 3 - CAREER NAVIGATION**

- **LAST DAY OF CLASS**
- Continued career development and motivation session using Career Dreamer platform
- Market expectations discussion and reality check
- Individual action plans for post-graduation success
- Course evaluation and final reflections

## Assignment Summary

Week	Assignment	Due Date
Week 2	Traditional Campaign Analysis	Sept 10
Week 3	Mini Campaign Sprint	Sept 24
Week 8	<b>MAJOR EXAM 1</b> - Food Bank Campaign Presentation	Oct 15
Week 9	Competitive Analysis	Oct 22
Week 10	Social Content Calendar	Nov 5
Week 11	PR Campaign Proposal	Nov 19
Week 14	<b>MAJOR EXAM 2</b> - Four Stars Final Presentation	Nov 24

## Quiz Schedule (2 per month)

1. **Quiz 1:** September 3 - Traditional marketing fundamentals
2. **Quiz 2:** September 8 - Traditional marketing case studies and failures
3. **Quiz 3:** September 24 - Sales process and web development
4. **Quiz 4:** October 6 - Video marketing and graphic design
5. **Quiz 5:** October 22 - Food Bank campaign and social media fundamentals
6. **Quiz 6:** November 5 - Social media platforms and crisis management

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**Note:** This syllabus is subject to change with advance notice due to speaker availability and project needs. All updates will be posted on D2L. This is a professional office environment - prepare accordingly.

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