



## Dillard College of Business Administration

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Syllabus: Promotions Management

MKTG 4203.101

Monday and Wednesday 11:00 am until 12:20 pm Dillard Building Room **338**

Spring Semester 2022

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### Contact Information

Instructor: Professor Ms. Jackie Hoegger & Mr. Jim Marks

Office hours: Monday – Friday 9:00 am – 5:00 pm Appointment highly suggested

Office: First Texas Building – Downtown

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### Zoom ID & Password:

**Personal Meeting ID 554 057 2719 Passcode: 681968**

### Course Materials

1. This is a book-free course. It is considered a hands-on, project-oriented class preparing you for the future in branding, marketing, advertising through group projects.
2. Desire2Learn (D2L) Learning System.
3. A project teaming up with the Red River Best Chevy Dealers as well as a packed semester of speakers, research, quizzes, and a final presentation to the RRBCD

Additional readings & assignments may be posted to D2L. Please check often. This Syllabus will be adjusted often due to speakers. It is your responsibility to check it daily.

### Course Description

This is a **hands-on course** in marketing management designed to teach a high level of marketing strategies for small to large companies. Topics will include traditional and non-traditional marketing strategies, as well as **digital strategies**. You will work in a team atmosphere that incorporates an advertising agency feel while executing one major project as well as learning marketing techniques from all levels of execution. You will enjoy guest speakers in all topics of marketing. This class will dive deep into the marketing side of the **auto industry**, how the auto as well as any industry handles a crisis situation and how to pivot in those troubling times as well as how to manage a marketing promotion to benefit the client, the agency, the community, **while staying on budget with results driven marketing**. **Be prepared to take lots of notes, engage with speakers, research topics, and turn in assignments**

**about those topics, and participate in class. It is highly suggested that you do NOT miss a class. The final will consist of questions about the guest speakers.**

Course Prerequisites: Consent of Advisor, MKTG 4203.

## Course Objectives

### A. General Learning Goals:

- Problem solving and decision-making abilities through creative **teamwork**, goal setting and overall branding execution. You will work as an official advertising and public relations agency. Students will practice problem solving and decision-making skills during in-class discussion and execute a defined plan as a group. Assessment will occur during the beginning of class pop quizzes, course examinations, and group participation, as well as overall attitude in achieving goals. **Don't be late for class!** Let me repeat that again. **Don't be late for class. You will not be dismissed before 12:20 pm.**
- Competency in speaking and writing for common business scenarios. Students will practice their oral presentation skills in “**advertising agency**” presentations. The student's ability to speak clearly to an audience will be included in the score for these exercises. Several analyses will be assessed for writing ability. Class participation is a must. If you show up and don't plan to participate, you need to find another class.
- Research – Students will be expected to research topics and give class updates. This is crucial as you must know every aspect about the assignment given.
- Speaker Participation - Students will be asked to listen and take notes for each speaker as well as ask questions and engage with speaker. Notes of gratitude will be written after each speaker.

These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that graduates will carry with them into their careers. While assessing student performance in obtaining these general learning goals, the Dillard College is assessing its programs. The assessments will assist us as we improve our curriculum and curriculum delivery.

### B. Course Specific Learning Goals:

After completing this course, students should be able to:

- Recognize the interrelated roles that branding, budgeting, finance, crisis management and marketing and aggressive creativity play in business success.
- Understand and apply models related to business performance.
- Understand the decisions and trade-offs of teamwork and **compromise** that top marketing positions are faced with when running and setting the future directions of a firm or business.
- Understand the task of educating the public and/or the RRBCD on the semester project.
- Develop the ability to think creatively! Stay on task. Get the job done! Achieve the desired results.

- Recognize the importance of being respectful among guests who give of their time to speak to the class and share their wisdom. We treat these sessions like board meetings.
- Recognize the value of working on a project to achieve the final goal.

### Course Policies:

Attendance Policy: **Regular attendance is expected.** Participation in class discussion is graded, so reading the assigned material and completing **assignments prior** to coming to class is also expected. See the university catalog for the University Class Attendance Policy.

Class attendance, Midwestern State University Undergraduate Catalog (2014-2016), p. 71:

Students are expected to attend all meetings of the classes in which they are enrolled. Although in general students are graded on intellectual effort and performance rather than attendance, absences may lower the student's grade where class attendance and class participation are deemed essential by the faculty member. In those classes where attendance is considered as part of the grade, the instructor should so inform students of the specifics in writing at the beginning of the semester in a syllabus or separate attendance policy statement. An instructor who has an attendance policy must keep records on a daily basis. The instructor must give the student a verbal or written warning prior to being dropped from the class. An instructor's records will stand as evidence of absences. A student with excessive absences **may be dropped from a course by the instructor.** Any individual faculty member or college has the authority to establish an attendance policy, providing the policy is in accordance with the General University Policies.

For the record keeping purpose, each class period a roll sheet will be at the front of class for each student to sign as they enter the room and students need to make sure that they sign on the roll sheet. Signing any other student's name on the roll sheet is considered as an act of disruptive conduct in this course. You can be expelled from the class if you sign another students name. Name cards will be ready for pick up at the beginning of each class. You are to **ONLY** pick up **YOUR** card. Picking up other names will be considered against policy and could result in you being dropped from the course.

Instructor Drop, Midwestern State University Undergraduate Catalog (2014-2016), p. 76:

**An instructor may drop a student any time during the semester for excessive absences**, for consistently failing to meet class assignments, for an indifferent attitude, or for disruptive conduct. The instructor must give the student a verbal or written warning prior to dropping the student from the class. An instructor's drop of a student takes precedence over the student-initiated course drop of a later date. The instructor will assign a grade of either WF or F through the first 8 weeks of a long semester, the first 6 weeks of a 10 week summer term, or the 11th class day of a 4 or 5 week summer term consisting of 20 days. After these periods the grade will be an F. The date the instructor drop form is received in the Office of the Registrar is the official drop date.

Students who fail to show up for class meetings more than **three times** without valid excuses will be dropped from this course with a failing grade. A valid excuse is defined as an authorized absence (see Midwestern State University Undergraduate Catalog (2014-2016) for the definition) or an unforeseeable, proved, and documented event that requires the student's presence in a place other than the classroom during the class period, and such event is deemed acceptable by the instructor. In the case of an excused absence, the document justifying the absence must be turned to the instructor within **one week from the absence. You are only allowed to attend a ZOOM session of the class for 2 classes unless you have a doctor's note.**

Students who fail to meet class assignments, show indifferent attitudes, or reveal disruptive conducts will be given warnings each time such instance occurs. Students with more than two warnings will be dropped from this course with a failing grade.

### **Other Course Policies:**

- The instructor cannot provide technical supports to a student's hardware/software problems other than making sure that the provided course material is in working order. For problems related to D2L, please check link to MSU technical support or contact the University at [distance.ed@mwsu.edu](mailto:distance.ed@mwsu.edu).
- Students have the responsibility to check regularly the course pages on D2L for new postings and course material. New material for the coverage of each exam will be posted over time.
- Redistribution of any course material provided by the instructor in any form outside this class constitutes copyright infringement and is prohibited.

### **Other Related Policies:**

The exams must be taken as scheduled. There are no make-up exams in this course and students missing an exam without a valid excuse will receive an exam grade of zero for the specific exam. A valid excuse is defined as an authorized absence (see Midwestern State University Undergraduate Catalog (2014-2016) p. 70, for the definition) or an unforeseeable, proved, and documented event that requires the student's presence in a place other than the classroom during the class period, and such event is deemed acceptable by the instructor. In the case of an excused absence, the document justifying the absence must be turned to the instructor within one week from the absence, and the weight assigned for the missed exam will be redistributed to the other exams. No student will be allowed to miss the final exam.

### **Grading and Evaluation:**

**Assignments:** There is no grace period for written assignments. All assignments are due on the assigned deadline, and grades will be posted via D2L within 4 days.

**Exams:** There will be three (3) exams during this semester. First Exam: The first exam (TBA) will be given and will cover all lectures and topics discussed before that day. Please take thorough notes and study handouts, as well as studying your research before exam day. Exam 2 & 3 (TBA) will also cover all speakers, research, and class discussions. Final exams will be your semester presentation to the RRBCD. How you prepare and work as a team as well as your enthusiastic presentation will be your final. Prepare well! Please take thorough notes and study handouts, as well as studying your research before any exam day. No students will be relieved of the final exam/presentation. Make sure you show up on exam days! Make sure you are prepared for your part in the final presentation.

**FIRST ASSIGNMENT: Short Bio:** This assignment requires a two page, double-spaced, 12-point font written biography on the student. Students should demonstrate ability to import a recent photo (approximately 2"x3") into the word document. Proofread for spelling, grammar, and punctuation errors. The bio assignment must be turned into D2L. No exceptions. Assignment will be uploaded on D2L for class and will be submitted by student on D2L.

**Quizzes:** Periodic quizzes will be given at the beginning of class. Be sure and arrive **on time**. Late arrivals may **not make up quizzes**. No exceptions. Quizzes will also include info from guest speaker lectures. **Hint: Be prepared to have a quiz AFTER each guest speaker the following class day. Don't be late.**

**Projects:** Volunteer time will be expected for this class in order to achieve results for our major semester project. Communication is key within your groups, as well as communication outside of class to achieve goals of the project(s). Working around current job hours will, of course, be honored. It is up to you as a student to make the time to get your volunteer expectations, assignments, and goals achieved. Marketing is a very hands-on subject, and my intent is to make this course as “applied” as possible. Below are brief introductions to these hands-on projects. Don't be the one person in your group that does not pull the weight!

**Red River Best Chevy Dealer Project** - You will participate in a business marketing and branding promotional campaign that will highlight a Chevrolet subject (Crisis Management) provided by our class sponsor, the Red River Best Chevy Dealers. They will provide you with an actual budget in “real live” dollars. The purpose of this specific project is to learn implementation skills for the marketing strategies being developed in the class. This will require you to draw on all your former business courses (management, marketing, accounting, and finance) as you execute these projects. A key point is that the advertising project is a “**live living laboratory**” similar to the “real” world of marketing. This means the marketing project is dynamic, interactive, and a lot of fun. The marketing project is a major time commitment and, accordingly, is a major part of your grade. Yes, you will put in hours outside of class and be expected to dive in full force!

Specific graded components to the marketing project include:

- Your class's actual final performance is the overall project.
- A “final presentation” to the entire group of the Red River Best Chevy Dealers giving an overall comprehensive report on the execution of your class projects. **Mandatory full class participation of final presentation. Rehearsals are part of this presentation.** Be prepared to attend rehearsal!

**Participation:** This class will be **highly participatory!** You can't participate if you aren't present in class, **so it is very important that you attend each class.** It is also important to attend because your team members are dependent on your contribution to the team's success.

Your participation grade is a composite of your daily attendance and verbal participation in class. We consider not just the quantity of the comments but also the quality.

**If you are sick for any reason this semester and miss a class, you must have a doctor's note submitted via email or texted to Mrs. Hoegger or Mr. Marks to receive an excused absence.**

The following table will be utilized to determine the participation grade: No exceptions. Table 1:

Absences	Participation Grade
0	110
1 - 2	100
3	75
4	50
5	0 & will drop from class

### Mid Term Grades

In order to help students keep track of their progress toward course objectives, the instructor for this class will provide a Midterm Progress Report through each student's D2L account. Midterm grades will not be reported on the students' transcript; nor will they be calculated in the cumulative GPA. They simply give students an idea of where they stand at the midpoint of the semester. Students earning below a C at the midway point should schedule a meeting with the professor and seek out tutoring.

This is the grading table used for this class. No exceptions. Table 2:

Grades will be assigned using the following percentages of total points achieved in this class:	
A	90.0% +
B	80.0 – 89.9%
C	70 – 79.9%
D	60 – 69.9%
F	Below 60%

### Words of Wisdom / General Policies:

Being an adjunct professor is truly an honor for both of us and we are in year 11 of teaching this course. We are sincerely interested in your success in this course and your future employment. This hands-on course will offer you a deeper level of success in the future! We invest a lot of time and passion into this class and the group project and we expect a lot of passion and time from you as well. IF you put the effort into this class, you will leave with a better understanding of the marketing and creative world of advertising. We will run this course, however, as a business. If you do not put the effort into participation and making the best possible experience with your team, your grade will reflect it. We expect professional behavior from you such as:



- Be on time! **Turn off your cell phones, iPads, laptops and put them away.** No texting during class time. No social media during class time.
- Always show respect for others, especially if they make comments in class.
- Packing up before class is over disrupts others.
- The assignments you hand in should reflect your professionalism.
- Don't embarrass yourself with questions like: "Did I miss anything important," "Will I miss anything important," or "Can I skip today?" How would you expect your "boss" to answer those questions?
- You are not allowed to have cell phones or laptops on the desk or open during class.

### **Academic Integrity**

Students shall follow the "Student Honor Creed" on the Midwestern State University Undergraduate Catalog (2014-2016). A student who commits academic dishonesty is subject to conduct sanctions (please refer to the Midwestern State University Student Handbook (2015-2016) for the definitions of Academic Dishonesty, Conduct Sanctions, and Academic Misconduct Procedures).

### **Americans with Disabilities Act**

This course follows the university policies and guidelines suggested by the Disability Support Services Office for qualified students. Students are referred to the Midwestern State University Undergraduate Catalog (2014-2016) for details.

### **Campus Carry Policy**

Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at [link to MSU campus carry rules and policies](#).

### **Syllabus Change Policy**

This syllabus is a guide for this course and is subject to change with advanced notice.

### **References**

Midwestern State University Student Handbook (2016-2017)  
[Link to MSU 2016-2017 Student Handbook](#)  
Midwestern State University Undergraduate Catalog (2016-2018)  
[Link to MSU 2016-2018 Undergraduate Catalogue](#)