

**Syllabus**  
**Marketing 474-Advertising and Sales Promotion CRN (16663)**  
**Spring Semester 2014 University of Illinois at Chicago**  
**1:00 pm – 1:50 pm—Monday, Wednesday, Friday - Douglass Hall 230**  
**Course Begins: January 13, 2014 – May 2, 2014**

Instructor: James W. Cooper, Jr., MBA, PhD  
Phone: 312-413-9047  
E-mail: jcoop1@uic.edu

Office: UH2328  
Office Hours: 4 pm -5 pm  
Mondays & Wednesdays

**Course Description and Objectives:**

This course provides an overview of the management, planning, evaluation, and use of advertising and sales promotion. This course is a required course for the Marketing major. The course has a managerial orientation. Students take an analytical approach and apply advertising principles to solve “real world” problems. This course seeks to bridge the gap between advertising theory and practical application. Analytical advertising methods are examined from the managerial perspective.

**Course Learning Objectives:**

- To understand that advertising is oriented toward building market share and increasing sales through the development of brand image and long-run consumer loyalty.
- To analyze the many elements of an advertising campaign, its planning, and the execution of message strategy and media selection.
- To apply communication concepts: signs, field of experience, and meaning.
- To understand that sales promotion focuses on short-term incentives to encourage purchase or sale of a product or service. Sales promotion is oriented toward obtaining market share and sales by immediate actions.
- To evaluate elementary techniques of advertising research.
- To provide practice in the application of advertising theory to practical problems.
- To achieve market leadership by creating customer satisfaction through product innovation, product quality, and customer service.
- To integrate ethical considerations into discussion of advertising topics throughout the course.

Prerequisite:  
Marketing 461 or consent of the instructor.

**Course Text:**

*Advertising and Promotion. An Integrated Marketing Communications Perspective*, Belch and Belch, 9<sup>th</sup> edition, 2012, McGraw-Hill/Irwin, ISBN 0073404861.

**GRADING:**

Group		
	Advertising and Sales Promotion Paper	7.5%
	Advertising and Sales Promotion Presentation	7.5%
	Mid-Term Exam #1	10%
	Class Participation/Blackboard Discussions	10%
Individual		
	Weekly Quizzes (Blackboard)	25%
	Mid-Term Exam #2	20%
	Final Exam	20%
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	Total	100%

Assignment of the final letter grade will be determined by the following scale:

Grading Scheme	
A	90% and over
B	80% to 89.9%
C	70% to 79.9%
D	60% to 69.9%
F	below 60%

**EXAMS:**

The class has three exams. Exams will cover specific chapters. The exam may be comprised of a combination of true/false, multiple choice or essay questions. A make-up exam will be given only if a student cannot attend for a valid university-excused reason. And, then, only if the student calls or e-mails the instructor in advance.

**WEEKLY QUIZZES ON BLACKBOARD:**

Quizzes are my way of accessing if you understand and absorb the material. A quiz consists of 10 multiple choice or true false questions on the previous chapter (s) studied for the week. **You will have 30minutes to complete the quiz.** You will have 2 attempts to take the quiz. **YOUR HIGHEST SCORE IS RECORDED.** The questions will appear one at a time. Once you answer the question you will not be able to go back and change your answer for that session. **You will not have an opportunity to make up the quiz if you miss it.** Once you start the test for that attempt, you must finish it.

## **BLACKBOARD DISCUSSIONS:**

Our time together is meant to challenge you to learn more about yourself, to grow, and to improve your current skills. The goal of the blackboard discussions is to help you clarify what you have learned from each chapter and to document how you have applied the material to your own experiences. One of the items in each of your chapters will be discussion topics. Your task will be to reflect on the readings, classroom discussions and group activities and write about what you have learned pertaining to the weeks reading or topic question. I have **three** expectations when working in your weekly discussions:

**ONE:** *You are expected to post at least once and respond to two you're your fellow student's post.* You are required to post your initial response by Wednesday night (11:59 pm) and respond to two of your fellow student's post between Thursday and Sunday. All posting must appear on different days.

**TWO:** I am expecting you to use standard conventions of English (not text messaging) and entries submitted will be penalized if shortened phrases are used (such as using U instead of you), words are not capitalized when appropriate, or thoughts are not recorded in complete sentences.

**THREE:** I consider discussion as a way of communicating to me on an individual basis your understanding of the learning objectives. When responding, you should consider the following grading guidelines:

- Thoroughness of discussion (Did you answer all of the questions and support your answers? Did you thoughtfully agree or disagree with a fellow student and supported your answer? Did you input extended the conversation, deepened thought, or provided new insights?)
- Application to your personal/work life (Did you show how the concepts from our material are related to your own situation?)
- Personal insight and learning (Did you address what you have learned?)
- Clarity of discussion (Did you have a point? Was it understandable and follow a logical thought process?)
- Technical (Were there any typos, grammatical errors, etc.)

**FOUR – AUTOMATIC DEDUCTIONS:** These deductions will be strictly reinforced.

- *Automatic 20% deduction off discussion grade if all of your postings are not on different days, regardless of the quality of the posts.*
- *Automatic 20% deduction if you only post your initial response and do not respond to any of your classmates. Automatic 10% deduction if you post your initial response and respond to only one of your classmates.*
- *Automatic 10% reduction off if you do not post your initial post by Wednesday at Midnight. Even if your post is 1 minute past midnight, you will still be assessed the 10% reduction.*

## **CLASS PARTICIPATION:**

A significant part of the learning in MKTG 474 takes place through class discussions, activities, group breakaways, and impromptu mini presentations. Students should prepare each assigned chapter and case before coming to class.

There is often a misconception about what it means to have prepared a case or reading for class. Certainly, a requirement is to have read the material and mastered the basic facts. However, facts by themselves are rather boring. In addition to mastering the facts, students should engage in a strategic analysis, attempting to understand how the facts in an assignment affect a competitive situation. In preparing the cases for discussion, students are encouraged to work in teams.

In addition to discussing cases and readings covered in class, students are expected to participate on the days when cases are presented orally by other teams. Participation on these days is defined in terms of asking questions and offering comments at the end of the presentations as well as **attendance at all presentations**.

The class participation grade will be determined by the quality and quantity of class participation (see last page of this syllabus for participation definitions). Failure to attend class will affect the participation grade, particularly on the days when there is a guest speaker or group presentations. Therefore, your grade will suffer if you choose to miss a presentation, or any class period.

## **TEAM BASED ADVERTISING AND SALES PROMOTION CAMPAIGN AND PRESENTATION**

This assignment supports the following outcomes:

- Research and select a public company and identify a product (s) for which your team will create an advertising and sales promotion campaign.
- Develop an effective sales promotion and advertising plan.
- Describe the opportunities and challenges of selling and delivering the product.
- Describe the company's strengths, weaknesses, opportunities and threats.
- Describe the brand, image, demographics, customer value proposition, and market share

### **Assignment**

Your team has been hired by a company to develop a sales promotion and advertising campaign plan in order to introduce a product or service, or increase market share of a product or service. Be selective in your choice of product or service and try to narrow down your selection to a single product or service. Research the company, its past sales promotion campaigns, competing companies and products, and the reasons why your campaign will help the company launch a product or service or gain market share.

### **Paper Deliverable**

Papers are to be at minimum 12 pages plus (not including title and reference page), at least 10 references, in APA format, double spaced, in 12 point font, and with a 1" margin. Be sure to include:

- A detailed description of the industry you selected
- A description of the difference in the advertising and sales promotion components of your campaign. Be sure to use in terminology unique to advertising and sales promotion
- A detailed description of the business, including financial, business environment, and brand

- A description of your target market
- The marketing strategies you hope the company will approve and why they were chosen
  - Pricing
  - Promotion
  - Value Creation
  - Mapping of the Customer Experience
  - Packaging
- The tools you will use to evaluate your advertising and sales promotion plan's effectiveness
- A summary that reflects on the challenges of the success or failures of the plan.

### **Presentation Deliverable**

The Advertising and Sales Promotion Presentation must not exceed 30 minutes. Feel free to be as creative as you would like in the use of props, music, media, products, presentation mediums, etc. Teams will be evaluated for creativity, research, presentation effectiveness, and participation of all team members. Please let the instruction know ahead of time if setup and breakdown time is required.

### **Advertising and Sales Promotion Campaign Proposal**

You may choose almost any product or service for your campaign. However, the product must be a current product being sold by an established company. This is important so that you have some baseline data as a starting and comparison point. **A member of your group will submit your proposal to Blackboard with the following information:**

- Your Group Name
- Names of Each Member
- Company Name and Company Product of Service - must from an existing company
- Proposed Reason for Your Choice of the Product and Services.
- What are Your Goals and Aims of the Campaign?
- Brief description, if possible, of your campaign: *Review similar past aids*

**No paper submission will be accepted. The proposal must be submitted through Blackboard. If you do not receive a response from me, consider your proposal approved.** Please note that my approval does not mean that you have chosen a particularly great proposal or that you will have no trouble presenting it. Approval simply indicates that you are allowed to proceed.

## *Class Schedule (SPRING 2014)*

**This schedule may be adjusted if circumstances warrant.**

<b>Class &amp; Date</b>	<b>Topics &amp; Reading</b>	<b>Assignments</b>
Week 1 Jan 13- Jan 19	Chapter 1 – Introduction to IMC Course Overview Team Formation and Charters	Week 1 Discussion Due: January 19, 2014
Week 2 Jan 19- Jan 26	The Marketing Communications Process, Chapter 2 Finalization of Teams	Week 2 Discussion Quiz # 1 (Chs 1 & 2) Group Charters Due: January 26, 2014
Week 3 Jan 26- Feb 2	Chapter 3 – Role of Ad Agencies & Other Marketing Communication Chapters 4 – Perspectives on Consumer Behavior	Week 3 Discussion A Week 3 Discussion B Quiz # 2 (Chs 3 & 4) Campaign Proposals Due: February 2, 2014
Week 4 Feb 2- Feb 9	Chapter 5 - The Communication Process Chapter 6 – Source Message and Channel Factors	Week 4 Discussion Quiz # 3 (Ch 5) Due: February 9, 2014
Week 5 Feb 9- Feb 16	Chapter 7 - Establishing Objectives and Budgeting for the Promotional Program <b>MIDTERM EXAM # 1 (CHAPTERS 1-6) – Feb 14</b>	Week 5 Discussion A Week 5 Discussion B Due: February 16, 2014
Week 6 Feb 16- Feb 23	Chapter 8 - Creative Strategy: Planning and Development Chapter 9 - Creative Strategy: Implementation and Evaluation	Week 6 Discussion Quiz # 4 (Chs 7 & 8) Due: February 23, 2014
Week 7 Feb 23- Mar 2	Chapter 10 - Media Planning and Strategy Chapter 11 - Evaluation of Media: Television and Radio	Week 7 Discussion Quiz # 5 (Chs 9 & 10) Due: March 2, 2014
Week 8 Mar 2- Mar 9	Chapter 12 - Evaluation of Print Media Chapter 13 - Support Media	Week 8 Discussion Quiz # 6 (Chs 11 & 12) Due: March 9, 2014
Week 9 Mar 9- Mar 16	Chapter 14 - Direct Marketing Review for Midterm Exam #2	Quiz # 7 (Chs 13 & 14) Due: March 16, 2014
Week 10 Mar 16- Mar 23	<b>MIDTERM EXAM # 2 (CHAPTERS 7-14) Blackboard - ONLINE</b>	<b>Midterm – Due by March 23, 2014</b>
Week 11 Mar 23- Mar 30	<b>SPRING BREAK</b>	
Week 12 Mar 30- Apr 6	Chapter 15 - The Internet and Interactive Media Chapter 16 – Sales Promotion <i>Advertising and Marketing Campaign Presentations</i>	Week 12 Discussion Quiz # 8 (Chs 15 & 16) Due: April 6, 2014
Week 13 Apr 6- Apr 13	Chapter 17 - Public Relations, Publicity, and Corporate Advertising Chapter 18 - Measuring the Effectiveness of the Promotional Program <i>Advertising and Marketing Campaign Presentations</i>	Week 13 Discussion Due: April 13, 2014
Week 14 Apr 13- Apr 20	Chapter 19 - International Advertising and Promotion <i>Advertising and Marketing Campaign Presentations</i> <b>MARKETING AND ADVERTISING PAPERS DUE April 20</b>	Marketing & Advertising Group Paper Due: April 20, 2014
Week 15 Apr 20- Apr 27	Chapter 20 - Regulation of Advertising and Promotion Review for Final Exam, Chapters 14 - 20 <i>Advertising and Marketing Campaign Presentations</i> <b>FINAL EXAM (CHAPTERS 14 -20) – April 25, 2014</b>	<b>FINAL EXAM – April 25, 2014</b>
Week 16 Apr 27- May 2	Exam will be scheduled this week if we need Friday for presentations	

## **Assignment and Late Work Policy**

***This syllabus is subject to change during the semester. Changes will be announced in class and on Blackboard. All students are responsible for making the changes to their class outline.***

- (1) A comprehensive makeup examination will be scheduled for those students with EXCUSED absences from interim examinations. Excused absences are allowed for family deaths, serious personal illness, or other situations that are beyond the student's control.
- (2) **NO CREDIT will be awarded for exercises/projects TURNED IN LATE**
- (3) Attend class. Habitual absences will be noted through attendance checks.
- (4) Full credit will not be automatic on assignments turned in for points. NEATNESS, CLARITY, COMPLETENESS, AND PROFESSIONALISM will be considered.
- (5) Chapters will be discussed in the order shown in the Course Outline. However, the dates may vary depending on the related class discussion and activities.

### **Policies:**

***Attendance:*** It is expected that students will attend each class. If you do not provide a reason for your absence I will record your absence as unexcused. Be on time and be prepared to get full credit for attendance.

***Participation:*** This course is designed to foster class discussion and interchange of ideas. The key to this approach is that students prepare before class and are willing to share their viewpoints. Class participation points will be based on each student's daily contribution to class discussion. Students are expected to volunteer comments and questions; in addition, students will be chosen at random to contribute to the discussion or to answer questions. Students who are unprepared or unwilling to contribute to the class discussions will receive lower class participation grades. **All cell/mobile phones must be turned off or on vibrate. Computers and tablets may ONLY be used during group activity exercises, NOT during lecture. The instructor reserves the right to ask students to turn off all electronic devices.**

***Major Assignments:*** Written and oral presentation assignments are due on the date assigned. No credit will be rewarded for exercises/projects turned in late.

***Accommodation for Students with Disabilities.*** Concerning disabled students, the University of Illinois at Chicago is committed to maintaining a barrier-free environment so that individuals with disabilities can fully access programs, courses, services, and activities at UIC. Students with disabilities who require accommodations for full access and participation in UIC Programs must be registered with the Disability Resource Center (DRC). Please contact DRC at (312) 413-2183 (voice) or (312) 413- 0123 (TDD). More information may also be found at the DRC Website located at [http://www.uic.edu/depts/oa/disability\\_resources/index.html](http://www.uic.edu/depts/oa/disability_resources/index.html). Students requesting accommodation must provide each instructor with a letter outlining the specific accommodations requested for a specific course. These letters are developed by the DRC in coordination with the student and presented to the instructor by the student prior to the start of each semester.

***Examination:*** Test questions will include multiple choice, true/false, short answer, and essay. Lectures, text material, and all in-class work may also be included on the exams. Only in extreme cases will a MAKE-UP exam be given.

*Academic Integrity.* This course and its associated coursework are being administered under the policies of the University of Illinois at Chicago (UIC) College of Business Administration Honor Code. All students are expected to respect and uphold the CBA Student Code of Ethics: <http://www.uic.edu/cba/Faculty/academicaffairs/honorcode.html>.

In keeping with CBA policy, *evidence of academic dishonesty may result in a failing grade for the course and disciplinary review by the University.*

Academic dishonesty includes, but is not limited to, cheating (giving or receiving aid), fabrication/falsification, plagiarism (including not accurately referencing source material), bribes, favors or threats, examination by proxy (taking an exam for someone else), grade tampering and submitting non-original works authored by someone other than the student. Refer to the student handbook or Student Disciplinary Procedures ([www.uic.edu/depts/sja](http://www.uic.edu/depts/sja)) for definitions and details.

For a complete review of UIC policies regarding intellectual integrity and academic honesty, please visit: <http://www.uic.edu/depts/dos/studentconduct.html>

Plagiarism is also a form of academic dishonesty. It includes passing off someone else's work or ideas as your own, or paraphrasing material from a source (e.g. the Internet) without proper acknowledgement and citation (whether from web or hard copy sources). Changing one or a few words from an original source can constitute plagiarism. *The instructor may use an electronic service to check for plagiarism.* To avoid plagiarism, do not copy chunks of material from your sources. You are expected to read the material, and then express the ideas in your own words while giving credit to the source. Plagiarism is such a serious offense it is grounds for expulsion from the University and can mar your academic transcripts and reduce prospects for hiring and graduate program admission. See the UIC Student Handbook. Please consult the instructor before writing your paper if you have questions. All cases of academic dishonesty will be vigorously pursued and brought before the University Disciplinary Committee. *Also not tolerated is passing off papers written for other courses as uniquely produced for this course.* Courses are sufficiently distinct in content to warrant distinct papers. The instructor can easily spot plagiarized papers (in part or in total) as well as papers written for other courses.

### **Additional Information:**

Students are encouraged to use the UIC Writing Center for free consultation on writing assignments if they are concerned about their writing ability.

## TEAM PRESENTATION EVALUATION FORM

GROUP # \_\_\_\_\_

CASE NAME:

	<b>Above Average</b>	<b>Good</b>	<b>OK</b>
Creative 20%	18-20	14-17	10-13
Research 10%	9-10	6-8	5
Presentation Effectiveness 50%	45-50	35-44	20-34
Participation of All Team Members 20%	18-20	14-17	10-13

## CLASSROOM PARTICIPATION EVALUATION

### Scale

### Description

- A      A consistent leader in the work of the class. Is always prepared. Has worked out an analysis of why events in material occur as they do, as well as an appraisal of the effects of executive actions. Responds to the comments of other students, but also listens to and reacts to the ideas of other class members.
- B      Reasonably frequent participator in class. Responds to other students as well as instructor. Occasionally takes the lead in introducing a new subject. Volunteers illustrations from his or her own experience about the subjects under discussion.
- C      Occasionally contributes to the class. Occasionally responds to the remarks of other students. Rarely, if ever, begins a discussion. Does not respond to other students. May consider the remarks of other students irrelevant.
- D      Answers questions from the instructor. Otherwise does not take part.
- F      Takes no part in classroom discussion or activities.

## **EXTRA CREDIT**

There will be multiple opportunities to earn up to 3 % total extra credit on your cumulative grade.

### **IN-CLASS 'SPOT' EXTRA CREDIT (3 %):**

Being in class and prepared has its rewards. On the spot extra credit for classroom activities can be earned. On the spot extra credit is determined by the quality and quantity of your participation. What this means is that I will give extra credit points throughout the semester. I will total all the points at the end of the semester. Students in the top 25% point total will receive 3% added to their cumulative grade. Students in the second 25% point total will receive 2% added to their cumulative grade. Students in the third 25% point total will receive 1 % added to their cumulative grade. **Any student that misses 4 or more classes will not be eligible for in-class spot extra credit.**