



# PROMOTIONAL STRATEGIES

3-0-3.0

Date: 12/15/08

**COURSE NUMBER:** MKT 245

**PREREQUISITE(S):** MKT 101 with a minimum grade of "C"

**CO-REQUISITE(S):** None

**COURSE DESCRIPTIONS**

This course is a study of promotion activities focusing on coordinating and effective marketing campaign for a product or business with promotion strategies planned and used to influence consumers, trade intermediaries and sales forces.

**TEXTBOOK(S):** Clow, Kenneth E. and Donald Baack. Integrated Advertising, Promotion, and Marketing Communications, 4th edition. Prentice Hall, 2007. ISBN #0-1360-7942-3

**REFERENCE(S):** None

**OTHER REQUIRED MATERIALS, TOOLS, AND EQUIPMENT:** Computer with Internet access, Internet Explorer 5.0 or higher or other current browser, Java, word processing software (must be able to save Word format), and anti-virus software.

**METHOD OF INSTRUCTION:** This course will be taught via the Internet using online lecture notes, discussion board, and electronic messaging.

**GRADING SYSTEM:**

90	-	100	=	A
80	-	89	=	B
70	-	79	=	C
60	-	69	=	D
Below	-	60	=	F

The standard mathematical procedure of rounding will be applied to arrive at a whole number percentage in final grade calculation.

**GRADE CALCULATION**

Discussions	=	20%
Assignments	=	20%

<b><u>METHOD:</u></b>	Unit Tests	20%
	Final Exam	= 40%
		= <u>100%</u>

**Everyone is expected to be present when tests are scheduled. Tests will be administered in the Spartanburg College Testing Lab, located in Room E-3 in the East Building. Remote testing facilities will be identified for students outside the SCC area.**

**Students will be given a window of testing time and must take the test within that window. There are no make-up tests. If an emergency arises and you are unable to be present for a test, call your instructor immediately.**

**CONFIDENTIALITY:** All students' e-mail addresses may be available to other students in the class. Although some assignments in an online course may encourage or require peer communication, the instructor will make every effort to protect the confidentiality of any personal communication (for example, grades). However, you should recognize that e-mail and other electronic media are not secure; there is no guarantee of the privacy of your e-mail or other personal information.

**APPROPRIATE ONLINE BEHAVIOR:** The use of Spartanburg Community College's website, e-mail service or course management software for creation and/or distribution of material not pertaining to course participation is prohibited and is grounds for dismissal according to College policy under "disruptive behavior." Such actions, include, but are not limited to:

- Inappropriate use of email and discussion boards for:
  - ✓ Harassment
  - ✓ Unlawful solicitation
  - ✓ "Spamming"
  - ✓ "Flaming"
- Use of online editing tools within the course management software to:
  - ✓ Create offensive material
  - ✓ Link to inappropriate materials

**ATTENDANCE POLICY:** An electronic e-mail is required from each student to the instructor by the end of the drop/add period. At this time the

Instructor will drop the student from the course if it is not received.

Instructors maintain attendance records. However, it is the student's responsibility to withdraw from a course. A student who stops attending the online class and fails to initiate a withdrawal will remain on the class roster. *With this in mind, for every assignment, test or exam not completed while still enrolled in the course the student will receive a grade of zero and the final course grade will be calculated accordingly.*

Withdrawal Policy: During the first 75% of the course, a student may initiate withdrawal and receive a grade of W. A student cannot initiate a withdrawal during the last 25% of the course. Extenuating circumstances require documentation and approval by the appropriate department head and academic dean.

**ACADEMIC CONDUCT:**

ACADEMIC DISHONESTY: Students are expected to uphold the integrity of the College's standard of conduct, specifically in regards to academic honesty. All forms of academic dishonesty including, but not limited to, cheating on assignments/tests, plagiarism, collusion, and falsification of information will call for disciplinary action. Disciplinary action imposed may include one or more of the following: written reprimand, loss of credit for assignment/test, termination from course, and probation, suspension, or expulsion from the College. For further explanation of this and other conduct codes, please refer to the Student Handbook.

**CLASS/LAB PROCEDURES:**

Assignments may not be accepted late. Tardiness of assignments, projects, papers, and exercises may result in a grade of zero (0). If you have a chance to turn them in early – use it!!!

**ACCOMMODATIONS:**

Students who need special accommodations in this class because of a documented disability should notify Student Disability Services. You may contact Student Disability Services by calling, (864) 592-4811, toll-free 1-800-922-3679; via email through the Spartanburg Community College web site at [www.sccsc.edu/SDS/](http://www.sccsc.edu/SDS/); or by visiting the office located in the Dan Lee Terhune Student Services Building, room 112 of the Spartanburg Community College campus. By contacting Student Disability Services early in the

semester, students with disabilities give the College an opportunity to provide necessary support services and appropriate accommodations.

### **Program Coordinator**

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### **Program Department Head**

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**COURSE OUTCOMES  
& OBJECTIVES:**

Upon satisfactory completion of this course, the student will be able to:

- I. Distinguish the basics for the foundation of integrated marketing Communications (IMC)
  1. Review the IMC components
  2. Describe corporate image
  3. Explain branding
  4. Identify trends in packaging
  5. Define brand equity
  6. Summarize the steps of the consumer purchasing process
  7. Distinguish business to business buyer behavior
  8. Differentiate the parts of the marketing plan
  9. Review the types of advertising budgets
  10. Describe market segmentation
  
- II. Compare the IMC advertising tool
  1. Identify the types of advertising agencies
  2. Compare the types of advertising objectives
  3. Contrast type types of advertising appeals
  4. Summarize the various advertising execution styles
  5. Contrast the types of issues associated with media selection
  
- III. Contrast the various options of IMC promotional tools
  1. Compare the types of trade promotions
  2. Contrast the types of consumer promotions
  3. Describe the function of data base marketing
  4. Describe the options of direct marketing
  5. Explain the function of public relations
  
- IV. Summarize IMC integration tools
  1. Describe internet marketing
  2. Explain the relationship between IMC and small business ventures
  3. Summarize the techniques for evaluating an IMC program
  
- V. Create an IMC advertising campaign
  1. Create an advertising campaign using various elements of IMC