Standard Course Outline
MKTG 430: Advertising and Promotion II

I. General Information
- Course number: MKTG 430
- Title: Advertising and Promotion II
- Units: 3
- Prerequisites: MKTG 300, MKTG 330, IS 301
- Course coordinator: Department Chair
- Date prepared/revised: October 2017

II. Catalog Description
Development and management of the promotional mix. Promotional strategies: setting objectives of integrated marketing communication (IMC), formulating a creative strategy and designing a set of creative tactics. Budgeting, allocation of promotional resources. Integration of promotional strategies into the marketing mix. Creation of an IMC plan and pitch for a client. Letter grade only (A-F).

III. Curriculum Justification(s)
Understanding the use of promotional strategy in marketing. This course is designed to improve students’ ability to understand the role of promotional mix in building products, brands, and services in today’s business environments. The emphasis is on the strategic integration of advertising and promotional mix elements such as personal selling, advertising, sales promotion, publicity, public relations, and digital media into a coherent whole.

IV. Course Objectives, Student Learning Outcomes, Evaluation Instruments, and Instructional Strategies for Skill Development
- **Learning goals – Critical Thinking**: Students will demonstrate their understanding of promotional mix in the marketing of products, brands, and services. Students will also demonstrate that they can design a marketing communications campaign using a mixture of marketing communications tools to meet specific communication objectives.
- **Learning goals – Business Communication**: Students will demonstrate that they are able to communicate their marketing communications plans in a team/individual written project and that they can present those ideas orally.

V. Outline of Subject Matter
- This is a listing of the subject matter that must be covered in this course. It does not preclude other topics that are part of the advertising and IMC area or the depth of some topics. The topic labels below are designed to be general – to incorporate content that may have differing chapter titles across textbooks. The idea is that the list is flexible enough to allow individual instructors to emphasize not just our core subjects but also to put some focus on particular areas of interest.
to the instructor. The order of the topics listed below may be adjusted and some topics listed may be discussed together. Additional topics can be added into the course based on the instructor’s personal preferences in teaching this course.

<table>
<thead>
<tr>
<th>Topics:</th>
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<tbody>
<tr>
<td>1. Understanding Integrated Marketing Communications (IMC)</td>
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<td>2. The Roles of Segmentation, Targeting, and Positioning in Marketing Communication</td>
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<td>3. Marketing Communication Process, Appeals, and Executional Frameworks</td>
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<td>4. IMC Planning</td>
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<td>5. IMC budgeting and implementation</td>
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<td>6. Sales Promotion, Couponing and Sampling, and Point of Purchase Communications</td>
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<td>7. Online and offline communications</td>
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<td>8. Online, Gaming, Mobile, and Social Media Tools</td>
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<td>9. Sponsorships, Event Marketing, and Public Relations</td>
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<td>10. Measuring Marketing Communications Effectiveness</td>
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VI. Methods of Instruction

A. INSTRUCTION MODE.
May refer to University policies Academic Technology and the Mode of Instruction (PS 03-11) and Course Syllabi and Standard Course Outlines (PS 11-07), for descriptions of modes of instruction and for guidelines for non-traditional modes of instruction.1

- Traditional  □ Hybrid  □ Local Online  □ Distance Education

B. CLASSROOM ACTIVITIES. (Optional but highly recommended for core courses)

C. EXTENT AND NATURE OF TECHNOLOGY USE. (Optional but highly recommended for core courses)

VII. Information about Textbooks/Readings

There is no standardized text for all sections of MKTG 430. Examples of an appropriate text include:


VIII. Instructional Policies Requirements

- Policy on Classroom Behavior:
  - All cell phones & other electronic devices (e.g. pagers, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
  - Students must follow the instructor’s rules about using laptop and tablet computers for note taking.
  - Students are responsible for what transpired if they miss a class. It is the student’s responsibility to contact the instructor or a classmate to determine what was missed. See “Policy on Make-up Exam and Assignments” below.
  - Talking and other disruptive behavior are not permitted while classes are in session.
  - Students are expected and must do ORIGINAL work for all assignments, including exams. See “Academic Integrity” policy below.
  - It is the student’s responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
  - See also Department of Marketing Classroom and Online Conduct Policies: http://www.csulb.edu/colleges/cba/marketing/classroom/.

- Policy on Make-up Exams and Assignments:
  - The instructor develops his or her own policy which must conform to University Attendance policy: http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2001/01/
  - Policies on Withdrawal, Late Withdrawals, and Incompletes:
  - The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may
not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the CBA.

- **Academic Integrity:**
  - Students are expected to do original work for all assignments, including exams.
  - Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials.
  - Students are expected to adhere to CBA (http://www.csulb.edu/colleges/cba/dean/academic-integrity/) and University policies regarding Academic Integrity (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/).

IX. Course Assessment and Grading (Optional but highly recommended for core courses)

A. **DESCRIPTION OF ASSESSMENT.**

B. **GRADING POLICIES AND PROCEDURES.**

**Grading Policy:**
Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third (33%) of the final course grade.

See academic senate policy: (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2005/07/)

X. Disabilities

- Disabled Students Services (DSS) is a student support service within the Student Services Division. Students that require special exam proctoring environments must contact DSS to make arrangements the first week of class (or earlier).

XI. Assistive Technology

XII. Bibliography (Optional)

XIII. Consistency of SCO Standards across Sections

All future syllabi will conform to the SCO. The course coordinator should review the SCO and offer advice and/or materials to faculty member new to teaching the course. The course coordinator may offer or require regular review of instructors' course materials as well as anonymous samples of student work.

XIV. Additional Resources for Development of Syllabi

- University policy Course Syllabi and Standard Course Outlines (PS 11-07)
- Academic Technology (ATS) Accessible Syllabus Template
- Faculty Center for Professional Development (FCPD) Sample Syllabus Template