

Standard Course Outline

MKTG 430 Advertising and Promotion II

I. General Information

- ♦ Course number: MKTG 430
- ♦ Title: Advertising and Promotion II
- ♦ Units: 3 credits
- ♦ Prerequisites: MKTG 300, IS 301, MKTG 330 (IS 301 waived for Marketing minors)
- ♦ Course Coordinator: Department Chair
- ♦ Date prepared/revised: 04/2020

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 Goal – 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 Goal – 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.

Topics:

1. Understanding Integrated Marketing Communications (IMC)
2. The Roles of Segmentation, Targeting, and Positioning in Marketing Communication
3. Marketing Communication Process, Appeals, and Executional Frameworks
4. IMC Planning
5. IMC budgeting and implementation
6. Sales Promotion, Couponing and Sampling, and Point of Purchase Communications
7. Online and offline communications
8. Online, Gaming, Mobile, and Social Media Tools
9. Sponsorships, Event Marketing, and Public Relations
10. Measuring Marketing Communications Effectiveness

VI. Methods of Instruction

- Traditional
- Hybrid
- Local Online
- Distance Education

VII. Information about Textbooks/Readings

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

- *Advertising Promotion and Other Aspects of Integrated Marketing Communications*, Terence A. Shimp and J. Craig Andrews, South-Western Cengage Learning, Latest edition.

VIII. Instructional Policies Requirements

A. 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 of the final course grade.

- Examinations preferably use short answer questions, essays, and must require some form of application, critical thinking, and / or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.
- See [Academic Senate Policy Statement 12-03: Final Course Grades, Grading Procedures, and Final Assessments](#).

B. Policy on Classroom Behavior:

- All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
- 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](#).

C. 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 COB.

D. 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 the [College of Business policy on academic integrity](#) and the University's [Academic Senate Policy Statement 08-02: Cheating and Plagiarism](#). Please avoid an embarrassing or unfortunate situation.

E. Campus Computer/Network Usage:

Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the “[Policy Governing Access to and Use of CSULB Computing Resources](#)”. These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

IX. Disabilities:

The [Bob Murphy Access Center](#) (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations. Any student requesting academic accommodations based on a disability is strongly encouraged to register with Disabled Student Services (BMAC) each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: bmac@csulb.edu.

X. Assistive Technology

In compliance with [Accessibility and Faculty Responsibility for the Selection of Instructional Materials \(PS 08-11\)](#), instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

XI. 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.

XII. Additional Resources for Development of Syllabi

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)
- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)