

SYLLABUS

BUS324: Promotions Management

Doane Lincoln Campus
Summer I Term, 2017
Thursday Evenings (May 25 to July 20)
6:00 to 10:30 p.m.

INSTRUCTOR: Pete Poppert

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Cell and Text (402) 417-4329

TEXT: Advertising 2e, 2nd Edition

Arens, Schaefer, and Weigold
ISBN 13: 978-0-07-802896-0
Publisher: McGraw Hill

NOTE ON TEXTBOOK: Information for the weekly quizzes will be taken directly from the textbook and in some instances; you will be required to use the textbook to answer certain questions. Because I often cite specific pages and articles within the text, it is important that you have the specific text listed above.

INSTRUCTOR COMMENTS:

This course will introduce you to basic advertising principles and concepts. I believe that the best way to learn any subject is through active class participation. I want you to bring your experiences and interests to class. I will provide some time either before or after each class to answer individual questions. The Doane College Blackboard (<http://bb2.doane.edu>) will be the major avenue of communication. All quizzes, class notices and other information will be stored and transmitted via Blackboard. Begin checking this site regularly.

This is a 300 level class, and as such I expect the work to be challenging, but rewarding. I will do my best to be fair in my grading, but I will be demanding of your time and talents. Your quiz answers should be well organized and each answer thoughtfully and carefully prepared.

I will use class discussions of course material or articles of interest interspersed with the book materials to aid in your understanding. I don't believe in lecturing, I prefer an interactive class room. I will call on people to ask their opinions or thoughts. Some material covered in class may be controversial or offensive to some. Discussion of the topics is not intended to offend anyone or to represent a position, but rather to explore the reasoning behind these practices. We can learn a great deal by keeping an open mind.

You **MUST** use your Doane e-mail address for all communication for this course.

COURSE DESCRIPTION:

A study of all aspects of marketing communication. Both personal and impersonal efforts are considered, ranging from sales to advertising. A managerial approach is taken with the emphasis on strategic decision-making applied to marketing communication. Integration of sales promotions programs and public relations is also covered. Upon successful completion of this course, students will be able to: 1) Understand the strategic and tactical aspects of marketing communications; 2) Evaluate various marcom models; 3) Create many forms of promotion-from direct mail and newspaper ads to blogs and Facebook promotions; 4) Assess techniques for measuring advertising effectiveness; 5) Demonstrate creative techniques to bust through cluttered promotional media; 6) Develop a personal branding campaign. Prerequisite: BUS 251.

COURSE OBJECTIVES:

At the end of this course, the student will be capable of:

- Understanding and expressing the vital role promotion management plays in business
- Understand the principles of advertising
- Learn why certain forms of advertising are more effective than others

EXPECTATIONS:

- Participate in class discussions;
- Attend every class;
- Seek help and ask questions;
- Enjoy learning more about market research.

GRADING:

6 quizzes—50 points each	300 points
1 assignment—50 points	50 points
Total class points	350 points

MISSING CLASS:

- To be excused from class, I must be notified by email by 4:00 the day of class.
- Failure to notify will result in a 10 point deduction to your overall grade.

ATTENDANCE:

Attendance at all classes is required and expected. If you have an emergency and are unable to attend, please contact me no later than 4:00 p.m. on the day of class.

ACADEMIC INTEGRITY POLICY:

This policy requires that you immediately and cheerfully offer the benefit of your knowledge and skills to any fellow student who needs your help. If someone helps you, whether a fellow student, the author of a book/article, a family member, a pastor or priest, a coworker, a child, a pet, or anyone else, say that they helped you. That's called citing a source. Always show respect for the ideas or words of others by giving them the credit. Failure to show respect will result in an "F".