



SYLLABUS

Course Title	Promotions
Course Number	BUS 324
Number of Credits	3
Course Dates	SUMM 2020 (May 25 – July 25)
Instructor	Pete Poppert
Email Address	Pete.Poppert@Doane.edu
Office Hours/Availability	Accessible by email, phone or text anytime
Phone Number	402-417-4329 Phone & texts
Textbook Information: (e.g. title, edition, publisher, ISBN)	Advertising 3e, 3rd Edition Arens, Schaefer, and Weigold ISBN 13: 978-1-25-98154-2 Publisher: McGraw Hill
Additional Course Materials	N/A
Course Description	<p>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:</p> <ol style="list-style-type: none">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.
Program Outcomes	<p>a. Develop and use analytical and creative thinking skills to gather and analyze information, to identify and solve problems, to determine potential outcome alternatives, and to make appropriate decisions</p> <p>b. Gain knowledge and understanding of the ethical and legal issues involved in business</p> <p>c. Gain knowledge and understanding of the various components of a business enterprise and the interrelationship of those components</p> <p>d. Gain knowledge and understanding of the nature of change and develop a willingness to anticipate, adapt, and respond effectively to change</p> <p>e. Obtain an understanding of the value of diversity</p>
Course Learning Outcomes/Objectives	<p>1) understand the strategic and tactical aspects of marketing communications;</p> <p>2) evaluate various marcom models;</p> <p>3) analyze many forms of promotion—from direct mail and newspaper ads to blogs and Facebook promotions;</p> <p>4) assess techniques for measuring advertising effectiveness; and</p> <p>5) demonstrate creative techniques to bust through cluttered promotional media.</p>
Technology Requirements	https://www.doane.edu/faq/minimum-computer-requirements

Course Schedule

Week or Module	Topic	Content	Assessments Matched to Learning Outcomes	Due Date & Time
Week 1 – Module 1 5/25/20		Memorial Day – No Class	→	
Week 2 6/1/20		Read Chapters—1, 2 & 3	→ Multiple Choice Quiz #1 → Assignment #1	Week 3 by 11:59 pm
Week 3 – Module 2 6/8/20		Read Chapters—4, 5 & 6	→ Multiple Choice Quiz #2 → Assignment #2	Week 4 by 11:59 pm
Week 4 – Module 4 6/15/20		Read Chapters—7, 8 & 9	→ Multiple Choice Quiz #3 → Assignment #3	Week 5 by 11:59 pm
Week 5 – Module 5 6/22/20		Read Chapters—10, 11 & 12	→ Multiple Choice Quiz #4 → Assignment #4	Week 6 by 11:59 pm
Week 6 - Module 6 6/29/20		Read Chapters—13 & 14	→ Multiple Choice Quiz #5 → Assignment #5 → Review Final Project paper → Review Final Project presentation	Week 7 by 11:59 pm

Week 7 – Work on Final Project Paper 7/6/20		Read Chapters—15 & 16	→ Multiple Choice Quiz #6 → Assignment #6	Week 9 by 6:00 pm
Week 8 – Final Project Presentations 7/13/20		Deliver Final Project Presentation		
Week 9 7/20/20		Extra Class if needed		
Week 10 7/27/20		Grades due		

Grading Assessments

Type of Assessment	Points	Total possible points
Definition and Concept term multiple choice quiz	30 points per quiz	180 points
Weekly assignments	50 points per assignment	300 points
Final Project Paper	100 points	100 points
Final Project Presentation	70 points	100 points
Total Graded Points		650 points

Grade Scale

%	Letter	Points
90%	A	585
80%	B	520
70%	C	455
60%	D	390
0%	F	0

Participation Policy	<p>A student is expected to be prompt and regularly attend on-ground classes in their entirety. Regular engagement is expected for on-line courses. Participation in class discussions is an integral part of your grade.</p> <p>(Faculty to insert any additional class participation; see resource page for ideas.)</p>
Study Time	<p>Expectation of the amount of time the course requires students to spend preparing and completing assignments. Typically, students could expect to spend approximately 12 hours a week preparing for and actively participating in this 8-week 3 credit hour course. This actual time for study varies depending on students' backgrounds.</p>
Late Work	<p>(Include expectations regarding late work; please see attachment for examples.)</p>
Submitting Assignments	<p>(Include expectations regarding students' submission of assignments, for example, in class or in Blackboard.)</p>

Communication Policy including Assignment Feedback	(State your policy on timeliness of communicating with students and length of time needed before assignments will be graded, e.g. 48 hours.)
Academic Integrity Policy	<p>Doane University expects and requires all its students to act with honesty and integrity and respect the rights of others in carrying out all academic assignments. Academic dishonesty, the act of knowingly and willingly attempting or assisting others to gain academic success by dishonest means, is defined in four categories:</p> <ol style="list-style-type: none"> 1. Cheating - "Intentionally using or attempting to use unauthorized information or study aids in an academic exercise." 2. Fabrication - "Intentional and unauthorized falsification of invention or any information or citation in an academic exercise." 3. Facilitating Academic Dishonesty - "Intentionally or knowingly helping or attempting to help another to commit an act of dishonesty," and/or coercing others to do the same. 4. Plagiarism - "Intentionally or knowingly representing the words or ideas of another as one's own in any academic exercise," in both oral and written projects. <p><i>Gehring, D., Nuss, E.M., & Pavela, G. (1986). Issues and perspectives on academic integrity. Columbus, OH: National Association of Student Personnel Administrators</i></p> <p>For more information on the sanctions for academic dishonesty, please visit the website: https://catalog.doane.edu/content.php?catoid=16&navoid=1333</p>
Academic Support	<p>Please contact academicsupport@doane.edu https://www.doane.edu/graduate-and-adult/academic-support</p>
Disability Services	<p>https://www.doane.edu/disability-services</p> <p>Doane University supports reasonable accommodations to allow participation by individuals with disabilities. Any request for accommodation must be initiated by the student as soon as possible. Each student receiving accommodations is responsible for his or her educational and personal needs while enrolled at Doane University.</p>
Military Services	<p>https://www.doane.edu/graduate-and-adult/military</p>

Anti-Harassment Policy	http://catalog.doane.edu/content.php?catoid=5&navoid=452
Grade Appeal Process	http://catalog.doane.edu/content.php?catoid=5&navoid=238
Credit Hour Definition	Doane University follows the federal guideline defining a credit hour as one hour (50 minutes) of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks (one semester), or the equivalent amount of work over a different time period (e.g., an 8-week term). This definition applies to courses regardless of delivery format, and thus includes in-person, online, and hybrid courses (combination of in-person and online). It also applies to internship, laboratory, performance, practicum, research, student teaching, and studio courses, among other contexts.
Syllabus Changes	Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.