

# Syllabus

## MKT 3421, version 1.2

Effective: April 30, 2020

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### MKT 3421—Marketing Communication: Promotion

**Course Description:** Nature and contributions of personal selling and advertising to the firm's problems of demand stimulation; concepts related to integration and organization of promotional effort to facilitate communication programs for products and/or services.

#### Textbooks and Other Materials

ODL is not responsible for student purchases that result in the receipt of the wrong materials. It is the responsibility of the student to order the correct textbook materials. Courses are written to specific textbook editions; edition substitutions are not allowed.

This course *does not* require access to or purchase of a textbook. Each module is accompanied by Pencast Module Lectures on the key topics covered. Links to online references, online or PDF articles, and other reading materials will be provided throughout the course.

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#### Other Materials and Resources

All students are *required* to have access to the internet for online materials associated with several of the modules, including audio and video capabilities.

**Software:** Web Browser, Adobe Flash Player, Adobe Shockwave Player, Adobe Acrobat Reader, Livescribe Player

It is recommended that you use Mozilla Firefox or Google Chrome as your web browser. Internet Explorer is not compatible with your Moodle course site.

Adobe Flash and Adobe Shockwave player are required for online testing. Adobe Acrobat Reader is required to view PDF document files. Please note that proper viewing of the Pencast requires Acrobat Reader X or higher.

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Livescribe Player may be required for viewing of Module Lecture Pencil. The player can be accessed at <http://www.livescribe.com/int/pdf/player>.

**Hardware:** *Web cam with a microphone (built-in or external), headphones or working speakers, and high speed internet*

Proctored exams are completed online and require the hardware listed above. Students are encouraged to review the technical requirements provided on the ProctorU website and to perform a test on their equipment prior to enrolling in this course to make sure they have the necessary resources available. There is a separate charge for each proctored exam.

**Technical Requirements:** <http://www.proctoru.com/tech.php>

**Equipment Test:** <http://www.proctoru.com/testitout/>

## Nature and Purpose of the Course

**Course Outcomes.** Upon completion of this course, students are expected to be able to:

1. Describe how marketing communication can help companies sell products
2. Describe the various types of communications that can be selected in reaching target markets
3. Distinguish the various ways to persuade customers in their purchase decisions

The purpose of this course is to help students gain a keen understanding of the importance of marketing communication and how it can be used effectively to market products and services. Students will learn the various types of communication that can be used to reach different target markets. For these various communication types to be effective, it is critical that the proper vehicle is selected to reach the intended audience.

Students will also learn the importance of brand management and why it needs to be understood when marketing a product. The use of such items as logos, colors, and packaging are important elements that will be used throughout the promotion of a product.

The emphasis of the course is on analyzing and examining the various parts of the promotional mix that companies must choose from in order to persuade

customers. It is important that companies realize how they must integrate advertising, public relations, sales promotions, and personal selling.

### Working with the Course Materials

Remember, this course covers an entire semester of work or the equivalent of a classroom course lasting 15 weeks. That means that each module in this course equals nearly a week of course work and will require the same time and effort on your part. *Do not expect to complete each module in a single study session. Understand, too, that if you choose to submit assignments at a very high pace, your instructor may not be able to grade your work at the same rate.*

Each module contains information, activities, and assignments organized under a consistent series of headings. Get familiar with how the module is organized. Each module in this course is organized into the following sections: the Module Learning Objectives, the Pencast Lecture, the Reading Assignment, and the graded Module Assignment. You should work through these parts of the module in order. Specific recommendations are provided in a link to the course module instructions, which you should review before beginning the first module. Completing the following sequence is strongly recommended for each module:

1. *Review the module learning objectives.* This will give you information on the material that will be covered in the module and what you should focus on as you are learning the material. It also provides insight as to what you will be expected to do once you have completed the module. Use this information as a guide when studying for your examinations.
2. *Review the Pencast Module Lecture Material.* Your instructor has provided Pencasts that accompany each module.
3. *Complete the reading assignment.* Specific readings will be provided in the Reading Assignment area of the module.
4. *Complete your Module Assignment.*

It is *highly* recommended that you take brief notes while reviewing and listening to the Pencast Module Lecture Material—summarizing major points, identifying key terms or marketing concepts that stand out in the readings, etc. This kind of active engagement with the readings will help you to remember the material and will provide you with useful study notes to help you prepare for the assignments and exams. This information is the most critical of all information and will greatly enhance your ability to learn the course material. Pencast Module Lectures will average about 15 minutes in length.

### Suggested Study Techniques

1. Carefully review the module objectives to help you focus on the information that will be covered on the exams.
2. Concentrate on the reading assignments, the module lecture material, and any additional resources provided. This review should include a detailed examination of any illustrative problems and examples. After an assignment has been completed, a rapid re-reading of the related text and other materials is strongly recommended.
3. Put yourself on a definite schedule. Set aside a certain block of hours per day or week for this course and work in a place where distractions are minimal.
4. Try to submit one assignment each week or at least every two weeks. Delays in submitting assignments usually result in lagging interest and the inability to complete the course.
5. Review your module assignments after they have been graded, paying special attention to any instructor feedback provided. (We suggest that you wait for assignment feedback before you submit subsequent assignments.)
6. Regardless of how you complete your graded assignments, keep in mind that module completion should not be your sole preparation for your exams. As with any college course, you should study for your exams.

### Reading Assignments

As a course requirement, you will read articles from educational journals, blogs, and other online sources.

Specific reading assignments will be provided in the Reading Assignment area of each module. Please read these designated sections of the modules since it is important information that can add clarity to the Pencast module lecture material. These readings will provide you with key material that will be included in the assignments only.

It is important that you read and study all course materials that precede the Module Assignment.

### Topic Outline

This course covers the following specific topics:

| <b>Module</b> | <b>Topic</b>                            |
|---------------|---|
| 01            | Introduction to Marketing Communication |

- 02 Marketing Strategy Framework
- 03 The Marketing Mix
- 04 Brand Management
- 05 Promotional Mix
- 06 The Importance of Advertising
- 07 Traditional/Technical Advertising

**Mid-Course Examination**

- 08 Sponsorship and Product Placement
- 09 Public Relations
- 10 Crisis Management
- 11 Community Relations
- 12 Sales Promotions
- 13 Personal Selling
- 14 Personal Branding and Presentations

**Final Examination**

## **Module Assignments**

In order to complete each module, you will be required to complete a Module Assignment. Module assignments are in quiz format and consist of four discussion questions, worth five points each. Your response to each question is designed to gauge your understanding of the module material, and should be no more than five sentences in length. Module Assignments must be completed online through your course site. Module assignments are not timed; however, you are only allowed *one attempt* to complete each assignment.

Before you begin your module assignments, carefully review your notes from the assigned reading material and Pencast Module Lectures. This study should include a detailed examination of the illustrative problems and examples, as well as the assigned readings.

You can access your assignment and log-off without submitting; however once you view it a check mark will appear in the Module Progress Bar of your course site. You can continue working on your assignment until you click submit. Once you submit your assignment, you cannot revise it, so be sure to check your work.

You should submit each module assignment as soon as it is completed. Some courses have restrictions that require that a grade be received before you can submit additional assignments. Specific information on assignment submission

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is included in the Module Instructions. Please be sure to follow these instructions.

*You must have a grade posted in the Moodle grade book for the Module 14 Assignment in order to unlock access to the Final Exam.* Please allow at least seven days for the final assignment grade to be posted in the gradebook. Once you *submit* an assignment, you cannot revise it, so be sure to check your work. Your instructor will normally post a grade for your assignment within *seven calendar days*. Understand that occasional delays will occur, such as during holidays and semester breaks or if you submit several module assignments within the same week. You must have been enrolled in the course for *at least three weeks*, regardless of when the modules and other exams are completed.

Do not rely too heavily on your assigned reading or other resource material when preparing your assignments. If you do, you may not realize until exam time that the perfect response you prepared for an assignment was only possible because you referred to resource material without really learning or understanding the material and concepts. Therefore, *you should attempt each assignment without referring to the resource material*, and if you find it necessary to look up an answer, be sure you have actually learned the concept and material rather than merely reflecting it in the answer.

## Academic Integrity

Students in Online Distance Learning (ODL) courses must comply with the *LSU Code of Student Conduct*. Suspected violations of the academic integrity policy may be referred to LSU Student Advocacy & Accountability (SAA), a unit of the Dean of Students. If found responsible of a violation, you will then be subject to whatever penalty SAA determines and will forfeit all course tuition and fees.

### Plagiarism

Students are responsible for completing and submitting their own course work and preparing their own modules. All work submitted in the course modules must be the student's own work unless outside work is appropriate to the assignment; all outside material must be properly acknowledged. It is also unacceptable to copy directly from your textbook or to use published answer keys or the teacher's edition of a textbook.

### Collaboration

Unauthorized collaboration constitutes plagiarism. Collaborative efforts that extend beyond the limits approved by the instructor are violations of the

academic integrity policy. Students who study together are expected to prepare and write their own individual work for submission and grading.

For more information and links to the *LSU Code of Student Conduct* and the SAA website, go to the [ODL Academic Integrity policy](#) on our website.

## Examinations and Grading Policy

There will be two course examinations. The examinations will contain multiple-choice and essay questions. The Mid-Course Exam covers the material presented in modules 01–07, and follows Module 07. The Final Examination is *NOT* comprehensive, covers the material presented in modules 08-14, and follows Module 14. Please see the Mid-Course Examination and Final Examination modules in Moodle for more information on what material will be included in the exams and how best to study. No notes, dictionaries, books, or aids are allowed during the exam.

You will have a maximum of *three* hours to complete the exam.

### **YOU MUST EARN A PASSING AVERAGE ON THE EXAMINATIONS IN ORDER TO PASS THE COURSE.**

If you earn a passing average on the examinations your grade will be calculated as follows.

- Module assignments count 20 points each.
- Exams are 100 points each.
- Course grade = average of module assignments + exam scores. Each component is weighted by the following predetermined percentages.

Course grade =

| Component                     | Weight (%) |
|-------------------------------|------------|
| Average of Module Assignments | 40%        |
| Mid-Course Exam               | 30%        |
| Final Exam                    | 30%        |

The following grading scale applies:

- 97%–100% = A+
- 93%–96% = A
- 90%–92% = A-
- 87%–89% = B+
- 83%–86% = B
- 80%–82% = B-
- 77%–79% = C+
- 73%–76% = C

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|         |      |
|---------|------|
| 70%–72% | = C- |
| 67%–69% | = D+ |
| 63%–66% | = D  |
| 60%–62% | = D- |
| 0%–59%  | = F  |

**IMPORTANT:** The final exam cannot be taken until you meet the following requirements. Under no circumstances may the final exam be taken earlier.

1. You must have been enrolled in the course for *at least three weeks*, regardless of when the modules and other exams are completed.
2. You must have a *grade posted in the Moodle grade book for the Module 14 Assignment in order to unlock access to the Final Exam*. Please allow at least *seven days* for the final assignment grade to be posted in the gradebook.

To read the full exam policy and other policy statements, visit <http://www.outreach.lsu.edu/Extended-Campus/Online-Distance-Learning/Guidelines-Policies/Policies>. Go to Continuing Education's homepage. Click on *Extended Campus*, select *Online Distance Learning*, and then click the link for *Guidelines and Policies*.

## Taking Your Examinations

You are *required* to create a Louisiana State University ODL ProctorU account and to take your examinations through ProctorU, a remote proctoring service that allows you to take exams anywhere with internet access (some restrictions apply). Information on creating your ProctorU account can be found in the *Getting Started* module. You cannot use an account created through another university, so if you already have an account, you will still need to create an account associated with LSU Online Distance Learning (ODL).

The ProctorU website provides links you can use to find out how ProctorU works and to check your computer to see that it meets the technical requirements. In addition, to test using ProctorU, you need *access to a web cam with a microphone (built-in or external), headphones or working speakers, and high speed internet* to use this service. A complete list of technical requirements is available from the ProctorU website.

You should schedule your exams about a week before you are ready to take them in order to avoid any additional charges.



## Transcript Information

After you have completed this course, your grade will be filed with the Office of the University Registrar. If a transcript is needed, it is your responsibility to make a request to the registrar. If you would like to order a transcript, visit the Office of the University Registrar Transcript Requests page to view your options (<http://sites01.lsu.edu/wp/registraroffice/student-services/transcript-request/>).

## Copyright

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