

**School of Business**

**Department of Marketing & International Business**

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| **Course Name:** | **Promotional Management** |
| **Course Code**  **& Section No:** | **MKT 337**  **Section 3** |
| **Semester:** | **Summer 2017** |

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| Instructor & Department Information | |
| 1. **Instructor Name:** | Emran Mohammad (Emd) | |
| 1. **Office Location** | NAC 725 | |
| 1. **Office Hours:** | ST: 11:30 am– 1.30 pm  MW: 8:00 am-9.30 am & 1:00 pm – 1:30 pm | |
| 1. **Email Address:** | <emran.mohammad@yahoo.com> | |
| 1. **Department:** | Marketing & International Business | |
| 1. **Links:** | North South University Website: <http://www.northsouth.edu>  School of Business Website: <http://www.northsouth.edu/academic/sbe/> | |

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| Course & Section Information | |
| **Class Time & Location** | Sec 3: MW 11:20 am - 12:50 pm NAC 208 | |
| **Course Prerequisite(s)** | MKT 202 | |
| **Course Credit Hours** | 3:0 | |
| **Course Description** | Marketing communications is a broad area encompassing many elements of a firm’s promotion mix, including advertising, sales promotion, public relations, direct marketing, personal selling etc. All these elements are related to communicating something about the firm to external audiences, usually about what the firm has to offer. Some communications are targeted on external audiences other than customers, but most are to customers. This course is specifically about different promotional activities, with a main focus on the very common elements of advertising. | |
| **Course Objectives** | On completion of this course, students will be aware of the key role effective promotional management play in the development of brands in the contemporary marketplace and in the creation and maintenance of mutually beneficial relationships between an organisation and its key target markets. They will have studied the basic elements of promotional management theory and examined the significance of promotional management in the development of defensible and sustainable competitive advantage in increasingly dynamic market segments. This module seeks to explore essential individual elements of the marketing communications mix (advertising, public relations, sales promotion, direct marketing etc.) within the context of brand management. In addition, the way in which technological and competitive changes are impacting upon both marketing communications strategy, and communication vehicles, will be examined. | |
| **Student Learning Outcomes** | On successful completion of this course, the students should be able to:   * Develop an integrated marketing communications plan. * Demonstrate a critical understanding of the roles of promotions mix in creating a strong brand. * Gain hands-on experience on how to effectively use promotions mix to create consistent, clear and compelling image of brands and organization * Understand the impact of effective promotional management in creating and sustaining global brands. * Have an understanding of the role of clients and marketing agencies in creating sustainable brand strategies. * Nurture the creative instincts to understand and formulate creative promotional ideas. * Ability to choose appropriate media and understand the role of traditional media as well as the challenges and opportunities of the new media i.e. social media and the internet. * Appreciate ethical and socially responsible standards in designing promotional strategies | |

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| Learning Resources And Textbook(s) |

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| **Author** | **Title** | **Edition** |
| **Main Text Book:**  Belch G, Belch M:  **Additionally Similar Topic Covered By:**  Clow, K E Baack D: | Advertising and Promotion, An Integrated Marketing Communication Perceptive  Integrated Advertising, Promotion and Marketing Communication | 10th Edition or Later  4th Edition |

**Others (Reference Books, CD ROMS, DVDs, e-Library, Internet, Articles, …)**

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| ***Resource Type*** | ***Description*** | ***Type*** | ***Comments*** |
| Power point slides/ Handouts/Internet | Information about marketing information and practices | Newspaper Articles, websites, videos, other form of articles | The instructor will provide and/or direct to the sources. |

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| Teaching Strategy (Online, classroom, blended, self directed through CD, web-based courses and DVD…) |

The course is assessed by means of two midterms, one final, one final project with presentation and several quizzes and assignments both individual and group. Students are expected to actively involve and take initiative for their own learning experience.

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| Assessment Strategy and Grading Scheme | |
| **Grading tool** | **Points** |
| Class Assignments | 5% |
| 3 Quizzes (Best 2) | 10% |
| Agency Assignment (Group) | 5% |
| Final Report (Group) | 10% |
| Final Presentation | 10% |
| Midterm Exam 1 | 15% |
| Midterm Exam 2 | 15% |
| Final Exam | 20% |
| Attendance | 5% |
| Class Participation | 5% |
| Total | 100% |

Please Refer to NSU Student Handbook, Section: “Grading Policy”

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| Classroom Rules of Conduct |
| 1. You may use your **laptops** in the class for class related work. Do not use your laptop for non-class related work or in any manner that will be distracting to other students or the instructor. 2. Use of **cell phones** in class is not permitted. 3. Students are advised to frequently refer to the **Student Handbook of North South University** on the following link: 4. **Academic Integrity Policy:**   School of Business does not tolerate academic dishonesty by its students. At minimum, students must not be involved in cheating, copyright infringement, submitting the same work in multiple courses, significant collaboration with other individuals outside of sanctioned group activities, and fabrications.  Students are advised that violations of the Student Integrity Code will be treated seriously, with special attention given to repeated offences.  Please Refer to NSU Student Handbook, Sections: “Disciplinary Actions” and “Procedures and Guidelines”. |
| |  |  | | --- | --- | | **Group Project Policy** |  | | Student groups (**each group consisting five members**) have to write a maximum 15-20 pages Project Paper. Each team will be asked to choose a brand/product/organization and re-design the promotional strategy of the brand/product/organization.  The paper should address the following issues:   1. Challenges that are being faced by the product/brand/organization 2. Positioning of product/brand/organization (including SWOT and relevant matrix) 3. Target Audience 4. Creative Brief with a number of visuals (e.g.- logo, posters, banners, video) 5. Media Selection 6. Budget   Type the essay in MS word (1.5 spaced and 12-Font). ***The report is due on your presentation day. Any request for late submission will result in ‘F’ grade.***   |  |  | | --- | --- | | **Group Presentation** |  | | The groups will present their project in front of the faculty and industry experts. Total 20 Minutes for each team. 15 Minutes for Presentation. 5 minutes for QA Session  Students will be judged on the following:   * **Ability to make a convincing case** * **Scope and content of visual aids** * **Organisation of group/teamwork** | | | | | |

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| **Industry Outreach Assignment (Agency assignment)** |  |
| Students have to form a group of 3-5. Their task is to find one renowned advertising agency in Bangladesh and conduct an interview with any employee working there preferably in a managerial position. Through this project student will be able to understand how advertising agencies work, different departments in an agency and their role, challenges faced by the agencies, key clients and creative works related them and lastly create network with some renowned names in different agencies. | |

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| Exams & Make Up Policy |
| In order to complete the course, students must submit all the required assignments and sit for the exams. Make-up exams are not given unless there is a major circumstance preventing the student from sitting in the exam (official material evidence is required). The timing of the make-up is to be fixed with the instructor of the course if granted.  Cell phones are prohibited in exam sessions. |

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| Attendance and Class Participation Policy |
| Students need to be present in all the classes if he or she aspires a good grade. All students will get 5% marks if they do not miss more than 3 classes in the semester. However, students will lose 1 mark for each subsequent class missed after missing 3 classes.  Class participation is different from class attendance. As this is a marketing course, students should practice participating in class discussions. Logical, creative and innovative participation will lead to 5% marks. In addition to this class behavior and punctuality will also affect this mark. |
| Communication Policy |
| All communications should take place using the instructor’s email. In addition, students can communicate in the class or during the instructor’s office hours. |

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| Appropriate Use Policy |
| All members of the North South University community must use electronic communications in a responsible manner. The University may restrict the use of its computers and network systems for electronic communications subject to violations of university policies/codes or local laws or national laws. Also, the university reserves the right to limit access to its networks through university-owned or other computers, and to remove or limit access to material posted on university-owned computers. |

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| Students With Special Needs |
| North South University will provide educational opportunities that ensure fair, appropriate and reasonable accommodation to students who have disabilities/special needs that may affect their ability to participate in course activities or meet course requirements. Students with disabilities are encouraged to contact their instructors to ensure that their needs are met. The University through its Special Need section will exert all efforts to accommodate special needs.  Special Needs Section  Telephones: Location:  Email:  Please Refer to NSU Student Handbook, Section: “Special Needs Services”  The above service is not in place now but will be developed in the near future. |

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| Students Support and Learning Resources |
| 1. SOB-Learning Center: 2. The University Student Learning Support Center (SLSC): These centers provide academic support services to students at NSU. The SLSC is a supportive environment where students can seek assistance with academic coursework, writing assignments, transitioning to college academic life, and other academic issues. SLSC programs include: Peer Tutoring, the Writing Lab, Writing Workshops, and Academic Success Workshops. Students may also seek confidential academic counseling from the professional staff at the Center.   Students Learning & Support Center (SLSC)  Tel:  Fax:  Location:  E-mail:  This service will be available in the near future. |

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| Students Complaints Policy |
| Students at North South University have the right to pursue complaints related to faculty, staff, and other students.  The nature of the complaints may be either academic or non-academic.  For more information about the policy and processes related to this policy, you may refer to the student handbook. |

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| Course Contents & Schedule |  |

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| **Chapter** | **Agenda** |
| **Introductory Class** | |
| **1** | **Introduction to Integrated Marketing Communication**  Emphasize on:   * Role of Marketing Communication * The Tools of IMC * IMC Planning Process |
| **2** | **The Role of IMC in the Marketing Process**  Emphasize on:   * Strategy and Analysis * Target Market Process * Positioning * Promotional Strategies: Push, Pull |
| **3** | **Organizations for advertising and promotions**  Emphasize on:   * Clients Role * Advertising Agencies * Evaluating Agencies * Specialized Services |
| **5** | **The Communication Process**  Emphasize on:   * A Basic Model of Communication * Analyzing the Receiver * AIDA model or Hierarchy of Effects Model |
| **FIRST MID EXAM** | |
| **6** | **Source, Message and Channel Factor**  Emphasize on:   * Source Factors |
| **7** | **Establishing Objectives and Budgeting for the Promotional Program**  Emphasize on:   * Determining IMC Objectives * Sales vs. Communication Objectives |
| **8** | **Creative Strategy: Planning and Development**  Emphasize on:   * Advertising Creativity * The Creative Process * Creative Strategy Development |
| **9** | **Creative Strategy: Implementation and Evaluation**  Emphasize on:   * Appeals and Execution Styles * Creative Tactics |
| **10** | **Media Planning and Strategy**  Emphasize on:   * Developing and Implementing Media Strategies * Advantages and Disadvantages of Traditional Media |
| **SECOND MID EXAM** | |
| **11, 12** | **Evaluation of Media**  Emphasize on:   * Advantages and Disadvantages of Traditional Media |
| **13** | **Support Media**  Emphasize on:   * Traditional Support Media * Non-Traditional Support Media |
| **15** | **The Internet and Interactive Media**  Emphasize on:  Social Media Marketing |
| **16** | **Sales Promotion**  Emphasize on:  Consumer oriented sales promotion technique |
| **17** | **Public Relations, Publicity and Corporate Advertising**  Emphasize on:   * The Process of Public Relations * Corporate Advertising |
| **FINAL EXAM** | |

Note: The instructor reserves the right to make changes to the syllabus if necessary.

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| **Detailed Class Schedule** |  |

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| **Class** | **Chapter** | **Agenda** |
| 01 | Introductory Class | |
| 02 | Chapter 1 | Introduction to Integrated Marketing Communication-Part I |
| 03 | Chapter 1 Continues | Introduction to Integrated Marketing Communication-Part II |
| 04 | Chapter 2 | The Role of IMC in the Marketing Process |
| 05 | Chapter 3 | Organizations for advertising and promotions- Part I |
| 06 | Chapter 3 Continues | Organizations for advertising and promotions- Part II |
| 07 | Chapter 5 | ***Quiz 1 (Chapter 1,2,3)*** |
| The Communication Process- Part I |
| 08 | Chapter 5 Continues | The Communication Process- Part II |
| 09 | ***Mid I (Chapter 1,2,3,5)*** | |
| 10 | Chapter 6 | Source, Message and Channel Factors |
| 11 | Chapter 7 | Establishing Objectives and Budgeting for the Promotional Program |
| 12 | Chapter 8 | Creative Strategy: Planning and Development |
| 13 | Chapter 9 | Creative Strategy: Implementation and Evaluation |
| 14 | ***Case Study 1*** | |
| 15 | In class Exercise | ***Quiz 2 (Chapter 6,7,8,9)*** |
| Demonstration Class on Creative Strategy and Brief on Creative Assignment |
| 16 | Chapter 10 | Media Planning and Strategy |
| 17 | ***Mid II (Chapter 6, 7, 8, 9, 10)*** | |
| 18 | Chapter 11 | Evaluation of Media- Television & Radio |
| 19 | Chapter 12 | Evaluation of Print Media |
| 20 | Presentation on Concept Paper and Group Presentation Tactics | |
| 21 | Chapter 13 | Support Media |
| 22 | Chapter 15 | The Internet and Interactive Media |
| 23 | ***Quiz 3 (Chapter 11,12,13,15)*** | |
| ***Case Study 2*** | |
| 24 | Chapter 16 | Sales Promotion |
| 25 | Chapter 17 | Public Relations, Publicity and Corporate Advertising |
|  | **Review Class** | |
| **Presentation Day** | | |
| ***Final Exam (Chapter 11,12,13,15,16,17)*** | | |

* Syllabus is subject to change. Any form of change will be notified in the class
* **No make-up exam** is allowed in my course

**Together we will make the semester a momentous one ☺**