

## **BUS 324: Promotions Management** 3 credit hours

Doane Omaha Campus Spring 2018

Directed Study

**INSTRUCTOR: Dr. Debora Sepich**

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For technology related issues such as computer or Blackboard, faculty and students should contact the [helpdesk](#) or call [402.826.8411](#)

### **Textbook**

Book:

Advertising and Promotions by George Belch

**ISBN-13:** 978-0078028977

**ISBN-10:** 0078028973

### **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. Prerequisite: BUS 251.

### **COURSE OBJECTIVES:**

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

- 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

Schedule

Week	Topic	Reading	Assignment Due
Week One	Integrated Marketing Communications	Chapter 1, 3	
Week Two	Consumer Behavior and Marcom, Brand Positioning and Brand equity	Chapter 2, 4	Marketing Communication Evaluation Case Study 25%
Week Three	Communication Process Models	Chapter 5, 6	
Week Four	Advertising	Chapter 8, 9	Promotions Portfolio Part 1 12.5%
Week Five	Advertising , Support Media and Packaging	Chapter 11, 12	Promotions Portfolio Part 2 12.5 %
Week Six	Brand Names and Logos	Chapter 13	Personal Brand 25%
Week 7	Social Media and Marketing Capaigns	Chapter 19	Outline for Strategic Marketing Plan 5%
Week 8	Presentation of Strategic Marketing Plan		Written Strategic Marketing Plan 10% and 15 Minute Oral presentation 10%

**Attendance Policy:**

Students must actively participate in the class. If students miss a class, one grade point will be deducted from final grade if appropriate course work is not made up as directed by instructor. Two class absences may result in two grade point deduction.

**Study Time:**

Students can expect between 8 and 15 hours of out of class time per week on class reading and assignments

**Late Work:**

Late work is not accepted

**Rewrites/drafts:**

No rewrites are accepted.

**Submitting Assignments:**

All assignments must be submitted on Blackboard by date/time on assignment.

**Academic Integrity:**

See the [Handbook](#)

**Accommodations:**

Please contact Chris Brady [402.467.9031](tel:402.467.9031) [chris.brady@doane.edu](mailto:chris.brady@doane.edu)

**Harassment:**

See the [Handbook](#)

**Grade Appeal Process:**

See the [Handbook](#)

**Student Support:**

[Academic Support Center](#)

**Military Services:**

[Military Services](#)