I. Catalog Description: The study of a controlled integrated program of promotional variables designed to present a company and its products to prospective customers: to promote need-satisfying attributes of products toward the end of facilitating sales and long-run performance.

II. Prerequisites: MKTG 314

III. Expanded Course Description: The study of Promotional Strategy will be conducted using the selected text, in-class lecture, and “team” assignments related to the IMC process and the formulation of creative strategy.

IV. Intended Student Outcomes: (Must include outcomes of knowledge and skills, and may also include behavioral).

- the student will understand the role of integrated marketing communications in the marketing process
- the student will understand the role of ad agencies and other marketing communication organizations
- the student will understand the role of consumer research and its relationship to the integrated marketing communications process
- the student will understand the communication process as it relates to source, message, and channel factors
- the student will understand the process of setting promotional objectives and budgeting
- the student will understand what is entailed in developing an integrated marketing communications program (i.e., creative and media planning strategy)
- the student will be introduced to and understand the various mediums that are used to carry the IMC message
- the student will understand how to measure the effectiveness of promotional programs
- the student will understand governmental regulation as it applies to promotional strategy
the student will value the importance of ethics as it relates to promotional strategy

the student will engage in secondary research as it relates to a selected company/product and target audience

the student will demonstrate creative skills through the development of a promotional campaign portfolio for a specific company/product utilizing a combination of promotional mix elements

the student will demonstrate written skills through the preparation of various promotional documents (e.g., copywriting, creative brief, etc.)

the student will demonstrate verbal skills by presenting a “speculative presentation” based on the aforementioned promotional campaign portfolio

At the conclusion of the course the student will:

Understand all of the primary marketing communication functions and will utilize these various functions in the development of an effective and creative promotional strategy.

V. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member’s individual course outline/syllabus:

a) Course Requirements
b) Required Text(s)
c) Bibliography

VI. Academic Honesty: Cheating, plagiarism (submitting another person’s materials or ideas as one’s own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

VII. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.
Department Head Signature/Date:

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Signature                           Date