# Wayland Logo

Virtual Campus

School of Business

# 2. UNIVERSITY MISSION STATEMENT

Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success, and service to God and humankind.

# 3. COURSE NUMBER & NAME:

MKTG 3316-VC01 Market Promotion

# **4. TERM**:

Fall 1 - 2020

# **5. INSTRUCTOR**:

Paul Hammeke

# **6. CONTACT INFORMATION**:

WBU Email: paul.hammeke@wayland.wbu.edu

# **7. OFFICE HOURS - via email**

# **8. COURSE MEETING TIME & LOCATION**:

Via email and Blackboard

# **9. CATALOG DESCRIPTION**:

Methods used to inform and persuade customers. Integrated marketing communications planning model and emphasizes the importance of coordinating the promotional mix variables to develop effective communication programs. Advertising, sales promotion, public relations, personal selling, direct marketing, and interactive media, alone with techniques for evaluating the effectiveness of these promotional variables.

# 10. PREREQUISITE:

MKTG 3312

# **11. REQUIRED TEXTBOOK AND RESOURCE MATERIAL**:

| **BOOK** | **AUTHOR** | **ED** | **YEAR** | **PUBLISHER** | **ISBN#** | **UPDATED** |
| --- | --- | --- | --- | --- | --- | --- |
| Advertising and Integrated Brand Promotion w/Access | O’Guinn  | 8th | 2019 | Cengage | 9781-33711-0211 | 11/11/19 |

# 12. OPTIONAL MATERIALS

# **13. COURSE OUTCOMES AND COMPETENCIES**:

* Understand the use of different promotional and adverting strategies
* Examine and recommend advertising and promotional to improve marketing effectiveness
* Research and apply emerging trends in advertising and promotion

# Develop promotional and advertising campaigns

# 14. ATTENDANCE REQUIREMENTS:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# **15. STATEMENT ON PLAGIARISM & ACADEMIC DISHONESTY**:

Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

# **16. DISABILITY STATEMENT**:

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

# **17. COURSE REQUIREMENTS and GRADING CRITERIA**:

There are scheduled to be 4 exams totaling 85% of the total grade. The remainder will be a journal kept by the student. The journal will be entered on the Journal section of Blackboard. Each chapter’s entry will be explaining in about 4 to 6 sentences what was unexpected to learn, what was learned that could be extra useful to your future professional goals.

The journal will be worth 5% of the grade. The remaining 10% will be weekly discussion boards with topics chosen by the instructor. There will be a lack of points for not contributing, there will be minimal points for comments with minimal effort. And maximum points for responding with academic thought and responding to two other student’s postings.

**17.1 Include Grade Appeal Statement:** “Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs/Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.”

# 18. TENTATIVE SCHEDULE

Date Chapters

8/17 1, 2

8/24 3, 4 Test 1

8/31 5, 6, 7

9/7 8, 9, Test 2

9/14 10, 11

9/21 12, 13, 14 Test 3

9/28 15, 16

10/5 17, 18 Test 4