

BA 4713 – PROMOTION MANAGEMENT  
Course Schedule (W 10.40-12.15: W 12: 40-14:15)

<b>Instructor:</b>	DENİZ ÇALIŞ
<b>Office:</b>	G209
<b>Phone:</b>	0532 671 25 71
<b>E-mail:</b>	<a href="mailto:deniz.calis@nevainternational.com">deniz.calis@nevainternational.com</a>
<b>Office Hours:</b>	By Appointment
<b>Course Web Page:</b>	
<b>Course Description:</b>	
<p>This course focuses on the importance of Integrated Marketing Communication tools-including advertising, personal selling, public relations and other categories of Promotion within the Marketing Mix as well as the execution of the campaigns using these tools. The target customer and other stakeholders are placed in the center of the course while giving the theoretical and practical background of the related concepts. The traditional and emerging forms of IMC is included within the context of the course, especially social media and digital forms of communication as well as traditional promotional tools.</p> <p>Upon completing this course, students are expected to understand the concept and processes of (1) the buyers behavior and reaction to communications attempts of marketers in relation to corporate image and brand management, (2) IMC Planning Process (3) designing and executing advertising campaigns (4) media tools including traditional and emerging media, such as Personal Selling, Sales Promotions, Public Relations, Sponsorship programs and other related tools of IMC (5) IMC ethics, regulations and evaluation of IMC programs (6) recent applications and developments in marketing communications due to the digital revolution, and (7) developing a promotional plan for a company.</p> <p>Students are going to be graded based on their performances on individual projects, a group project and one written exam. There will be no final exam.</p>	
<b>Course Student Learning Objectives: (CSLOs)</b>	
<p>Upon successful completion of this course, students should be able to:</p> <p><b>Course Specific Skills:</b></p> <ol style="list-style-type: none"> <li>1. Understand nature of advertising, promotion, and other forms of integrated marketing communications.</li> <li>2. Understand strategy development and application phases of different forms of IMC</li> <li>3. Understand media tools, usage, and evaluations in marketing communications processes.</li> <li>4. Learn how to develop a promotional plan for a company</li> </ol> <p><b>Discipline Specific Skills:</b></p> <ol style="list-style-type: none"> <li>5. Understand customer reactions to marketing communications</li> <li>6. Knowledge about brand building and management using marketing communications</li> <li>7. Understand the rapid changes in the field due to the digital revolution.</li> <li>8. Learn the relationship between IMC and Marketing Mix</li> <li>9. Be sensitized to the various perspectives of the new business environment: ethical, social, political, legal, economic, global and environmental.</li> </ol> <p><b>Personal and Key Skills:</b></p> <ol style="list-style-type: none"> <li>10. Critical thinking</li> <li>11. Teamwork</li> </ol>	

12. Presentation

**Learning and Teaching Methods:**

Formal lectures, in-class discussions, group work, presentation sessions.

**Required Reading:**

**Text Book:**

Kenneth E. Clow and Donald Baack, *Integrated Advertising, Promotion, and Marketing Communications*, Pearson Prentice-Hall, Sixth edition

**1. Conceptualizing, measuring, and managing customer-based brand equity**

Keller, Kevin Lane

*Journal of Marketing*; Jan 1993; 57, 1; pg. 1

**2. How Promotions Work**

Blattberg, Briesch, and Fox, *Marketing Science*, Vol. 14, No:3, Part 2 of 2.(1995)

**3. Developing an Effective Customer Loyalty Program**

Barry Berman *CALIFORNIA MANAGEMENT REVIEW* VOL. 49, NO. 1 FALL 2006

**4. Source characteristics and advertising effectiveness: The roles of message processing motivation and product category knowledge.**

Yilmaz, Telci, Bodur, and Iscioglu. *International Journal of Advertising*, 30(5), pp. 889–914.

**Suggested Reading:**

Philip Kotler, Hermawan Kartajaya, Iwan Setiawan "Marketing 4.0: Moving from Traditional to Digital" Wiley, 2016

Assessment and Grading:				
Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by the assessment	Feedback Method
Group Presentations & Projects	40	60 Min. Presentation & Discussion	2,3,4,6,7,9,10,11,12	Oral & Written
2 Individual Presentations & Projects	20	5 Min. for each Individual Presentation & Discussion	1,2,3,10,12	Oral & Written
Midterm	40	75 Min. Essay Type Exam	1,2,3,5,6,7,8,9,10	Written

Course Policies:
<p><b>STUDENT DISABILITIES:</b> Any student, who, because of a disabling condition, may require special arrangements in order to meet course requirements, should contact the instructor as soon as possible. Students should present the appropriate documentation from the university's Disability Support Office (Engelsiz ODTÜ Birimi, ODTÜ Kütüphanesi, Solmaz İzdemir Salonu, Tel: 210.7196; <a href="mailto:engelsiz@metu.edu.tr">engelsiz@metu.edu.tr</a>) verifying their disability, and outlining the special arrangements required. Please note that no accommodations will be provided to the disabled students prior to the completion of this approved University process.</p> <p><b>ACADEMIC DISHONESTY:</b> The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BA/MBA/MS degree and demean the honest efforts of the majority of the students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam.</p> <p><b>CHEATING:</b> All university, faculty/institute, and department principles on academic honesty will be strictly enforced. The usual consequence for academic dishonesty is failure of the course and referral of the case to the Dean of the Faculty/Institute for additional disciplinary action. Examinations are individual and are to be completed without outside assistance of any sort. Persons observed cheating during examinations will receive a failing grade in the course. Homework assignments are individual, unless otherwise specified by the instructor, and are to be completed without outside assistance of any sort, as well. Persons observed cheating in their homework assignments will receive a score of zero for the portion of the semester grade that is allocated to such assignments.</p> <p><b>PLAGIARISM:</b> The instructor assumes that students will do their own work. By placing their names on assignments (individual or team), students are affirming that the contents are their original work. Any previous work available from files or past students, as well as materials available on the internet may be used only as a suggestive model. Violation of this provision will be considered as unethical behavior, subject to disciplinary action. If you have any doubt about the use of a specific material, see the instructor ahead of time. Any material used from outside sources should be referenced appropriately.</p>
<hr/> <p><b>METU HONOR CODE</b></p>
<p>Every member of METU community adopts the following honor code as one of the core principles of academic life and strives to develop an academic environment where continuous adherence to this code is promoted.</p> <p>"The members of the METU community are reliable, responsible and honorable people who embrace only the success and recognition they deserve, and act with integrity in their use, evaluation and presentation of</p>

facts, data and documents."

**CIVILITY IN THE CLASSROOM:** Students are expected to assist in maintaining a classroom environment which is conducive to learning. In order to assure that all students have an opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from using laptop computers and cellular phones, making offensive remarks, reading newspapers, sleeping, or engaging in any other form of distraction. Inappropriate behavior in classroom shall result, minimally, in a request to leave class.

Past observations showed that the METU classroom experience is improved when the following are true:

**Students arrive on time.** Timely arrival ensures that classes are able to start and finish at the scheduled times. Timely arrival shows respect for both fellow students and faculty and it helps to create a better learning environment by reducing avoidable distractions.

**Students are fully prepared for each class.** Much of the learning in this course takes place during classroom discussions. When students are not prepared, they cannot contribute to the learning process. This affects not only the individual but also the classmates who count on them.

**Students respect the views and opinions of their colleagues.** Disagreement and debate are encouraged; however, intolerance for the views of others is unacceptable.

**Laptops, phones and wireless devices are turned off.**

**STUDENT EXCUSES:** In case you cannot attend one of the examinations, if and only if you can present an official (dean's or president's office approved) excuse or METU Medical Center certified Health Report, you will be eligible to take a make-up examination.

**KNOW YOUR RIGHTS AND RESPONSIBILITIES!** <http://oidb.metu.edu.tr/en/academic-rules-and-regulations>

**NOTE THE IMPORTANT DATES ON THE ACADEMIC CALENDAR!** <http://oidb.metu.edu.tr/en/academic-calendar>

The instructor assumes that students who attend the next class have understood and accepted to agree with all the requirements and rules of this course.

**Notes:**

- Usage of cell phones is strictly prohibited during class. Please be courteous to your classmates and me and make sure that your phones are on silent mode before the class begins.
- Please arrive on time and do not enter the classroom if I already have closed the classroom doors. If you have to leave early, please inform me in advance.
- Please turn in the homework assignments on time and note that no late assignments (no matter how late) will be accepted.
- For your questions, concerns, or, suggestions, please make an appointment with me via e-mail.

The following table gives the tentative schedule for the semester. The lectures will stress the most important and/or most difficult material. Appendices are required only if they are assigned. The students are required to read the chapters and appendices before they are covered in class.

Tentative Course Schedule				
Month	Day	Topic	Reading/ Assignment	CSLO
Week1		Introduction & Course Description "Integrated Marketing Communications" Definition and Implications on Marketing Mix		1,6,8
Week2		Corporate Image and Brand Management Buyer Behaviors The IMC Planning Process	1	1,2,3,4,5,6
Week3		Advertising Management Advertising Design: Theoretical Framework; Message Strategies and Executional Framework <b>Brief about Individual Project I</b> <b>Brief About Group Projects</b>	4	1,2,3
Week4		Traditional Media Channels Digital Marketing Alternative Marketing		1,2,3,7
Week5		<b>Individual Project I Presentations</b> <b>Evaluation &amp; Discussion</b>		1,2,3,10,12
Week6		Direct Selling, Personal Selling Sales Promotions Public Relations and Sponsorship Programs <b>Brief about Individual Project II</b>	3	1,2,3,4,9
Week7		IMC Ethics & Regulation Advertising Agency: Type of agencies, Services offered by various agencies, Criteria for evaluating and selecting agencies.		3,9
Week8		<b>Individual Project II Presentations</b> <b>Evaluation &amp; Discussion</b>		1,2,3,10,12
Week9		Evaluating an Integrated Marketing Program Overview of IMC topics Questions&Answers	2	1,2,3
Week10		MIDTERM		1,2,3,5,6,7,8,9,10
Week11		<b>Group 1 Campaign Description</b> <b>Group 1 Campaign Evaluation &amp; Discussions</b>		2,3,4,6,7,9,10,11,12
Week12		<b>Group 2 Campaign Description</b> <b>Group 2 Campaign Evaluation &amp; Discussions</b>		2,3,4,6,7,9,10,11,12
Week13		<b>Group 3 Campaign Description</b> <b>Group 3 Campaign Evaluation &amp; Discussions</b>		2,3,4,6,7,9,10,11,12
Week14		<b>Group 4 Campaign Description</b> <b>Group 4 Campaign Evaluation &amp; Discussions</b>		2,3,4,6,7,9,10,11,12

**Attendance:** Students are expected to attend classes and be active in the class discussions and be prepared.

**Individual Projects:** Students are expected to prepare and present 2 individual projects. One project will be on Outdoor advertising. Second project will be about "Promoting oneself as a product". Details will be briefed in class.

**Group Project:** Groups of students are expected to choose a service or a product and develop a promotion campaign for the launch just as an promotional agency. Each group member will have assigned roles within the agency, such as creative director, art director etc. Students will synthesize the reading material and establish links with the concepts that we cover. Creativity and originality of the ideas will also be an important part of the presentation. The grading of the presentation is at the individual level and every member of the group is expected to participate actively in the presentation.