

BA 4713 – PROMOTIONS MANAGEMENT
Course Schedule (.....)

Instructor:	DENİZ ÇALIŞ
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Office Hours:	By Appointment
Course Web Page:	
Course Description:	
<p>An examination of the major elements of promotion including advertising, personal selling, publicity, sales promotion, and the development of an integrated marketing communications program.</p> <p>This course focuses on the communication efforts of business firms directed to target audiences and particularly to customers for tactical and strategic purposes. Within the integrated marketing communications paradigm, several traditional and emerging forms and methods of marketing communications, ranging from print advertisements and publicity efforts in public relations management activities to social media marketing and digital applications shall be discussed in class with an understanding that all marketing efforts of firms should eventually serve establishing healthy and working relationships with customers and other stakeholders.</p> <p>Upon completing this course, students are expected to understand the processes and mechanisms of</p> <ol style="list-style-type: none">(1) how customers react to communications attempts of marketers,(2) brand building and management via marketing communications, both for new and established products,(3) strategy development and application phases of different forms of marketing communications such as advertising, sales promotions, and personal selling,(4) media choice, usage, and evaluations,(5) performance metrics in marketing communications,(6) recent applications and developments in marketing communications due to the digital revolution, and(7) developing a unique promotional plan for an actual company. <p>Students are going to graded based on their performances on a group project and two written exams. There will be no final exam.</p>	
Course Student Learning Objectives: (CSLOs)	
<p>Upon successful completion of this course, students should be able to:</p> <ul style="list-style-type: none">• To provide the student with a basic understanding of the nature of advertising, promotion, and integrated marketing communications.• To provide the student with an understanding of the development of an Integrated Marketing Communications (IMC)• Plan and the process organizations use to implement the plan.	

- Demonstrate an understanding of the IMC foundation
- Demonstrate an understanding of IMC advertising tools
- Demonstrate an understanding of the IMC promotional tools
- Demonstrate an understanding of the IMC integration tools
- Be able to participate in, and present a team-based expert...
- Be sensitized to the various perspectives of the new business environment: ethical, social, political, legal, economic, global, and environmental.

Course Specific Skills:

1. Understand strategy development and application phases of different forms of marketing communications such as advertising, sales promotions, and personal selling.
2. Understand media choice, usage, and evaluations in marketing communications processes.
3. Learn how to develop a unique promotional plan for an actual company

Discipline Specific Skills:

4. Understand customer reactions to marketing communications
5. Knowledge about brand building and management using marketing communications
6. Understand the rapid changes in the field due to the digital revolution.

Personal and Key Skills:

7. Critical thinking
8. Teamwork
9. Presentation

Learning and Teaching Methods:

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

Required Reading:

Kenneth E. Clow and Donald Baack, *Integrated Advertising, Promotion, and Marketing Communications*, Pearson Prentice-Hall, Fourth edition, (Prentice Hall, 2010), ISBN-10: 0136079423, ISBN-13: 9780136079422

1. Conceptualizing, measuring, and managing customer-based brand equity MT1

Keller, Kevin Lane

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

2. How Promotions Work MT1

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

3. Measuring and Managing Returns from Retailer Customized Coupon Campaigns, MT2

Venkatesen and Farris, *Journal of Marketing*, Vol.76, Jan. 2012, 76-94.

4. A Benefit Congruency Framework of Sales Promotion Effectiveness MT2

Pierre Chandon, Brian Wansink, & Gilles Laurent *Journal of Marketing* Vol. 64 (October 2000), 65-81

5. Designing Loyalty-Building Programs for Packaged Goods Brands MT1

MICHELLE L. ROEHM, ELLEN BOLMAN PULLINS, and HARPER A. ROEHM JR.* *Journal of Marketing Research* Vol. XXXIX (May 2002), 202-213

6. Drivers of in-group and out-of-group electronic word-of-mouth (eWOM) MT2

. Seabra, Lages, and Jayawardhena, *European Journal of marketing*, Vol. 47, No:7, 2013.

7. Developing an Effective Customer Loyalty Program MT2

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

8. Source characteristics and advertising effectiveness: The roles of message processing motivation and product category knowledge. MT1

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

9. Short-Term Effects of Advertising: Some Well-Established Empirical Law-Like Patterns MT2

LESLIE WOOD *Journal of Advertising Research* June 2009

10. “Not All Repeat Customers Are the Same: Designing Effective Cross-Selling Promotion on the Basis of Attitudinal Loyalty and Habit,” MT1 Thompkins and Tam (2013), *Journal of Marketing*, 77, 21-36.

Suggested Reading:

Marketing Communications: A Brand Narrative Approach. Dahlen, Lange, and Smith. Wiley, 2010.

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	3,7,8,9	Oral & Written
Midterm 1	30	75 Min. Essay Type Exam.	1,2,3,4,5,6,7	Written
Midterm 2	30	75 Min. Essay Type Exam	1,2,3,4,5,6,7	Written

Course Policies:
<p>STUDENT DISABILITIES: 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.</p> <p>Students should present the appropriate documentation from the university's Disability Support Office (Engelsiz ODTÜ Birimi, ODTÜ Kütüphanesi, Solmaz İzdemir Salonu, Tel: 210.7196; engelsiz@metu.edu.tr) 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>ACADEMIC DISHONESTY: The Department of Business Administration has no tolerance for acts of academic dishonesty. Such acts damage the reputation of METU, the department and the BS 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>

CHEATING: 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 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.

PLAGIARISM: 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. Persons observed to plagiarize while preparing assignments will be referred to the Dean of the Faculty for additional disciplinary action

and also they will receive a score of zero for the portion of the semester grade that is allocated to such assignments.

METU HONOR CODE

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.

"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 facts, data and documents."

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 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 The Communication Process Methods of Marketing Promotions Marketing Promotions and Brand Management/Corporate Image Management (ppt. promotions 11)		4,5
Week2		Behavioral Foundations: Understanding Target Audiences (ppt. Promotions 66)	1	4,5
Week3		Behavioral Foundations Continued Strategic Marketing Communications Process Situation Analyses, Objectives and Target Determination Creative Strategy (ppt. Promotions 66)	2	4,5,1
Week4		Creative Strategy Continued The Use of Humor and Other Appeals The Role of Repetition Uses of Endorses Interactions between Emotional and Cognitive Reactions (ppt Promotions 33)	8	1,2
Week5		Advertising (Forms, Processes, and Applications) Sponsorships and PR (Forms, Processes, and Applications) (ppt. Promotions 11) The digital revolution		1,2,3,
Week6		Group 1 Campaign Description Group 1 Campaign Evaluation & Discussions Consumer Sales Promotions (Forms, Processes, and Applications) Reseller Sales Promotions (Forms, Processes, and Applications)(ppt. Promotions 22)	10	2,3,7,8,9
Week7		Group 2 Campaign Description Group 2 Campaign Evaluation & Discussions Loyalty Programs Media (Comparison, Evaluation, Selection, and Planning) Context (Comparison, Evaluation, Selection, and Planning)(ppt. Promotions 44)	5	2,3,7,8,9

Week8		Group 3 Campaign Description Group 3 Campaign Evaluation & Discussions MIDTERM I	7	2,3,7,8,9
Week9		Group 4 Campaign Description Group 4 Campaign Evaluation & Discussions Performance Metrics and Effectiveness Measurement in Marketing Communications (ppt. Promotions 55)	3	2,3,7,8,9
Week10		Group 5 Campaign Description Group 5 Campaign Evaluation & Discussions Digital Applications (Internet Marketing, Mobile Marketing, and Social Media Applications) WOM (Theory and Applications)	4,6	2,3,6,7,8,9
Week11		Group 6 Campaign Description Group 6 Campaign Evaluation & Discussions Management of Customer Complaints		2,3,7,8,9
Week12		Group 7: Campaign Description Group 7 Campaign Evaluation & Discussions Direct Marketing (ppt. Promotions 22)		2,3,7,8,9
Week13		Group 8 Campaign Description Group 8 Campaign Evaluation & Discussions Advertising Agency: Type of agencies, Services offered by various agencies, Criteria for evaluating selecting agencies.	9	2,3,7,8,9
Week14		Legal Context Promotions Ethics MIDTERM II		2,3,7,8,9