

BA 4713 – Promotion Management

Course Schedule: Tue-Thu 14.40-16.15

Course Link:

<https://us02web.zoom.us/j/89133443622?pwd=RWgT5aWK2QHacHoNmz9Uja50vcTmw1.1>

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Office Hours:	Thursday 16.30-17.30
Course Web Page:	https://odtuclass.metu.edu.tr/ Students are a natural member of ODTU Class. All the course material including power point slides and solutions to end of chapter problems, your grades, assignments and announcements will be posted there. In order to not to miss anything, please check your METU email accounts regularly.
Course Description:	
This course focuses on the importance of Integrated Marketing Communication (IMC) 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. 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 (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. For this course, as a prerequisite, students should have taken BA2701 PRINCIPLES OF MARKETING, with a semester grade of at least DD.	
Course Student Learning Objectives: (CSLO)	
<i>Upon successful completion of this course, students should be able to:</i> Course Specific Skills: 1. Understand nature of advertising, promotion, and other forms of integrated marketing communications. 2. Understand strategy development and application phases of different forms of IMC 3. Understand media tools, usage, and evaluations in marketing communications processes. 4. Learn how to develop a promotional plan for a company Discipline Specific Skills: 5. Understand customer reactions to marketing communications 6. Knowledge about brand building and management using marketing communications 7. Understand the rapid changes in the field due to the digital revolution. 8. Learn the relationship between IMC and Marketing Mix 9. Be sensitized to the various perspectives of the new business environment: ethical, social, political, legal, economic, global and environmental. Personal and Key Skills: 10. Critical thinking 11. Teamwork 12. Presentation	
Learning and Teaching Methods:	

The course will be delivered on-line. It is going to make use of formal lectures, in-class discussions, quizzes and problem solving.

Required Reading:

ADVERTISING AND PROMOTION: An Integrated Marketing Communications Perspective, George E. Belch, Michael A. Belch, McGraw Hill, 13th Edition, 2024

Assessment and Grading:

Form of Assessment	% Contribution	Size of the assessment	CSLOs covered by this assessment	Feedback Method
Group Assignment #1	20	15 mins group presentation & paper submission	1, 2, 3, 4, 5, 10, 11, 12, 13, 14, 15	Oral and Written
Group Assignment #2	20	15 mins group presentation & paper submission	5, 6, 10, 11, 12, 13, 14, 15	Oral and Written
Written Examination #1	25	90-minute essay type exam	6, 7, 8, 9, 10, 11, 12, 13, 14, 15	Written
Final Examination	30	90-minute essay-type examination	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15	Written
Attendance and Class Participation	5	Class participation during regular lectures	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15	Oral (in class)

Important Note About Re-sit (Bütünleme) Exams: Please note that re-sit exams are no longer given at METU.

Incompletes: A grade of incomplete will not be granted except for the most extreme circumstances and only after stringent verification and approval by the Department. A grade of incomplete will be granted only as a result of circumstances beyond the student's control. A grade of "I" is not given in lieu of an "FF".

Course Policies:

Course Requirements: The students will be assigned readings from the textbook and are expected to come to class prepared and ready to take part in class discussions.

Attendance: Attendance is mandatory in this class. **In order to get full marks from the attendance and class participation you should attend the lectures and participate the lectures.** Past experience repeatedly demonstrated that students who regularly attend class and read the chapter assignments perform significantly better than students who have an intermittent attendance and/or who do not keep current in reading the chapters.

Exams: There will be two in class group presentations and one mid-term and one final exam in this course. The exams will be essay type and will be based on interpretation of the given business data and accordingly open book basis.

Makeup Examinations: If you miss the mid-term you should prove that you have a valid reason with a valid document, i.e. doctor report. In these circumstances, please make sure you notify me before the exam or as soon as possible after the exam. **For all students who missed the mid-term exam with a valid reason, the final exam will have a weight of 55% in grade calculation.**

Report Writing Assignment: The students will submit two group home works in a written (power point/word) document and are expected to be ready to present in class. The format of the home works to be submitted will be given by the instructor and the students cannot use font sizes smaller than 10. **The students are expected to be ready to present the assignments in the class.**

Presentation Slides: A copy of the presentation slides is available at the course web page. These slides can be used as chapter summaries and utilized while taking down notes during class.

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. 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.

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/MBA 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.

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 or the Graduate School of Social Sciences 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 or the Graduate School of Social Sciences 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."

CIVILITY IN THE CLASSROOM: Students are expected to assist in maintaining a classroom environment which is conducive to learning. To assure that all students have an opportunity to gain from time spent in course time, for this online course, unless otherwise approved by the instructor, students are expected to be ready with their cameras on and are prohibited to engage in any form of distraction.

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

Cameras are always on throughout the session.

STUDENT EXCUSES: Unless you inform me in advance, I will not excuse you from any of the grade requirements. At the same time, this does not mean that I will allow you to miss an assignment with any excuse that you present to me. Please note that the excuse is acceptable for only the most extreme circumstances and only after stringent verification and approval by the Department.

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.

Good luck to all of you and let's have a very enjoyable semester together!!

Don't be Trashy. Recycle.

Do not throw items away in the trash that should go into the recycling bin.
Show a little class.

REDUCE, REUSE, RECYCLE!

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

Tentative Course Schedule				
Month	Day	Topic	Reading/ Assignment	CSLO
	29/09	Introduction to Integrated Marketing Communications	Chapter 1	1,8,10
October	01/10	The Role of IMC in the Marketing Process	Chapter 2	1,2,8,10
	06/10	Establishing the Objectives and Budgeting for the Promotional Program	Chapter 7	2,4,6,8,10
	08/10	Creative Strategy: Planning and Development <u>WILL BE DELIVERED IN CLASS</u>	Chapter 8	1,2,4,6,10
	13/10	The Nature of Communication Process	Chapter 5	1,2,6,10
	15/10	Source, Message and Channel Factors	Chapter 6	1,2,6,10
	20/10	Writing A Brief – The Issue	Chapter 6	2,4,6,8,10
	22/10	Writing A Brief – Defining the Opportunity <i>Group Homework: Writing the Brief</i>	Chapter 6	2,4,6,8,10

	27/10	Group Case Presentations of Homework: Writing the Brief	Chapter 9	1,2,4,6,8,10,11,12
November	29/10	Creative Strategy: Implementation and Evaluation <i>Group Homework: Evaluation of the Creative</i>	Chapter 9	2,4,6,8,10
	03/11	Creative Strategy: Implementation and Evaluation – Guest Speaker from Creative Agency	Guest Speaker	2,4,6,8,10
	05/11	Group Case Presentations of Homework: Evaluation of Creative	Chapter 9	1,2,4,6,8,10,11,12
	10/11	Media Planning and Strategy	Chapter 10	1,2,3,6,10
	12/11	Evaluation of Media: TV, Radio	Chapter 11	3,4,6,10
	17/11	Evaluation of Support Media (inc. Newspaper, Magazine, Outdoor)	Chapter 12, 13	3,4,6,10
	19/11	Digital and Social Media	Chapter 15	3,4,6,7,9,10
	24/11	Paid, Owned, Earned Media <u>DUE TO TRAVEL WILL BE RESCHEDULED WITHIN THE SAME WEEK</u>	HBR Article	1,2,3,6,10
	26/11	Media Planning– Guest Speaker from Media Agency	Guest Speaker	3,4,6,7,9,10
	01/12	Sales Promotion	Chapter 16	1,4,10
December	03/12	Public Relations & CRM: Publicity, Corporate Advertising and Consumer Relations Management	Chapter 17	1,4,10
	08/12	No-Class Written Examination 1 – <u>WILL BE IN CLASS</u> Chapters Included: 10, 11, 12, 13, 15, 16, 17		
	10/12	Measuring the Effectiveness of the Promotional Program: Advertising Effectiveness	Chapter 18	3,5,10
	15/12	Measuring the Effectiveness of the Promotional Program: Other Promotional Program Elements	Chapter 18	3,5,10
January	17/12	Measuring the Effectiveness of Overall Marketing Efforts	Chapter 18	3,4,5,8,10
	22/12	Measuring the Effectiveness of Overall Marketing Efforts – A Business Case – Guest Speaker from Business Marketing	Guest Speaker	3,4,5,8,10
	24/12	Regulation of Advertising and Promotion	Chapter 20	1,4,9
	29/12	Ethics of Advertising and Promotion	Chapter 21	1,2,4,9
	31/12	Role of Client, Role of Agencies	Chapter 3	1,4,9
Finals week		Written Examination 2 <u>WILL BE IN CLASS</u> Chapters Included: All chapters		