

**BUS414-001  
Management of Promotion****Fall Term 2023**  
Monday & Wednesday 2:30pm - 3:45pm**Class Room: ED 621**  
Office Hours: by appointment  
(Available before and after class by appointment)Exam 1: Oct 4th  
Exam 2: Nov 20thProfessor: Maggie Austring  
Section: 001  
E-mail: [maggie.austring@uregina.ca](mailto:maggie.austring@uregina.ca)  
URCourses: <https://urcourses.uregina.ca/login/index.php>**Special Needs**

If there is any student in this course who, because of disability, may have a need for special accommodations, please come and discuss this with me, as well as contacting the Coordinator of Special Needs Services at 585-4631.

**Course Description**

Broadly defined, promotion involves the various forms of communication that a company undertakes with its target market. It is naïve to think that a product can “sell itself” or that a consumer will do the marketers’ work for them by seeking it out. The point of marketing communication is to aid in motivating consumers to purchase a company’s products. Integrated marketing communication (IMC) uses a variety of tools to provide consumers with the awareness that a product exists and move them through to motivating the action of purchase. In this course, you will explore the various communication tools available to marketers, and learn how to use them to effectively and efficiently achieve a company’s promotional objectives within a given budget.

As an advanced level marketing course, this course builds on your existing knowledge of marketing. The course will be taught at a level sufficient to keep the interest of a target audience of fourth year marketing majors.

This class will consist of lectures, videos, discussions, and group projects.

### **Assignments: Readings and Exercises**

You will be working primarily from a textbook. Concepts and how they apply in organizations may appear simple on the surface, but typically, they are more subtle, complex and difficult to apply. To understand the material covered in this course, it is crucial that you read the material (text and case) before class sessions so that you can contribute thoughtfully to the class discussions and exercises. It is also essential that applications assignments be prepared prior to class meetings in the manner indicated by the syllabus. It is your responsibility to note these assignments ahead of time. During the semester, we will have guest speakers and you will get an advance notice concerning forthcoming conferences.

### **Required Texts**

Tuckwell, Keith J., *Canadian Advertising in Action*, 11th edition, Toronto: Prentice-Hall, 2018.

## Ground Rules & Important Information To Know

This is a business course. Accordingly, an appropriate level of professionalism is expected:

- ABSOLUTELY No texting, emailing, instant messaging, and phone calls during class
- All students are required to have a name card displayed during EACH class
- You are expected to attend every class and to arrive to class prior to the start time.
- **If you miss more than 4 classes for any reasons (including missing the first class), you will not pass the course, no exceptions.** According to University Policy, an instructor may refuse to allow a student to write the final exam if he/she has not maintained reasonable attendance.
- **Family/winter vacation is not a valid reason for missing any exams, group presentation, or any classes.**
- Participation is important for this course – 16% course mark
- Participation marks for each class range from 1-2% of your grade. (look at course outline at the end of this document for complete detail)

Please note:

- Coming to class late will affect your attendance/participation mark. E.g. 1-15 mins = 1/4 class, 16-30 mins late = missing 1/2 class ...etc
- If you miss classes for any reasons, you will miss participation marks
- **No makeup exams (Oct 24th & Nov 28)**
- I don't do favouritism. I will treat everyone fairly with the marks that they earn, not based on their needs regarding scholarship GPA requirement or to change their poor peer evaluation because they didn't contribute much to their group project.
- Email me at [maggie.austring@uregina.ca](mailto:maggie.austring@uregina.ca) , NOT on URCourses please
- Please post ALL your questions in URCourses. I also encourage you to answer other classmates' questions. If you participate well (both in class and on URCourses), you get a good participation mark (every class counts separately)
- Take notes during class, video discussions, group debates, and guest lecture – you will see them in exams.
- Read the textbook chapters thoroughly for both exams
- Want to talk to me? I am usually available before and after class.

### Grading

|                          |           |
|--------------------------|-----------|
| Class participation      | 15 points |
| Advertising Presentation | 10 points |
| Group Project            | 25 points |
| Exam 1                   | 25 points |
| Exam 2                   | 25 points |

## Advertising Presentation (10 points)

2-3 students will be paired in a group to conduct research for this presentation. They will be assigned with a given research subject on media rate card. At the beginning of each class, students will be given 5 minutes to present on a particular Media Rate Card. You are required to submit a Power Point file with the following requirements to [maggie.austring@uregina.ca](mailto:maggie.austring@uregina.ca) **latest by 3pm a day before your presentation day:**

### PowerPoint Presentation Requirements:

1. The cover page needs to CLEARLY name the assigned subject you will be presenting
2. If you are assigned with a particular media rate card, you will need to analyze and explain ALL of the following:
  - a. Pros and Cons of the presenting subject (brief)
  - b. Effectiveness of the presenting subject(brief)
  - c. Detail pricing information
  - d. present 1 best advertising in this particular media category and explain why (apply your knowledge using course terms/theories)
3. If you are not assigned with a media rate card, your requirements are listed in the subject line on URCourses (apply your knowledge using course terms/theories)
4. ALL groups: MUST use "promotional management strategy" terms and theories learned in this course in the analysis (minimum 20 terms/theories). **General business terms will NOT be accepted.**
5. "Bold" each course term you used throughout the PowerPoint file
6. At the end of the Power Point file, number all terms you have used with their definitions. I will ask you to explain what some of the terms mean to the class after your 5 mins presentation.

Tips on how to do well in your presentation:

- I will time each presentation to 5 minutes. Prepare the speech and practice/time yourself accordingly. Practice. Practice.
- You will present in Zoom (both students will present equally). Please learn how to "SHARE" a Power Point File using Zoom on your own.

**No makeup presentations for students who miss their scheduled presentations.**

### BUS414 Media Rate Card Presentation

|   |     |   |     |   |
|---|-----|---|-----|---|
| Students have maximized the 5 mins allowed (but not over 5 mins) on the subject | 0.5 | 1 | 1.5 | 2 |
|---|-----|---|-----|---|

|   |   |   |   |   |
|---|---|---|---|---|
| Students have "quoted" proper Promotional Strategy Theories/logics/terms covered in this course (min 15) (general business terms will be NOT be considered) | 1 | 2 | 3 | 4 |
|---|---|---|---|---|

**IMPORTANT:**

|   |   |   |   |   |
|---|---|---|---|---|
| Students provided ACCURATE & DETAIL information regarding pros/cons, effectiveness, detailed pricing info, and best ad of the presenting subject(s) | 1 | 2 | 3 | 4 |
|---|---|---|---|---|

**TOTAL      /10**

## **Group Project:** **Failed/Successful Promotion Management Strategy (25%)**

Students (about 4 students in each group) will be assigned as a group during the first class. The objective is to analyze a promotional management strategy that a company has used and resulted in an extraordinary success or failure! Most importantly, using the knowledge that you have learned from this course (theories and terms) to analyze how it has become successful or a failure and the key lessons we can learn from it. Recommend how a failed strategy turned into a greatly successful promotion strategy. This promotion management strategy can occur in Saskatchewan, Canada, or internationally within the last 24 months. **TIP:** Please find a company that used a wider variety of medias for its promotion strategy (e.g. not mainly social media). Each group will be given 25 mins to present. On your presentation date, you are required to submit a Word report and Power Point file with the following requirements to ([maggie.austring@uregina.ca](mailto:maggie.austring@uregina.ca)):

**Word Document AND PowerPoint File Submission/[deadline - Nov 26th at 9am](#) (Late report will be deducted 20% each day at 6pm):**

You will need to submit:

- 1 word document AND
- 1 PowerPoint file

### **1. Word Document:**

- Missing any of the required elements in the project outline will result in lower mark
- Use ALL the headings and subheadings in the project outline, use more point form (not paragraphs)
- Font size and style: Calibri, size 12, SINGLE LINED, double sided.
- **Minimum 20 pages**, **EXCLUDING** cover page, table of content, executive summary, appendix with advertisement samples, and term list, APA references.
- Provide APA reference at the end of your report to demonstrate the extent of your research.
- Must provide sample ads and detail data in Appendix.

### **2. PowerPoint File:**

- Present your content in a condensed PowerPoint format
- Provide sample ads and detail data in Appendix.
- **MINIMUM 25 pages**, **EXCLUDING** cover page, advertisement samples, term list, and APA references.

### **Detailed Requirements for both Word and PowerPoint documents:**

- The cover page needs to CLEARLY:
  - Title the promotional management strategy, company name, location, and year.
- In the content, it includes the following elements:

### A. Marketing Information:

- Brief background (Presentation time: max 3 mins)
- Who were their target markets? (**IMPORTANT: must write this like a professional marketer**)
  - Professional analysis:
    - demographic, psychographic, geographic, behavioural
- What was their positioning strategy? (try your best)

### B. Failed Promotion Strategy (tips: parallel analysis - failed promotional strategy vs new successful strategy)

1. What were their promotion objectives?  
e.g. build awareness, change perception, attract new target markets, offer incentive for purchase, trial purchase, differentiate a product, create goodwill for good public image...etc.
2. **MOST IMPORTANT:** What were their promotion strategies? (How did they try to achieve the above goals. This is an important element, pls be as **detail** and **analytical** as possible)
3. What were their promotion tactics? (specific advertising action plans aiming to achieve objectives)
4. Which media did they use? How much money did they spend (try your best, if possible)?
5. What "creative appeal techniques" was used in the ads?  
what "tactical considerations" was used in the ads?  
Provide advertising examples that they have used
6. What was the result? What went wrong?

### C. New Successful Strategy: (tips: parallel analysis - failed promotional strategy vs new successful strategy) What strategies have they used that turned into a great success?

1. What were their new promotion objectives (if applicable)?  
e.g. build awareness, change perception, attract new target markets, offer incentive for purchase, trial purchase, differentiate a product, create goodwill for good public image...etc.
2. **MOST IMPORTANT:** What were their new promotion strategies? (How did they try to achieve the above goals. This is an important element, pls be as **detail** and **analytical** as possible)
3. What were their new promotion tactics? (specific advertising action plans aiming to achieve objectives)
4. Which media did they use? How much money did they spend (if known)?
5. What "creative appeal techniques" was used in the ads?  
what "tactical considerations" was used in the ads?  
Provide advertising examples that they have used
6. What was the result?

### D. Lessons learned (**VERY IMPORTANT Analysis - a bigger section in point form**):

1. What are the lessons learned for us? (this is an important element, pls be as **detail** and **analytical** as possible)

### **Important:**

- Students need to apply a **wide range** of "Promotional Management Strategies" and thoroughly demonstrated their understanding / knowledge covered in the course
- Analyze and Explain the strategy **AND** how it became successful or a failure

- MUST use terms and theories learned in this course in the analysis (**minimum 30 terms/theories**)
- “Bold” each course term you used throughout the Word document and PowerPoint file
- At the end of the Word and Power Point file, number all terms you have used with their definitions. I will ask you to explain what some of the terms mean to the class after your after your 25 mins presentation.

### 3. Peer Evaluation Forms:

- Submit one Peer evaluation from EACH member

Tips on how to do well in presentation:

- I will time each presentation to 25 minutes. Prepare the speech and practice/time yourself accordingly. Practice. Practice.
- You will present in Zoom (both students will present equally). Please learn how to “SHARE” a Power Point File using Zoom on your own.

#### **IMPORTANT:**

Please refer to the “class schedule” at the end of the “Course Outline” document on URCourses for suitable subjects/ideas. **No makeup presentations for students who miss their scheduled presentations.**

Students will be given a grade from 0-25%, depending on how well they fulfil the following requirements:

### **BUS414 Group Project:**

Date: \_\_\_\_\_

Company & Product Name: \_\_\_\_\_

Presenter Name: \_\_\_\_\_

|  |              |   |   |   |            |
|--|--------------|---|---|---|------------|
| Students have maximized the 25 mins allowed (but not over 25 mins) on the subject matter   | 1            | 2 | 3 | 4 | 5          |
| <b>Important:</b><br>Students have applied a wide range of "Promotional Management Strategies" and thoroughly demonstrated their understanding / knowledge covered in the course | 2            | 4 | 6 | 8 | 10         |
| Students have “quoted” proper Promotional Management Strategy Theories/logics/terms covered in this course (min 30 terms) (general business terms will NOT be considered)        | 2            | 4 | 6 | 8 | 10         |
|  | <b>TOTAL</b> |   |   |   | <b>/25</b> |

## BUS 414 – Group Project Peer Evaluation Form

(Each group member has to submit this form in person before your Presentation, **Hard copy only.**)

Company Name: \_\_\_\_\_

Your Name: \_\_\_\_\_

This peer evaluation should rate each member's contributions to the project. To complete the form, you are asked to estimate the percentage contribution of each group member to the completion of each presentation. You are asked to estimate the percentage contribution of each group member.

| Group member names (including yourself) | Time/Effort/Contribution (%) |
|---|------------------------------|
| 1.                                      |                              |
| 2.                                      |                              |
| 3.                                      |                              |
| 4.                                      |                              |
| 5.                                      |                              |
| <b>Be sure this sums to 100%</b>        |                              |

If there are **any** discrepancies in the table above: You must:

1. Have demonstrated you and your group have communicated to the individual(s) who you scored low on this peer evaluation sheet on the specific problem(s) and have suggested a clear and fair resolution – so that the individual(s) had a chance to reconcile.
2. If the above has been communicated and nothing was resolved, you need to explain your reasons for making any uneven allocations in the space below. Without satisfactory explanation, your peer evaluation will not be considered.

**Explanation of discrepancies and/or additional individual comments** (Please feel free to provide further comment on a separate page):



## Class Participation (15 Points)

Because this course relies heavily on applications and discussions of materials, 15% of your final grade will be determined from class contribution.

1. Participation is very important in this class and I take it seriously.
2. The participation mark for each class ranges from 1-2% of your grade.
3. Your participation mark comes in 2 parts: attendance & participation for EACH CLASS (50/50).

How to get a good attendance mark:

- If you attend half of a class, you will only get half of the attendance mark for that class

How to get good participation mark:

1. Read the suggested chapters and PowerPoint files listed in the class syllabus for each class – it will help you to answer my questions during the class.
2. Pulling your own weight on group projects and participating enthusiastically in classroom activities: Being an active participant in class and group discussions.
3. Making observations that integrate concepts and discussions.
4. Citing relevant personal examples.
5. Please post all your questions in URCourses and I also encourage you to answer other classmates' questions. Please DO NOT email me in URCourses. If you participate well (both in class and on URCourses), you get full participation mark (every class counts separately).
6. I would love to give you the full 15%, but it is really up to you what you are going to get.

**Exam 1 (25 Marks)**

**Exam 2 (25 Marks)**

Each exam can be a combination of multiple-choice and short-answer formats, and will be worth 25 percent of the course mark.

**Exam 1 date/time: Oct 4th**

**Exam 2 date/time: Nov 20th**

If you miss the exams, no make up exam will be provided, no exceptions.

### **Plagiarism**

The Faculty of Business Administration of the University of Regina may punish offending students in any manner that they deem fit. The University regards this form of cheating as a serious offence. Please consider yourself warned.

**BUS 414 - CLASS SCHEDULE (TENTATIVE)**

**IMPORTANT: If you miss more than 4 classes, you will not pass the course, no exception.  
No make up exams**

| WEEK | DATE   | TOPICS  | PARTICIPATION Mark<br>15% | PPT | Chapter |
|------|--|---|---------------------------|-----|---------|
| 1    | Aug 30   | <ul style="list-style-type: none"> <li>Course Introduction</li> <li>Media rate card presentation order (10%)</li> <li>Project Grouping (25%)</li> </ul>   |                           |     |         |
| 2    | Sept 6   | <ul style="list-style-type: none"> <li>Advertising and Marketing Communications Today</li> </ul>  | /0.5                      | 1   | 1       |
| 3    | Sept 11<br>(Sept 13 <sup>th</sup> - Last day dropping a class) | 1. How many ads are we exposed to a day? Are there geographic differences? What are the most effective ways to stand out from the crowd? Provide 1 good and bad advertising examples. <ul style="list-style-type: none"> <li>The Advertising Industry</li> </ul>                          | /0.5                      | 2   | 2       |
|      | Sept 13  | 2. How many ads are we exposed to a day? Are there geographic differences? What are the most effective ways to stand out from the crowd? Provide 1 good and bad advertising examples. <ul style="list-style-type: none"> <li>Consumer Behavior Concepts &amp; Target Marketing</li> </ul> | /0.5                      | 3   | 3       |
| 4    | Sept 18  | 3. What are the important factors to succeed in marketing communications? Provide 1 failure example. <ul style="list-style-type: none"> <li>Strategic Planning Concepts for Marketing Communications</li> </ul>   | /0.5                      | 4   | 4       |
|      | Sept 20  | 4. What is creative planning? What should the client and advertising agency do to succeed in creative planning. <ul style="list-style-type: none"> <li>Creative Planning Essentials</li> </ul>  | /0.5                      | 5   | 5       |
| 5    | Sept 25  | 5. What is creative planning? What should the client and advertising agency do to succeed in creative planning. <ul style="list-style-type: none"> <li>Creative Planning Essentials</li> </ul>  | /0.5                      | 5   | 5       |
|      | Sept 27  | 6. What is Media Planning? What is a media blocking chart? How to plan and create a media blocking chart? <ul style="list-style-type: none"> <li>Media Planning Essentials (Long lecture)</li> </ul>  | /0.5                      | 7   | 7       |
| 6    | Oct 2  | 7. What is Media Planning? What is a media blocking chart? How to plan and create a media blocking chart? <ul style="list-style-type: none"> <li>Media Planning Essentials (Long lecture)</li> </ul>  | /0.5                      | 7   | 7       |
|      | Oct 4  | <b>EXAM 1 25%</b><br>chapter 1,2,3,4,5,7  |                           |     |         |

|    |          |   |      |               |               |
|----|----------|---|------|---------------|---------------|
| 7  | Oct 9-13 | <b>No Class</b>   |      |               |               |
| 8  | Oct 16   | <b>Guest Speaker:</b><br>Jim Aho, Founder & Owner of Jim Aho & Company (also the former founder and owner of Browns Communication)  | /1   |               |               |
|    | Oct 18   | 8. Media Rate Card Presentation (Newspaper)<br><ul style="list-style-type: none"> <li>Print Media: Newspaper &amp; Magazines</li> <li>Design, Layout, and Production</li> </ul>   | /0.5 | 8, 6          | 8, 6          |
| 9  | Oct 23   | 9. Media Rate Card Presentation (Magazines)<br><ul style="list-style-type: none"> <li>Print Media: Newspaper &amp; Magazines</li> <li>Design, Layout, and Production</li> </ul>   | /0.5 | 8, 6          | 8, 6          |
|    | Oct 25   | 10. Media Rate Card Presentation (TV)<br><ul style="list-style-type: none"> <li>Broadcast Media: TV &amp; Radio</li> <li>Design, Layout, and Production</li> </ul>  | /0.5 | 9, 6          | 9, 6          |
| 10 | Oct 30   | 11. Media Rate Card Presentation (Radio)<br><ul style="list-style-type: none"> <li>Broadcast Media: TV &amp; Radio</li> <li>Design, Layout, and Production</li> </ul>   | /0.5 | 9, 6          | 9, 6          |
|    | Nov 1    | 12. Media Rate Card Presentation (Out-of-Home)<br><ul style="list-style-type: none"> <li>Out-of-Home Media</li> <li>Design, Layout, and Production</li> </ul>   | /0.5 | 10, 6         | 10, 6         |
| 11 | Nov 6    | 13. Media Rate Card Presentation (Direct Response)<br><ul style="list-style-type: none"> <li>Direct Response Media (<u>study on your own</u>)</li> <li>Design, Layout, Production (<u>study on your own</u>)</li> </ul><br>14. Media Rate Card Presentation (Interactive) | /0.5 | 10, 11, 12, 6 | 10, 11, 12, 6 |
|    | Nov 8    | 15. Media Rate Card Presentation (Interactive)<br><ul style="list-style-type: none"> <li>Interactive Media</li> <li>Design, Layout, and Production</li> </ul>   | /0.5 | 12, 6         | 12, 6         |
| 12 | Nov 13   | <b>Guest Speaker:</b><br>Lynn Hoffman, Mediology<br>Partner, Director of client strategy  | /1   |               |               |
|    | Nov 15   | 16. What are the important factors to create a promotional strategy? Provide 1 failure example<br>17. What are the important factors to create a promotional strategy? Provide 1 successful example   | /0.5 | 12, 6         | 12, 6         |
| 13 | Nov 20   | <b>EXAM 2 25%</b><br>Chapter 1,2,3,4,5,7,6,8,9,10,11,12   |      |               |               |

|    |        |  |    |  |  |
|----|--------|--|----|--|--|
|    | Nov 22 | <b>Project Workshop</b>  |    |  |  |
| 14 | Nov 27 | <b>1. Group Presentations 25%</b><br><b>2. Group Presentations 25%</b> | /2 |  |  |
|    | Nov 29 | <b>3. Group Presentations 25%</b><br><b>4. Group Presentations 25%</b> | /2 |  |  |
| 15 | Dec 4  | <b>5. Group Presentations 25%</b><br><b>6. Group Presentations 25%</b> | /1 |  |  |