Management of Promotion – BUS 414 001  
COURSE OUTLINE

Semester: Winter 2020  
Class Time: Tue/Thurs 16:00-17:15  
Class Room #: ED 616  
Instructor: Dr. Lisa Watson  
Office Hours: Tuesdays 3:00-3:45pm, Wednesdays 6:00-6:45pm, open door policy and by appointment  
Office: ED 512.3  
Phone: 337-2389  
Email: Lisa.Watson@uregina.ca (please see email expectations)

Pre-requisites: BUS/ADMN 210 and BUS/ADMN 312  
Students may not receive credit for both BUS 414 and ADMN 414

Student Accessibility:  
If there is any student in this course who, because of a disability, illness or injury, may have a need for special accommodation, please contact the Centre for Student Accessibility at 585-4631 or accessibility@uregina.ca. You may also visit their offices in RC 251 or click here to learn more about available services and the registration process.

Textbook:  

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 the consumer decision making process. 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 as a cohesive set 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. The expectation is that you have a sound knowledge of marketing, or are interested enough to be willing to supplement your knowledge on your own time.
Learning Objectives:
1. To understand the concept, practice, nature and function of integrated marketing communication (IMC) and how it fits into the context of the strategic marketing plan.
2. To learn how to move people through the communication process toward action or purchase.
3. To be able to combine the elements of the promotional mix to develop an effective and efficient IMC plan.
4. To provide students with firsthand experience working for a real business client.

Course Regulation and Requirements:
This is a business course. Accordingly, an appropriate level of professionalism is expected.
1. Please come to class prepared and having read the assigned materials for the week.
2. Please arrive to class and hand in assignments on time.
3. Please refrain from talking unless it is to make a direct class contribution.
4. Should you bring a laptop to class, please sit in the back row and use it for relevant in-class purposes only. Research has proven that students who use laptops in class and students sitting near them who are able to see their screens earn grades that are on average 11-17% lower than other students in the same class. Research further shows that, on average, students who take handwritten notes outperform students who take notes on laptops by a significant margin on conceptual application of class material.
5. Please turn off your cell phone prior to entering the classroom. Texting under the table is just as disruptive to the students around you as other non-class related activities.
6. Students are expected to abide by the regulations of the University of Regina. See the University Calendar for more information. Be sure that you understand these regulations.
7. Plagiarism and cheating constitute academic misconduct will not be tolerated. Proper respect for and full disclosure of other people’s intellectual property is mandatory and will be strictly enforced in every instance. See the Handout on Academic Misconduct found on URCourse for more information.
8. Late assignments will not be accepted and will receive a grade of zero (0%) unless approved in advance and/or proper documentation is provided (e.g. medical or death certificate).
9. Ask permission, not forgiveness. If (beyond an emergency situation) you believe that you have a legitimate reason to require special consideration or a deadline extension, discuss the issue with your professor in advance. Providing excuses on the day or asking forgiveness after the fact shows a lack of preparedness on your part and will not work in your favour.
10. Electronic-only assignment submissions will only be accepted as requested by the professor or under exceptional circumstances (e.g. medical emergencies, extreme weather, etc.).
11. You are responsible for all course materials whether or not you were in class when they were covered. Please be sure to exchange contact information with a fellow student who can take notes for you if you are absent.
12. Students should bring their student ID card or other government photo ID to the final examination and abide by the examination regulations set forth by the invigilator.
13. If you miss the final examination you must arrange for a deferred examination through the faculty. Proper documentation will be required and university procedures must be followed.
Email Expectations:
This is a business course. Accordingly, an appropriate level of professionalism in electronic correspondence is expected. Remember, anything that you transmit electronically can be just as permanent as a paper document.

1. Please use formal business format when corresponding with your instructor via email. Use a formal greeting, body and closing. (Note: “Hey” is not a formal greeting.)

2. Please avoid using slang, texting short forms, and inappropriate language or tone in emails to your instructor.

3. Please allow a reasonable amount of time for your instructor to respond to messages. I limit checking my work email to while I am at work and I have a large number of students. This means that I will not typically respond to student emails on weekends and it may take me a bit of time to get through Monday morning and “crunch time” backlogs.

Email is not always the most appropriate medium for communicating. It can be particularly limiting when it comes to identifying learning roadblocks and providing student feedback. Sometimes two-way communication such as a telephone call or face-to-face meeting is a far more effective way to ask questions and have them answered.

1. Please only send emails that I can quickly and easily respond to in a return email. For answers to more in-depth questions, please arrange to see me in my office or provide a telephone number and request that I call you.

2. Please do not email me assignments as attachments in advance of the due date and ask for general feedback via return email. Instead, either come to my office or request a telephone appointment to ask me to address any specific questions or concerns that you may have.

Finally, please send email directly to lisa.watson@uregina.ca to ensure a timely response.

Turnitin Policy:
Your instructor may require you to use Turnitin for some aspects of this course. The benefits provided by Turnitin are twofold. First, it may be used as a learning tool when preparing literature reviews and other papers that require citation of other people’s intellectual property. Second, it protects your intellectual property by discouraging others from plagiarizing your work in the future. More information about Turnitin and how to use it may be found on URCourses.

Faculty of Business Administration Participant Pool:
The Faculty of Business Administration Participant Pool provides students with the opportunity to participate in research related to the concepts that they study. Participation in studies allows students to earn research credits that they can allocate toward eligible business classes (to a maximum of 2% per eligible class). For more information about our participant pool, how it works, classes that are eligible for research credits, current research participation opportunities, and how to register, please visit the faculty website.
Course Assessment:

**In-Class Component:**
- Polling, In-Class, & Homework Exercises 10%

**Group Promotional Plan (GPP) Component:**
- Strategic Direction* 0%
- Initial Draft* 0%
- Final Report 35%
- Class Presentation 10%
- Internal Group Reporting Documents (IGRDs)* 0%

**Testing Component:**
- Midterm Examination 15%
- Final Examination** 30%

**TOTAL** 100%

* While not assigned grades, these submissions are not optional. Failure to submit these completed items on time may result in a grade of NP in the course.

** You must achieve a clear pass on your testing component to be able to get an overall pass in this course. Failure to meet this requirement will result in a grade of NP in the course.

Polling, In-Class, & Homework Exercises

We will use an on-line polling system regularly in this course. You can use your laptop, smartphone, or a provided device called a “clicker” to participate. Each student choosing to use a remote will be assigned a clicker number at the beginning of the term. You are responsible for retrieving your clicker at the beginning of class time and returning it at the end of class time. Be aware that failure to return your clicker can detrimentally affect other students; as several students can use the same clicker on any given day. Should you lose your clicker, you will be responsible for its replacement cost of $75. Your final grade will not be assigned until the clicker has been returned or paid for. Polling may be used for a range of activities. For example:

1. Verifying comprehension of course content.
2. Establishing opinions on issues being discussed in class.
3. Group decision-making on class-wide learning activities.
4. Interactive demonstration of course concepts.

Students will be assigned short in-class exercises (which may include discussions) on a regular basis throughout the semester. The purpose of these exercises is to get hands-on experience applying course concepts. Some in-class exercises will involve the use of polling. On occasion, an in-class or lab exercise may require students to do some homework preparation. Students may be required to work either individually or in groups to complete in-class and lab exercises as indicated by your instructor, but any homework preparation should be done individually.

For polling-based activities you will earn credit for your level of participation in responding to questions. In other cases, written responses must be handed in upon completing the exercise and will also be used for allocating grades. As such students should come equipped with loose leaf paper for response submission. You will be assigned a grade on a pass/fail (1/0) basis for each in-class exercise.

- 0 – Unsatisfactory performance
- 1 – Satisfactory performance
Your final polling, in-class, and homework exercise grade will be calculated based on your daily polling and in-class exercise marks for each class. \textit{Your two (2) lowest marks will be dropped}, thus you may miss up to one typical week of classes without penalty.

\textbf{Group Promotional Plan (GPP)}

The purpose of this assignment is to gain hands-on experience in promotional planning by working for a real client in a service learning context. You should work in teams of four (3-5) people for this assignment.

A detailed assignment sheet for the GPP may be found on URCourses. Please read the assignment sheet in full. It provides extensive guidance on how to successfully complete the project.

Your group will develop a highly detailed and fully integrated promotional plan for a real company based on some current issue that the company is currently facing. Should the class not be working with a \textit{pre-selected client} in the community, you may either find 1) a \textit{real client} consisting of a local company for which to develop a plan or 2) a \textit{fictitious client} consisting of some real company for which you can access adequate information to be able to develop a plan without any direct communication with that company.

All GPP submissions are due in both electronic and hard copies \textit{by no later than the beginning of class time} on the date that they are to be submitted.

There are two opportunities to submit drafts of your GPP over the course of the term. The purpose of these submissions is to provide timely feedback on the promotional planning process to date in order to make any suggested modifications prior to final GPP submission.

\textbf{Strategic Direction}

The Strategic Direction is an early draft of your promotional strategy. The purpose of this submission is to provide timely feedback on the overall direction of your marketing plan review and creative strategy prior to development of specific creatives to ensure that they will meet your client’s needs. This submission should include (at a minimum) your marketing plan review and creative strategy. Students are also free to submit as much additional work as they have done on the project to date.

Strategic GPP Direction submissions are due in electronic copy through URCourse \textit{by no later than the beginning of class time} on the date that they are to be submitted. You will then schedule a brief half hour meeting with your instructor to receive verbal feedback and discuss your submission.

Please take as much care in preparing your submission as you would like your instructor to take in providing feedback.

\textbf{Initial Draft}

The Initial Draft is a document containing all aspects of your promotional plan to date. The purpose of this submission is to receive feedback on all aspects of your promotional plan in order to make changes and improvements prior to your client presentation and final report. This submission should include (at a minimum) your marketing plan review, creative plan and media plan for the advertising component of your plan. Students are also free to submit as much additional work as they have done on the project to date.

Initial GPP Draft submissions are due in electronic copy through URCourse \textit{by no later than the beginning of class time} on the date that they are to be submitted. You will then schedule a brief half hour meeting with your instructor to receive verbal feedback and discuss your submission.
Please take as much care in preparing your submission as you would like your instructor and peers to take in providing feedback.

**Final Report**

All Final GPP Report submissions are due in electronic copy through URCourses by *no later than the beginning of class time* on the date that they are to be submitted. You will provide one (1) colour hard copy to your instructor for your client.

The final report consists of a highly detailed and fully integrated promotional plan. *Late Final Report submissions will receive a grade of zero (0%).*

**Class Presentation**

The group will be required to give a short presentation of their project to their client and rest of the class. All group members must have *some* role in the presentation, but need not all speak. Audience members will be called upon to pose any questions to other groups that might be useful in making any last minute adjustments to their final reports before submission.

**Internal Group Reporting Documents (IGRDs)**

Each member of the team is equally responsible for their group’s final report and presentation. To properly evidence the contributions of each group member to the project, internal reporting documents must be submitted along with the GPP Final Report. An Internal Group Reporting Documents (IGRD) Template document is available on URCourses.

Detailed meeting minutes and timesheets are standard business practice. They are used both in the workplace to track the activities of project teams and their members and by consultants for billing purposes. The purpose of these reporting documents are twofold: 1) to help with project management and 2) to calculate each team member’s final project mark. Based on the team’s total GPP Final Report grade, *individual grades may be adjusted either up or down to reflect each individual’s project contribution.* The purpose of this process is to credit individual students with the grades they could have earned should they have been working with students that contributed similarly to themselves on the project.

It is the group’s responsibility to ensure that its completed documents are received by the instructor. Should your group fail to submit IGRDs, the group’s grades will be withheld until it has been received by the instructor. *Should a set of IGRDs remain outstanding by the time that final grades are submitted; this will result in a project grade of NP for all group members.*

*Should an individual fail to submit a timesheet,* this will constitute implied consent to use the peer evaluation sheets of the other group members to calculate the individual’s final grade. It is the responsibility of the individual to ensure that these completed documents are received by the instructor.
Midterm and Final Examinations:

Examinations will consist primarily of short answer and case-based questions. The focus of testing will be on your ability to apply and integrate your knowledge of promotional planning concepts. All material covered in both the text and classes are considered to be relevant material.

You must achieve a clear pass on your final examination to be able to get an overall pass in this course. Failure to meet this requirement will result in a grade of NP in the course. A missed exam will result in a grade of NP in the course unless the proper documentation is provided and formal university procedures are followed.

You may bring one (1) letter-sized page of notes to your examinations. There are no restrictions with respect to number of sides, margins, font size or content. Your notes page must be submitted along with your completed examination. The notes page that is submitted with your midterm examination will be returned along with your graded examination. You final examination and its associated notes page will not be returned.
# Course Outline

## Management of Promotion – BUS 414

### VERY Tentative Class Schedule:

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Chapters*</th>
<th>Assignment Due</th>
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<tr>
<td>1</td>
<td>Jan. 7</td>
<td>Course Introduction Introduction to IMC</td>
<td>Course outline 1</td>
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<td></td>
<td>9</td>
<td>Marketing Plan Review Project Preparation</td>
<td>2</td>
<td>GPP Assignment</td>
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<td>2</td>
<td>14</td>
<td>Communications Strategy &amp; Obj</td>
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<td></td>
<td>16</td>
<td><strong>Project Client Presentation</strong></td>
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<td>3</td>
<td>21</td>
<td>Creative Platforms &amp; Planning</td>
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<td></td>
<td>23</td>
<td>Creative Planning cont’d</td>
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<td>4</td>
<td>28</td>
<td>Media Planning</td>
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<td>Strategic Direction</td>
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<td></td>
<td>30</td>
<td>Media Planning cont’d</td>
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<td>(meetings 30th - 2nd)</td>
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<td>5</td>
<td>Feb 4</td>
<td>Advertising Creatives</td>
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<td>Advertising Creatives</td>
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<td>6</td>
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<td>Content Marketing</td>
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<td>Guest Speaker (TBC)</td>
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<td>7</td>
<td>18&amp;20</td>
<td><strong>Winter Break – No Class</strong></td>
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<td>8</td>
<td>25</td>
<td>Media Buying: Print, Outdoor</td>
<td>8,10</td>
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<td>27</td>
<td><strong>Midterm Examination</strong></td>
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<td>9</td>
<td>Mar. 3</td>
<td>Media Buying: Broadcast, Digital</td>
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<td>Initial Draft</td>
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<td></td>
<td>5</td>
<td>Digital Toolkit &amp; Search</td>
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<td>(meetings 4th-12th)</td>
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<td>10</td>
<td>10</td>
<td>Digital buying and analytics</td>
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<td>(meetings 4th-12th)</td>
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<td></td>
<td>12</td>
<td>Interactive &amp; WOM (owned &amp; earned)</td>
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<td>(meetings 4th-12th)</td>
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<td>11</td>
<td>17</td>
<td>Guest Speaker (TBC)</td>
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<td>19</td>
<td>Public Relations &amp; WOM generation</td>
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<td>12</td>
<td>24</td>
<td>Public Relations &amp; Media relations</td>
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<td>26</td>
<td>Public Relations &amp; Sponsorship</td>
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<td>13</td>
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<td>Direct &amp; Email Marketing (B2C)</td>
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<td>Apr. 2</td>
<td>Sales Promotion</td>
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<td>14</td>
<td>7</td>
<td><strong>Client Project Presentations</strong></td>
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<td>Final Report &amp; IGRDs</td>
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<td>9</td>
<td>Course Wrap-up &amp; Exam Review</td>
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*Any supplementary readings not in the text will be assigned during class and posted on URCourses.

**Final Examination Thursday, April 16th 14:00 – 17:00 Room TBA**
Feeling Stressed? Always worried?

Some stress is normal when you’re going to university but 1 in 5 students will suffer from enough distress that they would benefit from counselling.

What can I do?

The U of R offers several counselling services free of charge for students at the U of R. These sessions are confidential and easy to access for students – simply go to the second floor of Riddell, Room 261 to make an appointment.

When should you go?

Knowing when to schedule an appointment can be tough. Some common issues you might need help with include test anxiety, if you’ve experienced a trauma like losing a family member or a close friend, or if you’ve recently ended a relationship.

If the feelings you’re experiencing are more intense and severe counselling services can also provide urgent service within 3 days and referrals as needed.

What options are available for me?

**Personal Counselling** – This is a great option if you’d like one on one attention for things like anxiety and panic, relationship conflict, depression, grief and loss, academic issues, body image and substance abuse. Up to 5 sessions are free per semester. Try it – talking about your problems can be more helpful than you might think!

**Group Counselling** – Simply put, you’re not alone. Many students are experiencing the same things as you. The U of R offers a wide variety of group counselling opportunities that can help teach many skills for managing your mental health, including: Meditation and relaxation, Healthy relationships, Stress Management and Self-Care.

But I can’t afford counselling…

Seeking counselling doesn’t have to be cost prohibitive. Many students can benefit from the 5 free sessions offered by the University as a benefit of being a student.

If you need more sessions make sure you contact URSU and visit www.iHaveAPlan.ca. Many expenses that are related to mental health, including going to a psychologist, are partially covered by your Student Health and Dental Plan!

What else can I do?

Self-care - taking better care of yourself, can help you out. Eating better, working out, smoking and drinking less and balancing school with fun can all help with mental health!

Have a problem but don’t know how to fix it?

**URSU’s Student Advocate can help you free of charge!**

- Academic Appeals
- Disciplinary Appeals
- Student Loan Appeals
- E-mail advocate@ursu.ca to schedule an appointment today!