

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 430

PROMOTION STRATEGY

COURSE DESCRIPTION

This course is open to students who desire to understand the function of Promotion within a company's Integrated Marketing Communications (IMC) plan. Emphasis is on planning, creating, and evaluating advertising, sales promotion, and publicity strategies to communicate most effectively across the optimum blend of media channels.

RATIONALE

Effective advertising is critical to the success of any organization in today's rapidly changing and competitive market environments. Business leaders must develop creative and appealing promotion strategies that achieve specific marketing objectives. Toward this end, BUSI 430 explores marketing communications at a deeper level than a basic marketing course. The course presents an integrated marketing perspective that will help present and future business persons coordinate the various communication functions within his or her organization.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. RECOMMENDED RESOURCE

Clow, K. E., & Baack, D. E. (2018). *Integrated advertising, promotion, and marketing communications*. Upper Saddle River, NJ: Pearson.

IV. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Office

V. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Recommend the best media for conveying the IMC message.

- B. Design an effective control system to measure the effectiveness of a promotional program.
- C. Assess the social, ethical, regulatory, and economic aspects of advertising and promotion.
- D. Develop a successful promotional strategy that communicates creatively and effectively to the target market.
- E. Integrate biblical concepts within the field of promotion strategy.

VI. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations
- B. Course Requirements Checklist
After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.
- C. Discussion Board Forums (4)
Discussion boards are collaborative learning experiences. Therefore, the student is required to submit a thread in response to the provided prompt for each forum. Each thread must be at least 300 words and include at least 1 citation from the textbook and 1 from another source. In addition to the thread, the student is required to reply to at least 1 classmate's thread. Each reply must be at least 300 words and include at least 1 citation.
- D. Essays (3)
Each essay must be at least 1,000 words and contain a minimum of 5 outside sources. Each essay must include a title page and a reference page and follow current APA format.
- E. IMC Project
The student will write an IMC (Integrated Marketing Communication) Project in current APA format. The paper must be at least 5,000 words and include at least 15 references on the reference page. The paper must also include a title page and an abstract. The title page, abstract, and reference page do not count towards the required word count.
- F. Exams (4)
Each exam will cover the Reading & Study material for the assigned modules/weeks. Each exam will be open-book/open-notes, contain 30 multiple-choice and true/false questions, and have a 45-minute time limit.

VII. COURSE GRADING AND POLICIES**A. Points**

Course Requirements Checklist		10
Discussion Board Forums	(4 at 55 pts ea)	220
Essays	(3 at 100 pts ea)	300
IMC Project		240
Exam 1	(Modules 1–2)	60
Exam 2	(Modules 3–4)	60
Exam 3	(Modules 5–6)	60
Exam 4	(Modules 7–8)	60
	Total	1010

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

D. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

BUSI 430

Textbook: Clow & Baack, *Integrated Advertising, Promotion, and Marketing Communications* (2018).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Clow & Baack: Part 1, Sections 1–3 1 presentation	Course Requirements Checklist Class Introductions Essay 1	10 0 100
2	Clow & Baack: Part 1, Section 4 1 presentation 1 website	DB Forum 1 Exam 1	55 60
3	Clow & Baack: Part 2, Section 5 1 presentation 1 website	Essay 2	100
4	Clow & Baack: Part 2, Sections 6–7 1 presentation 1 website	DB Forum 2 Exam 2	55 60
5	Clow & Baack: Part 3, Sections 9–10 1 presentation 1 website	Essay 3	100
6	Clow & Baack: Part 3, Section 8 1 presentation 1 website	DB Forum 3 Exam 3	55 60
7	Clow & Baack: Part 4, Sections 11–13 1 presentation	IMC Project	240
8	Clow & Baack: Part 5, Sections 14–15 1 presentation 1 website	DB Forum 4 Exam 4	55 60
TOTAL			1010

DB = Discussion Board

IMC = Integrated Marketing Communication

NOTE: Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.