

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 612

MARKETING PROMOTIONS

COURSE DESCRIPTION

This course guides students in understanding and the application of key promotional theories, strategies and tactics associated with organizations whose unique product mix demands the highest levels of promotions. Students will get a solid foundation of the theory, design and application of promotion techniques and practices that are dedicated to increasing brand awareness and top line sales growth.

RATIONALE

Successful organizations in both the private and public sector have learned that the ability to effectively and efficiently communicate with their target audiences is critical to their long-term success. Marketing promotions and advertising are used to market/sell products and services as well as to promote social causes and deal with societal problems (alcohol and drug abuse). The emphasis of this course is to teach the student to be an effective promoter, well equipped to market products and services.

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. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Office
- D. The Holy Bible

IV. MEASURABLE LEARNING OUTCOMES

After completing this course, the student will be able to:

- A. Understand and evaluate the theories of promotions as they relate to creating or increasing brand awareness and top line sales growth.
- B. Apply the theories of promotions using an integrated approach toward creating or increasing brand awareness along with increased top line sales growth.
- C. Demonstrate conceptual understanding of the rapidly evolving social media and Internet marketing and their importance to the marketing communication mix.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations/notes
- 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

Discussion boards are collaborative learning experiences. Therefore, the student will complete one Discussion Board Forum. The forum will consist of a thread and at least (minimum) 2 replies. The instructor is looking for substantial, thoughtful, and critical discussions as they relate to the course.

- D. Promotions Project

For this project, student will design an integrated promotions/advertising plan for a product of his/her choosing. Each part of the promotions project will be turned in every module/week and will build upon the previous parts.

1. Product Confirmation

The student will choose an existing product or a new product that he/she will work with through the rest of the course. The student will submit a photo of the product he/she will be researching.

2. IMC Mix Essay

The student will write an essay to help them better understand and identify the facts that affect the student's thinking and, ultimately, the design of his/her big idea for his/her advertisement/promotion. The essay must be consistent with current APA writing. This assignment will be turned in through SafeAssign

3. Situational Analysis Essay

The student will write an essay to be used as a planning step to help him/her better understand and identify the facts that affect the student's thinking and, ultimately, the design of his/her big idea for his/her advertisement/promotion. The essay must be consistent with current APA writing. This assignment will be turned in through SafeAssign.

4. Target Marketing Essay

The student will write a well-crafted essay in a format consistent with current APA, defining the market segment for the product they chose to research exists. The student will also discuss the market characteristics and the target market of the product. This assignment will be 7 pages and will be turned in through SafeAssign.

5. Competitive Insights Essay

The student will write an essay that systematically discusses the consumer behavior of the customers that currently purchase the product the student has chosen to research. This essay will be a minimum of 6 pages and will be written in a format consistent with current APA. The essay will be turned in through SafeAssign.

6. Creative Development Questionnaire

The student will create a Word document by answering questions that fully articulates and explicates each question/section. Creativity is one of the areas that will be looked at for this assignment. This assignment will be turned in through SafeAssign.

7. Big Idea and Media PowerPoint

The student will create a PowerPoint presentation that visually reflects the big idea and an advertisement/promotion he/she has chosen.

8. Big Idea and Media PowerPoint Text

The student will continue to work on the PowerPoint presentation by adding the text to the slides. This text will show an understanding of the process of pitching his/her ad/promotion to the marketing executives of the firm that makes his/her product.

E. Integrated Faith and Learning

The Integrated Faith and Learning (IFL) assignment is asking the student how he/she will integrate his/her faith coupled with marketing promotions theory (all within a business world context). The student will be writing an essay with 500 words (minimum) integrating his/her faith. The essay must be consistent with current APA writing. This assignment will be turned in through SafeAssign.

F. Ethics Paper

The student will write a graduate-level paper using current APA format. The paper will answer questions from the research questions provided. The paper will be at least 5 pages (excluding the title page, abstract and references page). This assignment will be turned in through SafeAssign.

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

Course Requirements Checklist	10
Discussion Board Forum 1	75
Promotions Project	
Product Confirmation	10
IMC Mix Essay	100
Situational Analysis Essay	100
Target Market Essay	120
Competitive Insights Essay	100
Creative Development Questionnaire	120
Big Idea and Media PowerPoint	100
Big Idea and Media PowerPoint Text	100
Integrated Faith and Learning	75
Ethics Paper	100
Total	1010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
 C+ = 820–839 C = 780–819 C- = 760–779 F = 0–759

C. Late Assignment Policy

If the student is unable to complete an Assignment/Discussion Board on time, then he or she must contact the instructor immediately by email. *Final submission deadlines for group projects are also subject to the Late Assignment Policy. Specific criteria covering individually missed deadlines in group assignments are covered in the respective grading rubric and assignment instructions.

Assignments/Discussion Boards submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the course will not be accepted.

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 612

Textbook: Young, *Marketing Promotions* (2017)

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Young: chs. 1–2	Course Requirements Checklist Class Introductions IMC Mix Essay PP – Product Confirmation	10 0 100 10
2	Young: chs. 3–4 6 presentations	PP – Situational Analysis Essay Integrated Faith and Learning	100 75
3	Young: chs. 5–7 3 presentations 1 lecture note	PP – Target Marketing Essay	120
4	Young: chs. 8–9 6 presentations	PP – Competitive Insights Essay	100
5	Young: chs. 10–11 4 presentations lecture notes	PP – Creative Development Questionnaire	120
6	Young: chs. 12–14 3 presentations 1 lecture note	PP – Big Idea and Media PowerPoint	100
7	Young: chs. 15–17 3 presentations	PP – Big Idea and Media PowerPoint Text	100
8	3 websites	DB Forum 1 Ethics Paper	75 100
TOTAL			1010

DB = Discussion Board

PP = Promotions Project

NOTE: Module/Week one begins on Monday and ends at 11:59 p.m. (ET) on Friday.
Modules/Weeks 2-8 begin on Saturday and end at 11:59 p.m. (ET) on Friday.