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. RECOMMENDED RESOURCE PURCHASE

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
E. The Holy Bible
V. **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.

VI. **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.
VII. COURSE GRADING AND POLICIES

A. Points

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Course Requirements Checklist</td>
<td>10</td>
</tr>
<tr>
<td>Discussion Board Forum 1</td>
<td>75</td>
</tr>
<tr>
<td>Promotions Project</td>
<td></td>
</tr>
<tr>
<td>Product Confirmation</td>
<td>10</td>
</tr>
<tr>
<td>IMC Mix Essay</td>
<td>100</td>
</tr>
<tr>
<td>Situational Analysis Essay</td>
<td>100</td>
</tr>
<tr>
<td>Target Marketing Essay</td>
<td>120</td>
</tr>
<tr>
<td>Competitive Insights Essay</td>
<td>100</td>
</tr>
<tr>
<td>Creative Development Questionnaire</td>
<td>120</td>
</tr>
<tr>
<td>Big Idea and Media PowerPoint</td>
<td>100</td>
</tr>
<tr>
<td>Big Idea and Media PowerPoint Text</td>
<td>100</td>
</tr>
<tr>
<td>Integrated Faith and Learning</td>
<td>75</td>
</tr>
<tr>
<td>Ethics Paper</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1010</td>
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</tbody>
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B. Scale

C+ = 820–839  C = 780–819  C- = 760–779  F = 0–759

C. 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**


<table>
<thead>
<tr>
<th>Module/Week</th>
<th>Reading &amp; Study</th>
<th>Assignments</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td><em>Marketing Promotions</em>: chs. 1–4</td>
<td>Course Requirements Checklist, Class Introductions, IMC Mix Essay, PP – Product Confirmation</td>
<td>10, 0, 100, 10</td>
</tr>
<tr>
<td>2</td>
<td><em>Marketing Promotions</em>: ch. 5, 6 presentations</td>
<td>PP – Situational Analysis Essay, Integrated Faith and Learning</td>
<td>100, 75</td>
</tr>
<tr>
<td>3</td>
<td><em>Marketing Promotions</em>: chs. 6–7, 3 presentations, 1 lecture note</td>
<td>PP – Target Marketing Essay</td>
<td>120</td>
</tr>
<tr>
<td>4</td>
<td><em>Marketing Promotions</em>: chs. 8–10, 6 presentations</td>
<td>PP – Competitive Insights Essay</td>
<td>100</td>
</tr>
<tr>
<td>5</td>
<td><em>Marketing Promotions</em>: chs. 11–13, 4 presentations, lecture notes</td>
<td>PP – Creative Development Questionnaire</td>
<td>120</td>
</tr>
<tr>
<td>6</td>
<td><em>Marketing Promotions</em>: ch. 14, 3 presentations, 1 lecture note</td>
<td>PP – Big Idea and Media PowerPoint</td>
<td>100</td>
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<tr>
<td>7</td>
<td><em>Marketing Promotions</em>: chs. 15–17, 3 presentations</td>
<td>PP – Big Idea and Media PowerPoint Text</td>
<td>100</td>
</tr>
<tr>
<td>8</td>
<td><em>Marketing Promotions</em>: ch. 18, 3 websites</td>
<td>DB Forum 1, Ethics Paper</td>
<td>75, 100</td>
</tr>
</tbody>
</table>

**Total** 1010

DB = Discussion Board  
PP = Promotions Project  

**NOTE:** Module/Weeks 1–7 begin on Monday and end at 11:59 p.m. (ET) on Sunday. Modules/Week 8 begins on Monday and ends at 11:59 p.m. (ET) on **Friday**.