



BUSML 4231-0010: PROMOTIONAL STRATEGY

Autumn 2016

Professor:	Scott LaCross	Class Time:	TuTh, 8:00 – 9:20am & 9:35 – 9:55am
Office:	356B Fisher Hall	Classroom:	Schoenbaum Hall 209
Email:	lacross.2@osu.edu	Office Hours:	By appointment

Course Overview

This course is designed to complement the Advertising Management (M&L 4230) class. Taken together, you will be introduced to the field of advertising and promotion. The perspectives offered will emphasize the role of traditional advertising and other promotional mix elements in developing an integrated marketing communications (IMC) program. IMC requires an understanding of the overall marketing process, how companies organize for advertising and other promotional functions, customer behavior, communications theory, how to set goals and manage budgets.

This course will explore how marketers utilize promotional programs to enhance their advertising and other marketing efforts. It will also focus on understanding the role of pricing and the implications of various pricing strategies.

Course Objectives

By the end of the term you will be able to:

- (1) Evaluate the fit of a promotional effort for a brand.
- (2) Analyze the effectiveness of promotions.
- (3) Critique promotional strategy and offer recommendations for improvement.
- (4) Work effectively in a team environment towards a common goal.
- (5) Utilize your analytic, oral presentation and writing skills.

Course Text

Belch & Belch. Advertising and Promotion: An Integrated Marketing Communications Perspective. 10th edition

Publisher: McGraw Hill

ISBN: 9781259337048

This book is required for all sections of Advertising Management (BUSML 4230). While we will utilize and reference the text throughout the course for class discussions, **I do not mandate that every student have their own textbook**. I'm fine if students want to coordinate sharing the textbook with others from this class or 4230. Some of the discussions posted on Carmen will relate to concepts from the textbook so it is the student's responsibility to at least have access to a textbook.



Course Expectations

Don't think of this as a class in marketing; think of this as a marketing company in which you are employees trying to get ahead. When you prepare for class, imagine you are preparing for an important meeting with your boss. Don't miss a chance to advance your career because of poor preparation. Try to be the most informed person in the room!

In this class, it is expected we will treat each other with the professionalism and respect required of us in our careers. In other words, make sure your documents show pride in your work (rewrite them, edit them, proof them, then do it all again); don't expect the "boss" (namely me) to look kindly on absences or under-preparation caused by other commitments. Be sure to send notification to me if you are not going to be in class on a given day.

Inappropriate conduct (i.e., tardiness, stepping out during class, sidebar conversations, use of electronic equipment like cell phones or iPods, and eating food) is frowned upon. Each of these behaviors tends to distract your fellow classmates and thus detract from the learning environment. I, and your fellow classmates, will return your consideration by treating you with respect, listening to your opinions and offering as much constructive feedback as possible. Additionally, I will be accessible for questions when you need assistance.

Grading

Your grade will be based on the below components:

<u>Graded Component:</u>	<u>% of Final Grade</u>
1. Group Company Analysis Project*	35%*
2. New Product Launch Group Presentation*	30%*
3. Attendance & Participation	20%
4. Group Peer Evaluation*	15%*

***Individuals who receive less than 75% Peer Evaluation (as an average of all evaluations) will receive only 80% credit of the Group Project and Presentation grades.**

The grading scale that will be utilized for the final grade are as follows:

A =	93 – 100%	C+ =	77 – 79.99%
A- =	90 – 92.99%	C =	73 – 76.99%
B+ =	87 – 89.99%	C - =	70 – 72.99%
B =	83 – 86.99%	D+ =	67 – 69.99%
B- =	80 – 82.99%	D =	63 – 66.99%

Group Company Analysis Project – 35% of final grade

You will work in **teams of six** that will be formed during the first week (you will form your own teams). Each team will select a company or brand for which you will perform an in-depth, external analysis of their promotional activities. Companies/brands cannot be duplicated and will be assigned on a first-come basis. Teams must provide their selection to the professor by **Tuesday, August 30th**. Your goal is to uncover elements of the company's promotional strategy based on the



topics discussed in this class. The final deliverable should follow the below outline. There is no required format or length for the deliverable but I will be looking at both thoroughness and relevance. **You should incorporate concepts and topical areas discussed throughout the course.**

Company Analysis Project Outline & Grade Weighting: Additional details will be provided in class

- 1) Situation Overview – 20% weighting
 - a. Company (products, financial performance, history, longevity, etc.)
 - b. Category (stage of lifecycle, competition, keys to success, history, future outlook, etc.)
- 2) Consumer Profile – 10% weighting
 - a. Provide an overview of the company's target consumer (demographics and psychographics)
- 3) Current Promotional Strategy – 40% weighting
 - a. Summary of current promotional activities with examples
 - b. Assessment of company's key promotional strategies tying back to concepts discussed throughout the semester (i.e. what is company trying to accomplish through the various promotional activities)
- 4) Alternative Strategy Option – 30% weighting
 - a. Develop additional promotional strategy or alternative activities to better achieve their current strategy as described in section 3 (what should they start, stop, or change)

New Product Launch Group Presentation – 30% of final grade

The pricing strategy and promotional support are important aspects of every new product launch. Each group (same groups as Company Analysis Project) will be assigned a product category from a typical grocery store. Your group will assess the category pricing structure and the promotional activities of the current brands and provide a recommended price and promotional strategy of a new product being launched into the category. You will present your assessment and recommendations to the class. Each group will have **15 minutes** to present.

Your presentation should include the following elements (additional details will be provided in class):

- 1) Summary of the current offerings with their pricing & promotional activities
- 2) Available pricing options/strategies for your new product
- 3) Your team's recommendation with rationale and support
- 4) Overview of promotional support for new product launch



Attendance & Participation – 20% of final grade

Being present and participating in discussions are important parts of the learning process and I strongly encourage you to be actively involved! Many people are intimidated by the "obligation" of speaking up in class. Don't be. Your anxiety will be reduced only through practice! Getting comfortable with public speaking will give you a HUGE career advantage.

In addition to in-class discussions, I will be occasionally posting questions on the Carmen Discussion Board that will also contribute points for participation. Each student is expected to participate in these discussions as if we were in the classroom by responding to every question that is posted.

Peer Evaluations – 15% of final grade

Team collaboration and participation is an important element of this class and will affect the quality of final deliverables. Each team member will provide a performance evaluation of the other members (template will be posted on Carmen). Lack of effort and contribution to the project by a team member will be reflected in the individual peer evaluations and will negatively affect that individual's overall grade for the course. **Individuals who receive less than 75% Peer Evaluation (as an average of all evaluations) will receive only 80% credit of the Group Project and Presentation grades.**

It is important that Peer Evaluation scores are determined based on objective criteria rather than personal opinion. It is normal for group members to have different approaches, personalities, and opinions so your group will need a clear framework for how you will work together and the expectations of performance. One of the first tasks your group will have will be to develop and submit a **Team Charter**. The performance expectations laid out in this charter will be the basis for your Peer Evaluation scores at the end of the session.

The template for the Team Charter will be posted on Carmen. An electronic version along with a printed & signed version of your final charter must be turned in to the instructor by the second class.

Honor Code

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's Code of Student Conduct and this syllabus may constitute "Academic Misconduct."

The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and



possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an "excuse" for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

Professor Bio

Scott LaCross

Senior Lecturer

Department of Marketing & Logistics

Fisher College of Business

Scott LaCross joined the Fisher Marketing & Logistics faculty team in Spring 2013 as an Adjunct Lecturer to teach the Marketing Projects course. For the next three years he taught in an adjunct role while also managing his own business, The Speiro Group, a Columbus-based consulting firm serving companies in the areas of strategic planning, marketing execution, and leadership development.

Scott transitioned into a full-time faculty position as a Sr. Lecturer in Autumn 2016 and teaches the Marketing Projects, Marketing Strategy, and Promotional Strategy courses. He is also the Faculty Coordinator for the Consumer Packaged Goods Industry Cluster Program.

Prior to teaching and consulting, Scott held various brand management positions with Sara Lee Corporation and Abbott Nutrition. His experience includes strategic business planning, P&L management, profitability improvement, cross-functional team management, market research design, brand identity and positioning, advertising and promotions development, and new product launches.

Scott is also a passionate business entrepreneur. He is the co-founder of Wholeful, a health and wellness company and creator of StartMarketingRight.com, an online resource that helps businesses plan and execute effective marketing programs.

Scott earned his MBA from Northern Illinois University and his B.S. in Marketing and Organizational Leadership from Miami University.



Course Schedule

Date	Topic	Text References / <i>Assignments</i>
8/23/16 (T)	Course Introduction	Review Syllabus & Course Structure
8/25/16 (Th)	IMC Overview	B&B, Ch. 1 & 2 / <i>Choose Project Groups</i>
8/30/16 (T)	Consumer Promotions	B&B Ch. 16 (pgs. 529 – 562) <i>Company/Brand Decision & Finalized Team Charter Due</i>
9/1/16 (Th)	Trade Promotions	B&B Ch. 16 (pgs. 563 – 572)
9/6/16 (T)	Pricing Strategy & Implementation	“Developing Your Pricing Strategy” e-Book (on Carmen)
9/8/16 (Th)	Direct Marketing	B&B Ch. 14
9/13/16 (T)	Digital Marketing	B&B Ch. 15
9/15/16 (Th)	Presentation Worksession	In-class discussion with individual groups
9/20/16 (T)	New Product Launch Group Presentations	<i>Groups 1-4 Present</i>
9/22/16 (Th)	New Product Launch Group Presentations	<i>Groups 5-8 Present</i>
9/27/16 (T)	Support Media & Measurement	B&B Ch. 13 & 18
9/29/16 (Th)	Company Analysis Worksession	In-class discussion with individual groups
10/4/16 (T)	Advertising Case Discussion	In-class activity & discussion
10/6/16 (Th)	Course Debrief & Activity	<i>Company Analysis Due – All Groups</i>