

**The Ohio State University  
Fisher College of Business  
BUSML 4231: Promotional Strategy  
Summer 2017<sup>1</sup>**

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**Instructor:** Lei Jia

**Classroom:** Schoenbaum Hall 215

**Office Hours:** MW 3:00 – 4:00 p.m.

**Email:** [jia.380@osu.edu](mailto:jia.380@osu.edu)

**Class Time:** MW 1:00 – 2:35 p.m.

**Office:** Fisher Hall 530

**Cell:** 812-361-0529

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**Course Materials**

Required text: *Advertising and Promotion*, 10<sup>th</sup> Edition, by George E. Belch and Michael A. Belch, ISBN-13: 978-0078028977, ISBN-10: 0078028973.

- Available at OSU bookstores and online.
- I prefer that you buy this edition rather than the others. If you do buy a different edition, please note that the chapter numbers are NOT the same as in the 10<sup>th</sup> edition.

**Course Objectives**

This course has two goals. The first is to introduce you the field of integrated marketing communications (IMC), with a specific emphasis on the role of promotional mix elements. This course will walk you through the process by which IMC programs are planned, developed and executed and the factors that influence this process. Consideration will be given to how to assess the effectiveness of IMC tools as well as the overall IMC program. The second goal is to apply the concepts we learn to cases from the “real world”. This means that you will come away from this class knowing how to identify and deliver solutions that are immediately useful to any organization or for starting your own company. Specifically:

- You will be able to develop and implement media strategies and identify the advantages and limitations of various media including print, broadcast, the Internet, and alternative media
- You will be able to explain the various promotional tools and the role they play in an integrated marketing communications program including advertising, sales promotion, public relations, direct marketing, social media, personal selling and other IMC tools
- You will be able to measure the effectiveness of the various IMC tools as well as the overall IMC program

**Grading**

Course grades will be determined based on the following scheme. As evident from the table on the next page, consistent performance on class participation, the exams, and the final assignment is

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<sup>1</sup> Syllabus version: 05/10/2017. Syllabus is subject to change.

necessary to excel in the class. At the same time, poor performance on any one component (e.g., exams) can be compensated by superior performance on other components (e.g., the final assignment).

<b>Requirements</b>	<b>% of grade</b>
Attendance & Participation	15%
First Exam	25%
Second Exam	25%
Final Assignment	35%
Total	100%

### **Grades Assignment**

<b>Grade</b>	
A	93.0 – 100
A -	90.0 – 92.9
B +	87.0 – 89.9
B	83.0 – 86.9
B -	80.0 – 82.9
C +	77.0 – 79.9
C	73.0 – 76.9
C -	70.0 – 72.9
D +	67.0 – 69.9
D	63.0 – 66.9
D -	60.0 – 62.9
F	59.9 or less

### **Class Attendance and Participation**

Attendance and participation are VERY important in creating a class environment that is both interesting and meaningful to the student. You should attend all classes. If you miss a class, you will be responsible for everything covered or announced in the class. Come to class on time and try NOT to leave early. Absences from class are excused for reasons of: (1) illness, (2) deaths or major family misfortunes, and (3) off-campus interviews. Documentation is required for all excused absences, for example: note from health center or doctor, obituary notice, interview invitation email, etc. Attendance is taken at the beginning of class so if you arrive late make sure to “check in” after class.

Students should be prepared with the readings assigned for each class. Class participation is considered an integral component of the learning experience. Both quantity and quality of students’ comments will be taken into consideration when evaluating class participation. Professionalism in classroom is expected and will be evaluated.

## **Exams**

All students take two exams during the semester (see class schedule for dates). Exam questions come from assigned readings and information and examples discussed in class. Each exam consists of 40 multiple-choice questions. Both the exams will include material from the textbook, classroom discussion, and any supplemental material provided by the instructor. The exams will not be cumulative. It is the student's responsibility to bring pencils to each exam. All exams must be taken in class at the scheduled time.

## **Final Assignment**

Using the criteria reviewed and discussed both in class and in the text, you will provide a written proposal of promotional strategy for a product, brand, or social cause in a group. Your proposal should be about 2-3 pages, single-spaced, with one-inch margins all around in 12 point, Times New Roman font. More specific details will be given in class at the appropriate time.

## **Carmen**

Class announcement, slides, and some other class-related materials will be posted on *Carmen*. Students are responsible for checking the course website before each class for relevant information. Usually, slides will be posted on *Carmen* 24 hours in advance.

## **Grade Appeal Policy**

Grades on exams and the assignment are intended to reflect the overall quality of performance of the student(s). If you think your grade on an exam or assignment does not reflect the quality of your performance, submit a clear written explanation of your reasoning within one week after the return of your assignment or test. The written document need not be long, but must clearly identify the problem or issue of concern. Any grade appeals must be conducted in writing via email. I will carefully consider all such appeals. I reserve the right to re-grade all portions of an assignment or test. There will be no grading appeals after the one-week deadline has passed.

## **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, please review the *Code of Student Conduct*, specifically, the sections dealing with academic misconduct. Other sources of information on academic misconduct (integrity) to which you can refer include:

- The Committee on Academic Misconduct web pages ([oaa.osu.edu/coam/home.html](http://oaa.osu.edu/coam/home.html))
- *Ten Suggestions for Preserving Academic Integrity* ([oaa.osu.edu/coam/ten-suggestions.html](http://oaa.osu.edu/coam/ten-suggestions.html))

### **Disability Policy**

Students with disabilities or requiring special accommodations should work directly with The Ohio State University Student Life Disability Services (SLDS). SLDS is located in 098 Baker Hall / 113 W. 12<sup>th</sup> Ave. The phone number is (614) 292–3307. The email is [slds@osu.edu](mailto:slds@osu.edu).

### **Class Schedules (Subject to Change)**

<b>Date</b>	<b>Scheduled Topic</b>	<b>Readings</b>
10-May	Introduction: IMC	Chapter 1
15-May	IMC Objectives	Chapter 7
17-May	Traditional Media: Television, Radio, and Print Media	Chapter 11&12
22-May	The Internet and Social Media	Chapter 15
24-May	Sales Promotion	Chapter 16
29-May	Memorial Day - no class	
31-May	Support Media	Chapter 13
5-June	Exam I	
7-June	Public Relations I	Chapter 17
12-June	Public Relations II	Chapter 17
14-June	Cultural Issues	Chapter 19
19-June	Exam II & Final Assignment due	