



**Sem:** AU 2022    **Class Schedule:** Sect. 5075 - T/Th 9:35am – 10:55am in Schoenbaum 300  
Sect. 5076 - T/Th 12:45pm – 2:05pm in Schoenbaum 315

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**Instructor:** Scott LaCross

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**Office Hours:** By appointment ([click here to book a meeting](#))

**Office:** 356A Fisher Hall

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### Course Description:

This course is designed to introduce you to the ever-changing field of advertising and promotions. The perspectives offered will emphasize the role of all marketing 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 develop an effective plan.

This course will explore how marketers utilize advertising and promotional programs to enhance their marketing efforts. Topics discussed will include:

Strategic Planning // Communications Strategy // Brand Positioning // Advertising Creative Development  
Advertising Evaluation // Sales Promotions // Pricing Strategy // Digital Marketing  
Direct Marketing // Public Relations // Outdoor Advertising // Non-profit Marketing

### Course Learning Outcomes:

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

- (1) Analyze the effectiveness and appropriateness of various marketing vehicles.
- (2) Evaluate the fit of advertising & promotional efforts for a brand.
- (3) Work effectively in a team environment towards a common goal.
- (4) Utilize your analytic, oral presentation and writing skills.

### Course Materials:

There is no textbook needed for this course. The course will include discussion-based lectures combined with guest speakers who specialize in some of the topics above. Materials needed for lectures will be posted on Carmen prior to class.

### 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. In those situations, it is all about being prepared to discuss the topics in depth and offer your perspective and recommendations.

In this class, it is expected we will treat each other with the professionalism and respect required in any working environment. In other words, make sure your documents show pride in your work (rewrite them, edit them, proof them, then do it all again). Students are expected to attend every class session via Zoom unless there are emergencies or unavoidable circumstances. Be sure to send notification to the professor ahead of time if you are not going to be in class on a given day.

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## Grading:

Your grade will be based on the below components:

| Graded Components                   | % of Total |
|-------------------------------------|------------|
| 1. Brand Analysis Project *         | 20%        |
| 2. IMC Plan Presentation *          | 25%        |
| 3. Group Peer Evaluation *          | 10%        |
| 4. Online Carmen Assignments        | 25%        |
| 5. Class Attendance & Participation | 15%        |
| 6. Personal Reflection Paper        | 5%         |

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

## Grading Scale

|          |            |           |           |           |           |          |       |       |       |       |       |
|----------|------------|-----------|-----------|-----------|-----------|----------|-------|-------|-------|-------|-------|
| Letter   | A          | A-        | B+        | B         | B-        | C+       | C     | C-    | D+    | D     | E     |
| (Points) | (4.0)      | (3.7)     | (3.3)     | (3.0)     | (2.7)     | (2.3)    | (2.0) | (1.7) | (1.3) | (1.0) | (0.0) |
| Range    | 100% - 93% | 90% - 87% | 83% - 80% | 77% - 73% | 70% - 67% | 60% - 0% |       |       |       |       |       |

## Academic Conduct:

If a student is suspected of, or reported to have committed, academic misconduct in this course, I am obligated by University Rules to report my suspicions to COAM. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. See OSU Prohibited Conduct – [Section 3335-23-04\(A\)](#)

**University Policies,  
Services and Resources**  
([go.osu.edu/UPolicies](http://go.osu.edu/UPolicies))



**Fisher Undergraduate  
Handbook and QuickLinks**  
([www.bsbalinks.com](http://www.bsbalinks.com))



**Fisher Navigator  
Resource Portal**  
([www.nav-1.com](http://www.nav-1.com))



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## Course Format: In Person

**Mode of Delivery:** Students are required to attend class. Our meeting times will be heavily focused on class engagement and will include group discussions and activities. This class also includes several guest speakers across various professions who will cover specific topics and students are expected to be engaged participants.

**Pace of activities:** Each class will be a different topic related to Advertising & Promotional Strategy (see detailed course schedule at end of syllabus). Students will be expected to complete online discussions and activities prior to class. Students will also be required to complete Speaker Follow-up Papers following classes with guests.

**Credit hours and work expectations:** This is a **3-credit-hour course**. Students should expect to spend additional time outside of the scheduled class each week for individual assignments and group project activities in order to receive a grade of (C) average.

**Attendance and participation requirements:** Attendance and participation are both graded components of this class.

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### **GRADED COMPONENT DETAILS:**

#### **GROUP PROJECT: BRAND ANALYSIS REPORT – 20% of final grade**

You will work in a **team five or six students** for both of the group projects (same group for both projects). Students will form teams on the second day of class. Each team will select a brand for which you will perform an in-depth analysis of their marketing activities. Brands cannot be duplicated and will be assigned on a first-come basis. Teams must provide their selection (in Carmen Assignment) by **September 1st**.

**Format:** Utilize PPT (or similar program) but submit in PDF format to ensure format consistency. Must be less than 20 slides in total (not including Title slide, Section Separation slides, or Appendix supporting slides).

#### *Brand Analysis Project Outline & Grade Weighting:*

- 1) Situation Overview – 25% weighting
  - a. Set up what the brand faces in the marketplace. It is up to the groups to determine the most relevant information to include. This should give the reader the necessary context to understand the remainder of the analysis.
  - b. For this section think about relevant information about both the brand and the category in which they compete.
    - i. Brand-related topics **can** (does not have to) include a high-level summary of products, financial performance, relevant history milestones, etc.
    - ii. Category-related topics **can** include competition overview, keys to success in the industry, category history, future outlook, etc.
    - iii. Again, you do not need to include everything, just what is most relevant
- 2) Consumer Profile – 10% weighting
  - a. Provide an overview of who you think the brand's target consumer is based on their marketing communications – include both demographics and psychographics
- 3) Current Advertising & Promotional Strategy – 30% weighting
  - a. Provide a detailed overview of the brand's current advertising & promotional activities. "Show & tell" in this section by using both visuals and text throughout.
  - b. Include what you see as their over-arching communications strategy (i.e. campaigns or key messaging)
  - c. Show how the messaging is brought forward through the various marketing tools that are discussed in the class
  - d. Include any key pricing & promotional programs if relevant
- 4) Alternative Advertising & Promotional Recommendation – 25% weighting
  - a. Develop **three** ideas or alternative activities to better achieve their current strategy as described in section 3.
  - b. Think about this section as what they could do differently in order to achieve their goals. This can be a new campaign idea or new executions of their current strategy.
  - c. Provide your group's recommendation of which alternative they should do with rationale and how it would be executed with tactical details.

#### Over-arching: Story Flow & Deliverable Professionalism – 10% of project grade

- This deliverable is about telling a business story, not just putting information on slides; content should all tie together and be easy to understand

- Groups must use slide headlines to communicate main take-aways rather than generic slide titles
- Use combination of visuals + text together (on same slide) to communicate information throughout
- Visual presentation should be clean and professional; spelling errors and formatting issues will lose points (i.e. inconsistent font sizing between sections, placement of copy & visuals, etc).
- Slide format / design should be relatively consistent throughout (i.e. it shouldn't look & feel like completely different deliverable across different sections)

While this deliverable will not be a live presentation, you should still look to use both visuals and text to communicate the information. This can include charts, graphs and tables to help present quantitative information and you should include visual examples / mock-ups of advertising & promotional programs that you are describing. Your goal is to make it easy for someone to read and understand. You should work together as a team to determine how to communicate a lot of information in a concise and meaningful way.

### **GROUP PROJECT: IMC PLAN PRESENTATION – 25% of final grade**

An effective IMC plan is not simply executing every marketing program available. It takes into consideration the purpose and effectiveness of various marketing tactics in delivering your message to your target audience. Students will work with the same groups as the Company Analysis project to develop an IMC Plan for a company or brand of their choice. The company or brand will be assigned on a first-come basis and cannot be the same as any used for the Company Analysis project (by any group). Groups also cannot select a company or brand in the same industry as the company/brand from the first project. Groups can choose the context for their IMC Plan – campaign and tactics to support the company/brand as a whole, support a specific product, or support a new product (that group can create).

Each group will present their recommended IMC Plan to the class (see course schedule for presentation dates). Presentations target time is **15 minutes** and groups are responsible for planning and managing their presentation time. Ending significantly early (i.e. less than 13 minutes) or running out of time (i.e. past 16 minutes) will negatively affect the presentation grade.

The presentation should include the following elements (a rubric for grading will be provided in Carmen)

- 1) Company & Category Landscape
  - a. Introduce the company
  - b. Provide relevant context for the category and key competitors
  - c. Show where the company fits in the category (value / mainstream / premium)
- 2) Overview of company's target customer
  - a. Who are they trying to reach and influence with their marketing efforts?
  - b. Include both demographics and psychographics
- 3) Overview of past / current promotional programs
  - a. What has company done in the past? What has been their key messaging?
  - b. What have been key vehicles for advertising & promotions?
- 4) New Campaign & Messaging Overview
  - a. If you are going after a new target, start with a summary of this new target
  - b. Share the new messaging / campaign that you have developed (at a high-level). What is the core message you want the audience to take away (this should not get into the tactical executions)?
- 5) Advertising & Promotional Support Plan
  - a. Detailed tactical examples of how the campaign will be executed across the recommended marketing vehicles
  - b. Plan should include a broad range of tactics across multiple areas discussed in the class

## INDIVIDUAL COMPONENT DETAILS

### ONLINE CARMEN ASSIGNMENTS – 25% of final grade

#### *Carmen Discussion Posts (15% of final grade)*

Assignments will be posted in Carmen and must be completed before class begins. These questions will be related to in-class discussions and will help students be prepared to participate during class. Each post will be graded based on their quality using the following criteria:

3 points: Thorough answer supported with detailed explanations and additional references. (i.e. here's a detailed answer, why I think this, and what supports that position)

2 points: Answers the question a high level with minimal explanation or support. (i.e. here's the answer and why I think this)

1 point: Provides the answer to the question with no rationale. (i.e. here's the answer)

0 points: Nothing submitted or generic answer barely related to question.

#### *Guest Speakers Follow-Up Papers (10% of final grade)*

As you can see from the course schedule at the end of the syllabus, we will be having many guest speakers who are experts in different areas of marketing. Students will submit a follow-up assignment for **six (6)** speakers of their choosing (due one week after that class). Carmen will be set to keep the top six highest grades so students can submit more than six if they would like to increase a score. Template for these submissions are in Carmen Module "Course Documents" and include the following topics:

- 1) Summarize **three key points / principles** from the speaker's presentation. (*This is the main content and should be detailed paragraphs with support from the presentation, not 1-2 sentences*)
- 2) What did you learn that was surprising or different from what you thought before?
- 3) Are you more or less interested in careers in the speaker's field after listening?

Below are the grading criteria for these papers.

5 points: very thorough answer with very strong support and examples from speaker presentation  
NOTE: paper should be more than one page in length if it has adequate thoroughness.

4 points: thorough answer but could have stronger support & examples from speaker presentation

3 points: mediocre in level of depth and support from speaker presentation

2 points: missing support or lacking examples from speaker presentation

1 point: weak answer without support or un-related to speaker topic

## CLASS ATTENDANCE & PARTICIPATION – 15% of final grade

### ATTENDANCE (5% of Final Grade)

I will be taking attendance every class since being present and participating in discussions are important parts of the learning process. Each class is worth 2 points and if a student arrives after the start of class then they receive partial credit for that day. Student's will be allowed two "free pass" absences for credit only if the professor is notified by email prior to missing the class. If the absence is caused by an unexpected circumstance, you must email the professor within 24 hours of the missed class. Any additional absences (over two) or failure to notify the professor will result in lost points.

### PARTICIPATION (10% of Final Grade)

If you are intimidated by the "obligation" of speaking up in class, your anxiety will be reduced only through practice! Getting comfortable with public speaking will give you a HUGE career advantage. You should approach this class and our discussions as a "test run" before starting a job in business.

To track participation, I will have a student serve in the role of "reporter" during each class. The reporter will help track the contribution of each student during the class discussions. Any student who is the reporter will receive full participation credit for that day's class. Students who are interested in serving as a reporter can sign up on Carmen (in Discussion Post area).

Participation grading will be based on the below criteria:

#### Participation Grade = A:

A **consistent leader** in class discussions who regularly (i.e. 75% - 100% of classes) contributes with comments and/or questions.

#### Participation Grade = B:

Contributes **fairly regularly** to class discussion (i.e. 50% – 75% of classes) making insightful comments and/or questions.

#### Participation Grade = C:

**Occasionally contributes** to class discussion with reasonable comments and/or questions, but does not contribute as frequently or consistently as others (i.e. 25% – 50% of classes).

#### Participation Grade D:

**Infrequent** comments and/or questions (i.e. 10 – 25% of classes).

#### Participation Grade = E:

**Infrequent** comments and/or questions (i.e. less than 10% of classes).

## PEER EVALUATIONS – 10% 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. 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 75% credit of the Group Project 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 is posted on Carmen in the Course Documents Module. An electronic version of the completed Charter must be submitted in Carmen and a printed & signed version must be turned in to the instructor by the second class.

### **PERSONAL REFLECTION PAPER – 5% of final grade**

Each student will submit a reflection paper at the end of the semester (due last day). The template will be provided in Carmen.

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#### **Course Technology:**

**There will be no laptop or cell phone usage during class (other than classes with guest speakers).** Classes will be mostly discussion and activity-based and notes slides will be posted in Carmen before class (tablets can be used). If a student needs to use their phone for any emergencies, they can step out of the room at any time to address it.

For IT help contact the Ohio State IT Service Desk [ocio.osu.edu/help](https://ocio.osu.edu/help) [servicedesk@osu.edu](mailto:servicedesk@osu.edu)

1. Baseline technical skills for online courses.
  - Basic computer and web-browsing skills
  - Navigating Carmen: for questions about specific functionality, see the [Canvas Student Guide](#).
2. Required Technology Skills
  - [CarmenZoom virtual meetings](#)
  - [Recording a slide presentation with audio narration](#)
  - [Recording, editing, and uploading video](#)
3. Required Equipment
  - Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
  - Webcam: built-in or external webcam, fully installed and tested
  - Microphone: built-in laptop or tablet mic or external microphone
  - Mobile device (smartphone or tablet) or landline to use for [BuckeyePass](#) multi-factor authentication. It is recommended that you [register multiple devices](#) in case something happens to your primary device.
4. Required Software. [Microsoft Office 365](#): All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft's Student Advantage program.
5. Carmen Access. You will need to use BuckeyePass multi-factor authentication to access your courses in Carmen. To ensure that you are able to connect to Carmen at all times, it is recommended that you take the following steps:
  - Register multiple devices in case something happens to your primary device. Visit the [Duo Mobile application](#) help article for step-by-step instructions.
  - Request passcodes to keep as a backup authentication option. When you see the Duo login screen on your computer, click Enter a Passcode and then click the Text me new codes button that appears. This will text you ten passcodes good for 365 days that can each be used once.
  - Download the [Duo Mobile application](#) to all of your registered devices for the ability to generate one-time codes in the event that you lose cell, data, or Wi-Fi service.

If none of these options meet the needs of your situation, contact the IT Service Desk at 614-688-4357 (HELP) and IT support staff will work out a solution with you.

**Safety and health requirements:** Please stay up-to-date on the required compliance for students, faculty and staff by visiting the "Safe and Healthy Buckeyes website: <https://safeandhealthy.osu.edu/>. Requirements may change based on the unfolding situation of the COVID-19 pandemic. As of August 2, 2021, students, faculty, staff and visitors to all Ohio State campuses and medical facilities are required to wear masks indoors, regardless of their vaccination status. Masks continue to be required outdoors for unvaccinated individuals when they cannot maintain physical distancing. Vaccinated people are not required to mask outdoors. Read more on the [Personal Safety Practices page](#). All faculty, staff and students are required to comply with and stay up to date on all [University safety and health guidance](#), which may change



throughout the semester Non-compliance will university policy will be warned first and disciplinary actions may be taken for repeated offenses. The university strives to make all learning experiences as accessible as possible. In light of the current pandemic, students seeking to request COVID-related accommodations must do so through the university's request process, managed by Student Life Disability Services. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: [slds@osu.edu](mailto:slds@osu.edu); 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

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**Course-specific Copyright Policy:** Material provided by the instructor may not be re-posted anywhere without the explicit permission of instructors. See University Copyright Policy. The instructor reserves all rights to adjust the course syllabus throughout the semester. Students are responsible for ensuring they are following the most up-to-date version on Carmen.

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### **Class Schedule**

| Date         | Topic                                                                                                            | Activities or Deliverables                                                                                                                                                                         |
|--------------|------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8/22/22 (T)  | Course Introduction                                                                                              |                                                                                                                                                                                                    |
| 8/25/22 (Th) | Integrated Marketing Communications (IMC)                                                                        | <ul style="list-style-type: none"> <li>- Form Project Teams</li> <li>- Discussion question due in Carmen before class starts</li> </ul>                                                            |
| 8/30/22 (T)  | Strategic Marketing Planning<br>Guest Speaker: Kent Rademaker,<br>VP of Brand Marketing, Highlights for Children | <ul style="list-style-type: none"> <li>- <b>Team Charter Due</b></li> <li>- Discussion question due in Carmen before class starts</li> <li>- <b>Follow-up Paper Due within one week</b></li> </ul> |
| 9/1/22 (Th)  | Foundations of Branding – Part 1                                                                                 | <ul style="list-style-type: none"> <li>- <b>Brand choice for Analysis Project Due in Carmen</b></li> <li>- Discussion question due in Carmen before class starts</li> </ul>                        |
| 9/6/22 (T)   | Foundations of Branding – Part 2                                                                                 | <ul style="list-style-type: none"> <li>- Discussion question due in Carmen before class starts</li> </ul>                                                                                          |
| 9/8/22 (Th)  | Communication Strategy                                                                                           | <ul style="list-style-type: none"> <li>- Discussion question due in Carmen before class starts</li> </ul>                                                                                          |
| 9/13/22 (T)  | Creative Development Process<br>Guest Speaker: Jon Wink<br>Creative Director, 3Q1                                | <ul style="list-style-type: none"> <li>- Discussion question due in Carmen before class starts</li> <li>- <b>Follow-up Paper Due within one week</b></li> </ul>                                    |
| 9/15/22 (Th) | Creative Development Exercise – Part 1                                                                           | <ul style="list-style-type: none"> <li>- Assignment du in Carmen before class starts</li> </ul>                                                                                                    |



|               |                                                                                                                  |                                                                                                         |
|---------------|------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| 9/20/22 (T)   | Creative Development Exercise – Part 2                                                                           | - Assignment due in Carmen before class starts                                                          |
| 9/22/22 (Th)  | Evaluating Creative Case Study                                                                                   | - Discussion question due in Carmen before class starts                                                 |
| 9/27/22 (T)   | Consumer-oriented Sales Promotions                                                                               | - Discussion question due in Carmen before class starts                                                 |
| 9/29/22 (Th)  | Trade-oriented Sales Promotions                                                                                  | - Discussion question due in Carmen before class starts                                                 |
| 10/4/22 (T)   | Pricing Strategy                                                                                                 | - Discussion question due in Carmen before class starts                                                 |
| 10/6/22 (Th)  | Digital Marketing – Part 1<br>Guest Speaker: Matt Erney<br>CEO, Social Firm Digital Marketing Agency             | - Discussion question due in Carmen before class starts<br>- <b>Follow-up Paper Due within one week</b> |
| 10/11/22 (T)  | <b>NO CLASS MEETING</b><br>Asynchronous Lecture in Carmen:<br>Digital Marketing – Part 2                         | - <b>Brand Analysis Due</b><br>- Assignment questions due in Carmen before 10/18 class starts           |
| 10/13/22 (Th) | <b>NO CLASS – HAVE A GREAT AUTUMN BREAK</b>                                                                      |                                                                                                         |
| 10/18/22 (T)  | Digital Marketing – Part 3<br>Guest Speakers Jason Parks, The Media Captain<br>& Stephanie Parks, Derm Warehouse | - Discussion question due in Carmen before class starts<br>- <b>Follow-up Paper Due within one week</b> |
| 10/20/22 (Th) | Direct Marketing                                                                                                 | - Discussion question due in Carmen before class starts                                                 |
| 10/25/22 (T)  | Engagement Marketing                                                                                             | - Discussion question due in Carmen before class starts                                                 |
| 10/27/22 (Th) | <b>VIRTUAL CLASS:</b> Outdoor Advertising<br>Guest Speaker: Steve Nicklin, OAAA                                  | - Discussion question due in Carmen before class starts<br>- <b>Follow-up Paper Due within one week</b> |
| 11/1/22 (T)   | Public Relations (PR) & Outreach<br>Guest Speaker: Dr. Vonda Ulfig, DBA<br>Outreach Manager, AEP                 | - Discussion question due in Carmen before class starts<br>- <b>Follow-up Paper Due within one week</b> |
| 11/3/22 (Th)  | Ethics / Social Responsibility                                                                                   | - Discussion question due in Carmen before class starts                                                 |
| 11/8/22 (T)   | Always “Like a Girl” Case Study<br>Guest Speaker: Patricia DiMichelle                                            | - Discussion question due in Carmen before class starts<br>- <b>Follow-up Paper Due within one week</b> |
| 11/10/22 (Th) | <b>NO CLASS - GROUP PROJECT WORKING SESSION</b>                                                                  |                                                                                                         |

|               |                                                                             |                                                                          |
|---------------|-----------------------------------------------------------------------------|--------------------------------------------------------------------------|
| 11/15/22 (T)  | <b>Group Presentations</b>                                                  | Groups 1 - 4                                                             |
| 11/17/22 (Th) | <b>Group Presentations</b>                                                  | Groups 5 - 8                                                             |
| 11/22/22 (T)  | <b><i>NO CLASS MEETING</i></b>                                              |                                                                          |
| 11/24/22 (Th) | <b><i>NO CLASS MEETING – THANKSGIVING BREAK</i></b>                         |                                                                          |
| 11/29/22 (T)  | Non-profit Marketing<br>Guest Speaker Panel<br>Participants to be announced | -                                                                        |
| 12/1/22 (Th)  | Case Study Activity                                                         | - Discussion question due in Carmen<br>before class starts               |
| 12/6/22 (T)   | Final Class Activity & Debrief                                              | - <b>Individual Reflection Paper Due</b><br>- <b>Peer Evaluation Due</b> |