

**BUS 330**  
**Advertising & Promotional Strategy**  
**Summer 2014**

Office Hours: 10-10:30 pm M-Th  
and by appointment  
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Text: O'Guinn/Allen/Semenik, Promo<sup>2</sup>, Southwestern, 2013.

Purpose of Course: BUS 330 is to provide an overview of the decisions to be made in setting the promotional strategy. This involves the consumer and business behavior aspects in choosing not only the message but the media. It also involves the knowledge of the individual components of the promotional mix and how they are used individual and together.

Assignments: Reading assignments are expected to be completed before class. Written questions, problems, library readings and other work may be assigned as well. All assigned work is due on the dates assigned. No credit will be given for late work.

Attendance: Class attendance is essential and expected. All class meetings will be held unless it is announced that there will be no meeting. You are expected to be in class unless you have been specifically told that class will not be held. In addition, lack of participation will negatively influence borderline grade decisions. Absence from an examination or presentation will lead to an automatic "F" grade for the exercise unless the student is excused in advance or extraordinary circumstances prevail as judged by the professor. Any make-up examinations will be in essay form.

Examinations: Two (2) examinations, including the final, will be given. Each exam is worth 100 points. The final is not comprehensive. All exams during the semester are during regular class periods.

Homework: Homework will be assigned on various promotional elements throughout the session. **ALL HOMEWORK MUSTED BE TYPED!**

Plagiarism and Cheating: A failing grade will be turned in for any individual who has turned in plagiarized work as his own. This policy will also be enforced for anyone who is involved in cheating or other conduct unacceptable at the collegiate level.

Grading: Your grade is based on points earned for examinations, cases, quizzes, and other assigned work. Final semester grades will be determined by the student's percentage of the total points possible over the semester.

	<u>POINTS</u>	<u>GRADING*</u>
2 Exams (100 each)	200	A=90%
Homework	<u>100</u>	B=80%
Total	300	C=70%
		D=60%

\*THERE IS NO CURVE

**Course Outline**

Week 1	6/1-5	Introduction & Overview, Chapters 1-3
Week 2	6/8-12	Consumer Behavior & Branding, Chapters 4-7
Week 3	6/15	Review, Chapters 1-7
	6/16	Midterm
	6/17-19	Message & Media, Chapter 8
Week 4	6/22-26	Direct Marketing & the Internet, Chapters 9-10
Week 5	6/29-7/2	PR, Sales Promotion & Sponsorship, Chapters 11-13
Week 6	7/6	Personal Selling & Measurement, Chapters 14-15
	7/7-9	Review, Chapters 8-15
	7/10	Final

<b>Week</b>	<b>Reading</b>	<b>Discussion</b>	<b>Assignments and Written Work</b>	<b>Exams</b>	<b>Exam Prep</b>	<b>Total Student Time</b>
<b>6/1-6/5</b>	10	3	8		3	<b>24</b>
<b>6/8-6/12</b>	10	3	8		3	<b>24</b>
<b>6/15-6/19</b>	10	3	8	3	3	<b>27</b>
<b>6/22-6/26</b>	10	3	8		3	<b>24</b>
<b>6/29-7/2</b>	10	3	8		3	<b>24</b>
<b>7/6-7/10</b>	10	3	8	3	3	<b>27</b>
<b>Total</b>	<b>60</b>	<b>18</b>	<b>48</b>	<b>6</b>	<b>18</b>	<b>150</b>