



## Texas A&M University-Commerce

MKT 568.01W: IMC and Promotion

### Online classroom

#### Professor / Instructor Contact Information

Dr. Ruiliang Yan

Office BA 323

Office Hours: 1:00pm – 4:00pm on Monday by appointment

Office phone: 903.886.5692; fax: 903-886-5702

Email: [Ruiliang.Yan@tamuc.edu](mailto:Ruiliang.Yan@tamuc.edu)

**E-mail:** Students must routinely check e-mail sent to his or her **Texas A&M-Commerce account**. This is my primary mechanism for communicating to the class. I check my e-mail every day, so this is the best way to reach me. **\*\*\*To contact me, email should be sent through your Leo account. Email subject should begin with “MKT 568.01W”. Email with the right format can expect response within 24 hours, otherwise it is more likely to be missed due to overwhelming emails\*\*\***

### Academic Honesty

Academic honesty is highly valued at the Texas A & M University – Commerce. You must always submit work that represents your original words or ideas. If any words or ideas used in a class assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Please see the Texas A & M University – Commerce Graduate Catalog for more information about academic honesty, including consequences of academic dishonesty.

### Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

### Scholarly Expectations

All works submitted for credit **must be original works created by the scholar uniquely for the class**. It is considered inappropriate and unethical, particularly at the graduate level, to make duplicate submissions of a single work for credit in multiple classes, unless specifically requested by the instructor. Work submitted at the graduate level is expected to demonstrate higher-order thinking skills and be of significantly higher quality than work produced at the undergraduate level.

### Materials – Text

Clow, Kenneth & Baack, Donald, Integrated Advertising, Promotion, and Marketing Communications, (8th Edition), Prentice Hall, 2016. [9780134484136]

### Course Description and Objectives

An extensive study of the managerial role of decision-making in the promotion of commercial products and services. Contemporary problems of adaptation and development of promotional programs will be analyzed by institutions, government, nonprofit organizations, and consumers with emphasis on the relationship of company goals, ethics, and evaluation methods.

- 1) Demonstrate an understanding of Integrated Marketing Communications and its role in achieving marketing objectives.
- 2) Understand and demonstrate the concept of branding and how advertising and promotions create and maintain brand equity.
- 3) Demonstrate an understanding of advertising and promotion techniques.
- 4) Analyze the importance of ethics in advertising and promotion and the types of regulation that affect advertising.
- 5) Recognize the complexities of IMC in business and international markets.

### **\*OUR SCHEDULE WILL RUN ON CENTRAL STANDARD TIME.**

*Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. For more information, please contact the Office of Advisement Services, Business Administration Building, Room 314, (903)886-5133.*

**COURSE GRADING:** Final grades are based upon the Official University policy.

**Grade Distribution:** The following scale will be used to grade the student:

A = 90%-100%

B = 80%-89.9%

C = 70%-79.9%

D = 60%-69.9%

F = 59.9% or Below

Discussions (48 points)

Two individual cases (200 points)

4 Individual Exams (200 points)

Total (448 points)

**PLEASE NOTE: All discussions, exams, and cases must be completed on the due date. Any late exam, case, and paper will be graded to zero. No extensions or make-ups will be allowed unless the absence is cleared by the instructor prior to the day the assignment is due. All work is to be neat and typed with proper attention to grammar, punctuation, and spelling.**

### Discussions (each week's discussion must be due on that week)

All discussion topics were posted under the different weeks in D2L. Please see the Discussion Rubric for details about discussion. **Each discussion requires at least 3 posts and each post must have at least 6 sentences, then you can receive a full credit.**

<h2>Discussion Rubric</h2>			
Task ↓	Accomplished	Proficient	Needs Improvement
<b>Posting</b>	Clearly identifies key or important information "mostly" in your own words, on topic, and utilizing the text and the article, appropriate citations. PROPER MINIMUM LENGTH, (3 points)	Identifies some important information in your own words, on topic, and utilizing the text and the article, however, information missing and or appropriate citations missing, not appropriate length. (2 points)	Does not clearly identify key information, not on topic, does not utilize text and or article, and or, not properly cited. Not appropriate length. (1 point)
<b>Reply including asking a question</b>	Clearly responds to another student's posting in your own words, then ask a question you are interested in knowing. YOU MUST POST YOUR QUESTION, PROPER MINIMUM LENGTH, (3 points)	Responds to another student's posting but you didn't clearly ask a question, didn't clearly utilize the text and the article in your response and not the proper length. Did not post a question. (2 points)	Does not clearly respond to another student's posting, did not ask a question, incomplete in utilizing the text, or the article in your response and not the proper length. (1 point)

Reply answering a question	Clearly state and responds to another student's question in your own words, on topic, and utilizing the text and the article. YOU MUST POST YOUR QUESTION YOU ARE ANSWERING, PROPER MINIMUM LENGTH, (3 points)	State and responds to another student's posting but you didn't clearly answer a question that is posted, didn't clearly utilize the text and the article in your response and not the proper length. Did not post a question. (2 points)	Does not clearly state or respond to another student's posting, incomplete in utilizing the text, and the article in your response and not the proper length. No answer to posted question. (1 points)
Use correct grammar, punctuation, and American Psychological Association (APA) format.	Consistently uses correct mechanics and APA format in writing professionally (0-2 errors). (0 points off)	Uses correct mechanics and APA format in writing professional papers (3-5 errors). (-1 points)	Does not use correct mechanics and/or APA format in writing papers (more than 5 errors). (-2 points)

**EXAMS:** There are 4 exams that cover approximately 4 chapters each. Each exam has approximately 50 multiple choice questions (MC) that will be used to test your knowledge of all materials associated with the course, such as the text, lectures, videos, and possible discussions. Each exam is weighted equally. The exam time limit is 1 hour and 40 minutes. You will not be able to print exams. Exams are not reset-able. Access to the exams will be restricted after the due date. **We have exam 1 (Chapters 1-4) on week 4, exam 2 (Chapters 5-8) on week 8, exam 3 (Chapters 9-12) on week 11, and exam 4 (Chapters 13-15) on week 14, respectively. Please see Course Schedule below for specific dates.**

Exams will be open from Monday to Sunday midnight of exam week and are open book and any materials. I will remind you of the exam dates through emails. Please check your email frequently. Everyone has two attempts on each exam. The higher grade will be selected as your official grade. These will be INDIVIDUAL exams and are not intended for any type of group work.

**Individual cases (All articles are posted in Doc Sharing of D2L):** Please type your case analysis in a Word document with the requirement of **ONE FULL page content with single-spaced**, but no more than 2 pages, and then upload your Word document to **Dropbox**. Please note that **No project will be accepted for grading if the turnitin percentage is greater than 25%. For a grade "A" project, its turnitin must be less than 8%.**

**Case 1:** Please read the article below, summarize your reading, and provide other business examples.

*Article:* Yan, R. (2010). Cooperative advertising, pricing strategy and firm performance in the e-marketing age. *Journal of the Academy of Marketing Science*, 38(4), 510-519.

**Case 2:** Please read the article below, summarize your reading, and provide other business examples.

*Article:* Amrouche, N. and Yan, R. (2017). National brand's local advertising and wholesale-price incentive under prior versus no prior information. *Industrial Marketing Management*, 64(3), 161-174.

**All works must be completed on time. Late works will not be acceptable.**

### **COURSE SCHEDULE**

#### **Week 1 (1/30-2/2)**

- Please read syllabus very carefully
- Read chapters 1-2

#### **Week 2 (2/3-9)**

- Please read chapter 3
- Please complete Discussion 1; **Deadline is 2/9 at 11:30pm**

#### **Week 3 (2/10-16)**

- Please read chapter 4

#### **Week 4 (2/17-23)**

- **Exam I (CH 1-4); Deadline is 2/23 at 11:30pm**

#### **Week 5 (2/24-3/1)**

- Please read chapters 5-6
- Please complete Discussion 2; **Deadline is 3/1 at 11:30pm**

#### **Week 6 (3/2-8)**

- Please read chapters 7-8
- Please complete Discussion 3; **Deadline is 3/8 at 11:30pm**

### **Spring Break from 3/9-15**

#### **Week 7 (3/16-22)**

- Please complete Case 1; **Deadline is 3/22 at 11:30pm**

#### **Week 8 (3/23-29)**

- **Exam II (CH 5-8); Deadline is 3/29 at 11:30pm**

#### **Week 9 (3/30-4/5)**

- Please read chapters 9-10
- Please complete Discussion 4; **Deadline is 3/5 at 11:30pm**

#### **Week 10 (4/6-12)**

- Please read chapter 11-12

#### **Week 11 (4/13-19)**

- **Exam III (CH 9-12); Deadline is 4/26 at 11:30pm**

#### **Week 12 (4/20-26)**

- Please read chapter 13-14

**Week 13 (4/27-5/3)**

- Please read chapter 15
- Please complete Case 2; **Deadline is 5/3 at 11:30pm**

**Week 14 (5/4-8)**

- **Exam IV (CH 13-15); Deadline is 5/8 at 11:30pm**

## TECHNOLOGY REQUIREMENTS

### LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

## ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

## COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

### Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

## Interaction with Instructor Statement

**The instructor's communication response time and feedback on assessments are stated clearly.**

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### Course Specific Procedures/Policies

**Attendance/Lateness, Late Work, Missed Exams and Quizzes and Extra Credit**

### Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

## University Specific Procedures

### Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

### TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

### Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

### [Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

### **Students with Disabilities-- ADA Statement**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

#### **Office of Student Disability Resources and Services**

Texas A&M University-Commerce

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

### **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

### **Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>



Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.