



MKT 568 01W
IMC and PROMOTION
Fall 2024

Professor:	Dr. Yasemin Ocal Atinc
Office:	BA 318
Phone:	903-886-5692
E-mail:	yasemin.atinc@tamuc.edu
Office Hours:	Mondays 11:00 a.m. – 2:00 p.m. (virtual-check D2L) Wednesdays 11:00 a.m.-1:00 p.m. (on campus)

General Course Information

Course Description:
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.
Course Objectives:
<ol style="list-style-type: none">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. (COB Learning Objective 2, measured by case studies)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.
Required Text:
Clow, Kenneth & Baack, Donald, <i>Integrated Advertising, Promotion, and Marketing Communications</i> , (8th Edition)

Class Policies

Grading:

- Two Cases (50 points each for a total of 100 points)
- Midterm Exam (125 points)
- Final Exam (125 points)
- Discussion Postings (50 points)
- ***Total (400 points)***

Your final grade will be based on the following scale:

A=360-400

B=320-359

C=280-319

D=240-279

F=239 and below

* Unexcused absences for exams or other assignments will result in a grade of zero. Academic regulations and procedures as found in the Texas A&M-Commerce govern all grading and academic policies.

Attendance & Class Participation:

Attendance and participation are vital to the success of your learning experience. The roll will be taken during the first 5-10 minutes of the class. If you are not in class when the roll is taken you will be marked as absent. Students who leave early without advance notice to the instructor and sleeping during the class session will be marked as absent.

Please note you will not be allowed to make up missed work or exams (arrangements must be made with me **prior** to the due date of the assignment or day of the exam).

It is the student's responsibility to find out from their classmates what materials were covered, distributed, or assigned during any missed classes.

The attendance policy does not apply to the students of the online class. However, they are expected to be active participants of the class and will be evaluated for participation.

“Students should not attend class when ill or after exposure to anyone with a communicable illness. Communicate such instances directly with your instructor. Faculty will work to support the student getting access to missed content or completing missed assignments.”

SCHOOL POLICIES

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

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.

A&M-Commerce Supports Students' Mental Health

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

Course Communication:

It is the responsibility of the student to ensure that all notifications and materials sent to the instructor are received by the instructor.

Students are required to check their email at least once a day. The D2L environment will be used for class related material and document posting so the students are expected and required to have access to that platform.

Lecture Recordings and Live Sessions: Pre-recorded lecture recordings will be uploaded to D2L. There will be multiple live sessions throughout the semester to answer your questions and address your concerns.

Case Assignments

Case studies are posted under the Assignment unit. There are two cases. You are to read

the case and answer the questions at the end of each case. Cases should be submitted as Word documents to D2L. Please note that cases will be analyzed by turnitin.com for plagiarism.

Exams

There will be a midterm exam and a final exam. Please see the below schedule for covered chapters.

Week Dates

Week	Dates		Week	Dates	
Week 1	8/26/24	9/1/24	Week 9	10/21/24	10/27/24
Week 2	9/2/24	9/8/24	Week 10	10/28/24	11/3/24
Week 3	9/9/24	9/15/24	Week 11	11/4/24	11/10/24
Week 4	9/16/24	9/22/24	Week 12	11/11/24	11/17/24
Week 5	9/23/24	9/29/24	Week 13	11/18/24	11/24/24
Week 6	9/30/24	10/6/24	Week 14	11/25/24	12/1/24
Week 7	10/7/24	10/13/24	Week 15	12/2/24	12/8/24
Week 8	10/14/24	10/20/24	Week 16	12/9/24	12/13/24

The course schedule is on the next page.

Course Schedule

Week	Chapter(s)	Activities / Assignments
1		Syllabus Review & Student Introductions
2	1	Live Session 1
3	2	Discussion Board
4	3	Live Session 2
5	4	Case 1
6	5	Live Session 3
7	6	Discussion Board
8	7	Exam 1
9	8	
10	9	Live Session 4
11	10	Discussion Board
12	11	Case 2
13		Thanksgiving Holiday
14	12, 13	Live Session 5
15	14, 15	Discussion Board
16		Final Exam

The above schedule is tentative and subject to change at the discretion of the instructor.
(The official schedule will be followed for the final exam date)