



East Texas A&M University

MKT 366.01W: IMC and Promotion

Online classroom

Instructor: Dr. Ruiliang Yan

Office Location: Dallas

Office Hours: M 9:00-11:00am and online W 2:00-3:00pm

Office Phone: 903-886-5692

Office Fax: 903-886-5693

University Email Address: Email: Ruiliang.Yan@tamuc.edu (the best way to contact me)

Preferred Form of Communication: **Email is the preferred communication in this class, emails will be sent to students Texas A&M-Commerce account ONLY. Students must routinely check email.**

Communication Response Time: **Email should be sent through your Leo account. Email subject should begin with “MKT 521.01W”. 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 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.

WELCOME TO MARKETING 366 INCLUSIVE ACCESS COURSE!

You are enrolled in Marketing 366, which incorporates the required eBook and assignments and exams package into the D2L course website. This gives you access to the required materials on the first day of class, and at a substantial discount over normal prices. The cost is approximately \$91 (compared with up to \$220 when purchased through other means).

Textbook(s) Information:

Advertising and Promotion
Discipline: Marketing
Authors: George Belch
Published: 2024
ISBN: 9781265284015
Edition: 13th

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

SB Assignments (210 points)

4 Individual Exams (400 points)

One group paper (100 points)

Total (710 points)

PLEASE NOTE: All works 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.

EXAMS: There are 4 exams that cover approximately 4 chapters each. Each exam has approximately 60 multiple choice questions (MC) and T/F questions 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.**

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.

Group Paper

You need to find the best-match team members by yourselves. Each team can have 1-6 members. If you cannot find any team member, you need to work the team project by yourself. **Required at least 4 pages' FULL content with Word size 12 and double-spaced (title page and references are excluded).** One member will submit the group paper (in its entirety) to the Dropbox with all names alphabetically in the paper.

IMPORTANT: turnitin.com will be used to check the submitted papers. **No paper will be accepted for grading if the turnitin.com percentage is greater than 30%. For a grade "A"**

project, its turnitin must be less than 10%. Paper must be in a good writing (without major grammar errors), good transition, good structure, readable, and convincing. All works must be completed on time. Late works will not be acceptable.

Each team member should contribute to the team project equally. If half of your team members complain about your contribution, your grade will be deducted at least 30 points. If you satisfy with your team member performance, no any evaluation is needed.

Pease watch the Linkedin Learning video “Marketing, publicity, co-op advertising”:
<https://www.linkedin.com/learning/selling-into-industries-retail-and-consumer-products/marketing-publicity-co-op-advertising?u=79322132>

and then please read the article below to address the questions:

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.

Questions:

- 1) What is national advertising? And what is retailer advertising? Please provide the definitions and specific business examples
- 2) What is cooperative advertising? Please provide the definition and specific business examples
- 3) Why are national advertising and retailer advertising important in the business market?
- 4) What is the relationship between national advertising and cooperative advertising?

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

COURSE SCHEDULE

Week 1

- Read chapters 1-5 and complete SB assignments

Week 2

- Read chapters 1-5 and complete SB assignments

Week 3

- Read chapters 1-5 and complete SB assignments

Week 4

Exam I (CH 1-4); Deadline is Sunday at 11:30pm

Week 5

- Please read chapters 6-10 and complete SB assignments

Week 6

- Please read chapters 6-10 and complete SB assignments

Week 7

Please study chapters 6-10 again

Week 8

Exam II (CH 6-10); Deadline is Sunday at 11:30pm

Week 9

- Please read chapters 11-15 and complete SB assignments

Week 10

- Please read chapters 11-15 and complete SB assignments
- Please work on your Group Project

Week 11

- Please read chapters 11-15 again

Week 12

Exam III (CH 11-15); Deadline is Sunday at 11:30pm

Week 13

- Please read chapter 16-21 and complete SB assignments
- Please complete GP; **Deadline is Sunday at 11:30pm**

Week 14

- Please read chapters 16-21 again

Week 15

Exam IV (CH 13-15) is due on 5/9

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

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.

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

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.

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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>

AI use policy [May 2023]

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty

13.99.99.R0.10 Graduate Student Academic Dishonesty