

## UNIVERSITY OF MARY WASHINGTON -- NEW COURSE PROPOSAL

Electronically submit this completed form with attachments in one file to the Chair of the College Curriculum Committee.

<b>COLLEGE (check one):</b>	<b>Arts and Sciences</b>		<b>Business</b>	<input checked="" type="checkbox"/>	<b>Education</b>	
Proposal Submitted By: Bidisha Burman			Date Prepared: September 28, 2017			
Course Title:	Promotion Management					
Department/discipline and course number*:	MKTG 440					
Prerequisites:	MKTG 301					

*\*This course number must be approved by the Office of the Registrar before the proposal is submitted.*

Number of credits:	3	Will this course meet for at least 700 contact minutes for each credit hour proposed? <b><i>If no, provide a credit hour justification.</i></b>	<b>YES</b>	<input checked="" type="checkbox"/>	<b>NO</b>	
Will this be a <b>new, repeatable</b> "special topics" course? (Do you want students to be able to take this new course more than once if the topic changes?)			<b>NO</b>	<input checked="" type="checkbox"/>	<b>YES</b>	
Date of first offering of this <b>new</b> course: <b>Fall SEMESTER,</b>			Fall 2018			
Proposed frequency of offering of the course:			Almost Every Semester			
List the faculty who will likely teach the course:			Any COB professor with a background in marketing			
Are <b>ANY new resources</b> required?		<b>NO</b>	<input checked="" type="checkbox"/>	<b>YES</b>	<i>Document in attached impact statement</i>	
<b>This new course will be (check all that apply):</b>						
Required in the major		Required in the minor		General Elective		<input checked="" type="checkbox"/>
Elective in the major		<input checked="" type="checkbox"/>	Elective in the minor		General Education**	

*\*\*AFTER the new course is approved, a separate proposal must be sent to the General Education Committee.*

<b>Catalog Description</b> (suggested length – less than 50 words):					
<p>The course provides an overall perspective of rapidly developing communication function of marketing with respect to consumers, technology, and media. It views promotion from a manager's perspective and allows students to explore the importance of integrated marketing communications which emphasizes coordination of traditional, digital, and emerging media as well as other promotional elements to achieve an efficient and effective communication plan.</p>					
<b>COURSE HISTORY:</b>	Was this course taught previously as a topics or experimental course?	<b>YES</b>	<input checked="" type="checkbox"/>	<b>NO</b>	
<b>Course Number and Title of Previous Course</b>		<b>Semester Offered</b>	<b>Enrollment</b>		
MKTG 471C Integrated Marketing Communications		Fall 2016	12, 6		
MKTG 471C Integrated Marketing Communications		Fall 2017	7		
<input checked="" type="checkbox"/>	<b>CHECK HERE</b> if the proposed course is to be <b>equated</b> with the earlier topics or experimental offerings. If equated, students who took the earlier "topics" course will only be able to take the new course as a repeat (C- grade or lower).				
<b>NOTE:</b> If the proposed course has not been previously offered as a topics or experimental course, <b>explain in the attached rationale statement</b> why the course should be adopted even though it has not been tried out.					

### REQUIRED ATTACHMENTS:

1. **Rationale Statement** – Why is this course needed? What purposes will it serve?
2. **Credit Hour Justification** (if required) – explain how this course will comply with the UMW Credit Hours Policy (D.5.3)
3. **Impact Statement** – Provide details about the Library, space, staffing, budget, and technology impacts created by adding this new course. Include supporting statements from the Library, IT Department, etc.  
**Any change that impacts another Department must have a written statement (such as a copy of an email) from the Chair(s) agreeing to the change.**
4. **Sample Syllabus**

Department Chair Approval: Chris Garcia

Date: September 29, 2017

CCC Chair Approval: Lance Gentry

Date: October 2, 2017

UCC Chair Approval: Lance Gentry

Date: 11/16/17

**Rationale Statement:**

With rapidly developing communication function of marketing with respect to changing consumer trends, technology trends, and media trends, this is a good course to expose students to various traditional, digital, and emerging promotional elements to achieve a more efficient and effective communication program for an organization. Further, students get the opportunity to engage with a local organization to develop a marketing communications plan that not only involves use of marketing concepts, but also emphasizes creative strategies and tactics via the right media mix.

**Impact Statement:**

I was given this course to teach last Fall (2016) when I was hired and I do not believe continuing to teach this course will take any resources away or raise any impact concerns for College of Business.

**Syllabus:** Attached below.

**MKTG 471C Section 01**  
**PROMOTION MANAGEMENT**  
**Fall 2017**

**Professor:** Dr. Bidisha Burman  
**Section 02:** 2:00 –3:15 pm  
**Office:** 139 Woodard Hall  
**Phone:** 540-654-5658  
**E-mail:** [bburman@umw.edu](mailto:bburman@umw.edu)  
**Office Hours:** Monday: By appointment  
Tuesday: 3:20 pm – 4:20 pm  
Wednesday: 11:00 am – 12:00 noon, 2:00 pm- 5:00 pm  
Thursday: By appointment

**Prerequisite:** MKT 3050

**Required Text:** Advertising and Promotion: An Integrated Marketing Communications Perspective, by George E. Belch and Michael A. Belch, 10<sup>th</sup> Edition.

**Course Objective:** This course views promotion from a manager's perspective and allows students to explore the importance of integrated marketing communications which emphasizes coordination of various marketing and promotional elements to achieve a more efficient and effective communication program. The course provides an overall perspective of rapidly developing communication function of marketing with respect to consumers, technology, and media. In the process of understanding how advertising and other elements of a firm's promotional mix are combined to form an integrated marketing communications program, we will also examine the process of market segmentation, positioning, consumer behavior analyses as well as understand the environment in which integrated marketing communications operate.

**Course Format:** Material from the text will be briefly presented in class and students are primarily responsible for reading related material of the textbook and other sources. After every class students are expected to review the material and the class notes thoroughly and be prepared for active participation in class discussion or quiz in the following class. It is therefore essential that you keep up with the progress made in class and upcoming assignments.

**Grading:** Grades will be determined by student performance on exams, quizzes, presentations, assignments, and class participation. Most of the above will require research of relevant information and its analyses. For assignments and presentations, students will be expected to put in a good amount of effort in assembling information from outside sources and studying them to provide a comprehensive and constructive report on the topic chosen. There may be class participation activities that will involve reading and discussing/debating on articles/cases provided in class.

- **Exams** – Exams count for 75% of your grade in this course. There will be four exams during the semester worth 100 points each including a comprehensive final exam (**optional**). Exams will consist of questions derived from any information

covered through class lectures or any class activities. Exams may include short answers, multiple choice, fill in the blanks and/or true & false. The scheduled exam dates are listed in the syllabus, please note them carefully. The lowest exam score will be dropped and the remaining three exams will be used to represent the exam portion of the grade (300 of 400 total points). **No make-up exams** will be given since there is an optional final exam in case you have missed any of the previous exams.

- **Group Project** – During the semester you will be required to complete a project. The project will focus on applying concepts learned in the course and relating them to specific business situations. The project includes a presentation (20 mins) and a written report. Other detailed requirements of the project will be discussed in class. Students will work in groups of four/five members depending on the total number of students in class. You will be placed in a group by a certain date (the date will be decided in class).

A spirit of teamwork is essential. There will be peer evaluation for each member to evaluate every other team member on a 100% scale. The “%” peer evaluation indicates your level of contribution to the project. The average of these evaluations will be applied against the project grade of the group to determine each student’s individual grade. (Example: Peer Evaluation = 75%; Group Project Grade = 40; Student’s Individual Grade: 75% X 40 = 30).

**Very important:** Any request to be allowed to do the group project completely on your own will be denied. It is your responsibility to make sure you are placed in a group within a deadline. Failure to do so will lead to my assumption that you are not participating in the group project and you will not be rewarded any points.

- **Individual Presentation** - Each student must engage in research on one or more particular current event/specific topic (select from list that’ll be provided in class) to present to the rest of the class during the semester. You will have to submit a research paper **(at least 3 pages not including the cover page and reference page, double spaced, left aligned, 12 point Times New Roman font with 1 inch margins on all sides).** The last page of the paper must contain references/citations used in the paper. They must be submitted in a professional manner (i.e. neatly formatted as instructed, **include cover page** etc. –failure of which will result in loss of points). ***Please submit your paper and power point via Canvas by 10:00 pm the evening before. No late assignments will be accepted.***

Discussions, relevant comments, and questions by the audience after each presentation are encouraged. This process is designed to enhance your research skills, keep you updated with market events, improve your presentation skills, and experience how to professionally handle questions from audience. This is also a major mark of your contribution in class. Quality of the information shared will count. You will be provided a list of topics and dates. Pick any according to your interest from the list. You can choose your own topic if you wish (you may let me know ahead of time). Presentation must be made on the scheduled date, will be about 10 minutes long, and you may want to involve the class in a discussion.

- **Please Note:** Presentation dates are decided in the beginning of the semester. Hence, it is expected that students will be prepared for their presentations on scheduled dates. Absence on scheduled presentation day will be taken seriously. Prior notification of inability to present on scheduled date is essential in order to provide the slot to someone else. If exchange of presentation time with another student is not possible then a second chance for presentation is not guaranteed. Also, documented excuse *must* be provided if presentation is missed due to health reasons.
- Each student is expected to take notes in class during the presentations and submit the complete collection of presentation notes at the end of the semester. If you are absent, please do not copy the notes from others. You should clearly mention in your report which days and presentations you have missed.
- **Written Assignments** – When any written assignments are required, they will be discussed in class and the due dates will be announced. While most assignments are to be submitted via Canvas, I will announce in class if any assignment is to be submitted in hard copy. *No late assignments will be accepted*. If hard copy is to be brought to class, then the assignments should be submitted in the beginning of class on the due date. *Please note that all assignments should have a cover page* and should be neatly typed and stapled if submitted in hard copy. They must be submitted in a professional manner (untidily torn pages, folded corners, not stapled, no cover page etc. or anything that reflects unprofessionalism will result in loss of points). *Assignments submitted online must also always have a cover page*.

In case your assignment is due in hard copy and if you are absent on the day your work is due, you may email me the work (**by the beginning of class time**) for any credit. Exceptions may be made in case of unavoidable circumstances (written excuse must be provided) and late assignment will be accepted within 24 hours for 70% credit of score.

- **Participation** – To encourage class participation, there may be points for class discussions on the lecture and reading material, in-class assignments, and quizzes. Active participation in class discussions and exercises, making meaningful contribution through relevant comments and questions, sharing information on marketing events and real-world examples with the class, all count towards participation grade. Attendance will affect your participation grade.
- **Quizzes** - There may be several pop quizzes during the semester. Absence on the previous day of class is no excuse for not being prepared for a quiz in the following class. Please note that there will be **no make-up** on any quiz.

**Attendance** – A student who does not attend the first class lose her or his seat in that class.

## Class Regulations:

I expect you to attend class on a regular basis. I consider regular attendance to be a part of the learning experience. You are expected to come to class on time and not leave early. If you will be arriving late or must leave early (in rare instances) please let me know beforehand.

While in the classroom you are expected to maintain a professional (business-like) conduct. Please be respectful and considerate of both me and the other students in the class. If talking, distraction, or interruptions becomes a problem, your final grades may be negatively affected.

Please make sure that in case of absences you have a classmate who will provide you the information on homework due if any. It is your responsibility to keep yourself up to date with the progress made in class and on missed information due to absences that may affect future grades. Therefore attending class is strongly encouraged. It is my discretion as to how I want to reward those who attend class regularly. I do keep a regular record of attendance.

If you have a continual health situation that keeps you from attending class regularly and affects your performance in class please discuss the situation with me within the first couple of working days of the semester. ***You may be advised to take the course at a later stage since continuous health reasons do not guarantee exceptional grading policies.*** In case of illness or family emergency, it is your responsibility to notify your professor prior to the start of the class activity (full credit is not always possible to earn in a make-up opportunity, e.g. if original activity included group dynamics or in-class video).

### Grades:

Exams (3)	300 points
Group Project (Presentation and Portfolio)	40 points
Individual Topic Presentation and Paper	20 points
Quizzes (other: assignments, in-class work, home work, and class participation)	40 points

**TOTAL 400 points**

The following grading scale will be used to determine your grade at the end of the semester:

372 - 400 = <b>A</b>	308 - 319.5 = <b>C+</b>	268 - 279.5 = <b>D+</b>
360 - 371.5 = <b>A-</b>	292 - 307.5 = <b>C</b>	240 - 267.5 = <b>D</b>
348 - 359.5 = <b>B+</b>	280 - 291.5 = <b>C-</b>	Below 240 = <b>F</b>
332 - 347.5 = <b>B</b>		
320 - 331.5 = <b>B-</b>		

### PLEASE NOTE:

YOUR TOTAL (RAW) SCORE (OUT OF 400) DETERMINES YOUR LETTER GRADE IN THIS CLASS (SCORES/PERCENTAGES ARE NOT ROUNDED UP OR DOWN). ANY TYPOGRAPHICAL OR COMPUTING ERROR IN THE ABOVE TABLE IS SUBJECT TO CORRECTION.

**Extra Credit** – During the semester there **may be** opportunities to earn extra credit points that will be added to the total score. Please take advantage of these extra points since there will be no curving of grades at the end of the semester. There will be **no make-up on extra credit**.

### **E-mails Rules**

**First, e-mails relating to this class should be sent to bburman@umw.edu**

**Second**, e-mails must be addressed properly (**i.e., either as Dr. Burman or Prof. Burman, and not as “Hello”**) and you must sign your name. E-mails not addressed properly and/or unsigned may not be answered.

**Third**, I expect my students to send me properly composed e-mails. Since you are a year or two away from joining the professional workforce, it is important for you to write e-mails properly (e.g., using upper case letters in appropriate places, etc.). Improperly composed e-mails may not be answered. Here are some examples of how your e-mails should NOT read:

“hey, r u gonna curve the test”

“hi there!, im having a problem with the attachment, i cant open it. thank you”

“What is the ISBN for the book for MKTGXXX”

**Fourth**, e-mails or phone calls requesting information which is available in the syllabus, or which I have communicated through Canvas or in class will not be answered.

**Fifth**, explanations/clarifications of issues discussed in class will not be done through e-mails. Please see me during office hours. I will gladly help you face-to-face.

**Finally, I will communicate with you mainly through Canvas. Any e-mails sent through Canvas will go to your UMW e-mail address. It is your responsibility to monitor your UMW e-mail.**

**Accommodations** - University of Mary Washington abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which stipulates that no student shall be denied the benefits of an education "solely by reason of a handicap." If you have a documented disability that may impact your work in this class and for which you may require accommodations, please see the Disability Resource Coordinator as soon as possible to arrange accommodations. In order to receive accommodations, you must be registered with and provide documentation of your disability to the Office of Disability Resources (ODR) in 401 Lee Hall. After you are registered, I will be glad to meet with you and discuss how to provide you with appropriate accommodations to help you succeed in this class. Accommodations are not retroactive. From the moment you provide me with a letter from the ODR, I will do my best to help you. However, it is your responsibility to provide me with the letter.

**Classroom Behavior:** In order to ensure that the classroom environment is conducive to learning, please refrain from any activities (e.g., reading newspapers, answering or talking on cell phones, outside conversations, etc.) that may distract others during the lecture. When entering the classroom, everyone with a cell phone should either turn it off or set it to a silent mode (vibrate is OK). This includes the instructor. The student's cell phone should not audibly ring in class. Please don't be careless about these policies. It is important to be respectful and considerate to others in class.

### **Academic Dishonesty: The Honor System**

As your instructor, I fully support the University of Mary Washington's Honor System and depend upon you to also safeguard the Honor System in accordance with your pledge. The violations of the Honor Code are lying, cheating, and stealing in all their various forms and may result in disciplinary action under University policy.

### **Informal Advising and the Law**

As your instructor, I will be glad to provide you with my advice outside of the class if desired. In general, I will hold any information in confidence if requested. However, before sharing personal information you should fully understand the potential consequences of sharing certain information. As an employee of the University of Mary Washington, I am legally an employee of the Commonwealth of Virginia. As such, I am required to report any alleged instance of sexual misconduct to the university authorities should I become aware of it. If you would like to discuss instances of sexual misconduct with someone who is legally allowed to protect your confidentiality, the counselors at the Talley Center (106 Lee Hall) are legally recognized as confidential reporters.

### **Professor's Policies:**

1. The professor has the right to adjust the course syllabus, any requirements and/or policies if and when necessary.
2. **At the present time students will not be allowed to use laptops during class.** Use of iPad or other electronic devices during class is not allowed. Also, using the classroom computer is not allowed, unless authorized to do so by the professor.
3. Students are responsible for keeping track of their points from classwork and homework that are graded and returned throughout the semester. After any grade is posted, students have a week to clarify doubts and discuss any changes to the score for that particular assignment or quiz. Also, **no requests regarding change of scores on any work after the final exam will be considered.**
4. To enhance learning, students are responsible for taking notes in class. Power points are available on Canvas. The course site may be accessed via the canvas homepage (<https://canvas.umw.edu>) log in.
5. In case of absences, students are responsible for keeping up with the missed information. Get to know your classmates – it helps.



6. Any make up work if allowed due to valid reasons of absence must be discussed with the professor before the absence, either in person or via email. No excuse and make-up work request after absence will be considered. Make up exam if accommodated will have to be before the rest of the class has the taken the exam, and not after.
7. No requests for extra credit work as a special favor to individual students will be considered as an attempt to improve individual grade. Considering fairness to all students, no individual student will be given special opportunities, specifically at the end of the semester. All opportunities will be the same for all students. You must discuss matters during the semester if you anticipate concern with grade and not wait till the end of the semester. *Please make a note of this and do not make such requests. Your request will be denied.*
8. A part of the class participation points may depend on the professor's judgment of the student's enthusiasm, interest, involvement, attitude, and conduct all throughout the semester.
9. A student's attitude, behavior, and personal demeanor in class or in the manner of interaction with the professor are very important aspects of educational environment. Being inappropriate in any of the above may result in not being awarded positive class participation points mentioned above.

## COURSE SCHEDULE

The following schedule is a “best guess” for the semester.  
*The schedule is subject to change as and when necessary.*

<b>Date</b>	<b>Day</b>	<b>Topic</b>	<b>Chapter</b>
Aug 29	T	Course Introduction	
Aug 31	TH	Introduction to IMC	1
Sept 05	T	IMC and the Marketing Process	2
Sept 07	TH	IMC and the Marketing Process	2
Sept 12	T	Perspectives on Consumer Behavior	4
Sept 14	TH	Perspectives on Consumer Behavior	4
Sept 19	T	The Communication Process	5
Sept 21	TH	The Communication process	5
Sept 26	T	<b>Exam 1</b>	
Sept 28	TH	Source, Message and Channel Factors	6
Oct 03	T	Source, Message and Channel Factors	6
Oct 05	TH	Planning and Development	8
Oct 10	T	Planning and Development	8
Oct 12	TH	Implementation and Evaluation	9
Oct 17	T	<b>Fall Break</b>	
Oct 19	TH	SPEAKER HCC Digital Auditorium	
Oct 24	T	Media Analysis	10
Oct 26	TH	Direct Marketing	14
Oct 31	T	<b>Exam 2</b>	
Nov 02	TH	The Internet and Interactive Media	15
Nov 07	T	Sales Promotion	16
Nov 09	TH	Public Relations, Publicity and Corporate Advertising	17
Nov 14	T	International Advertising and Promotion (selected portions)	19
Nov 16	TH	Regulations and Ethical Issues of IMC (selected portions)	20/21
Nov 21	T	<b>Exam 3</b>	
Nov 23	TH	<b>Thanksgiving</b>	
Nov 28	T	Video and quiz	
Nov 30	TH	Group Presentations and Projects Due	
Dec 05	T	Group Presentations and Projects Due	
Dec 07	TH	Review for comprehensive final exam	
Dec 14	TH	<b>Final Exam at 3:30 pm (Optional)</b>	All Chapters

*Welcome back! Hope we have a great semester together.*