

**MARK 3410**

***Promotion and Advertising Management***

Spring 2020-21

*ver 01 March 2021*

**INSTRUCTOR AND INSTRUCTIONAL ASSISTANT**

**Professor Joseph SALVACRUZ**

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**COURSE DESCRIPTION AND OBJECTIVES**

*Major aspects of promotion, with emphasis on advertising: setting of advertising objectives, strategies, tactics, choice of media, budget determination and measuring advertising effectiveness.*

Marketing communications are the means by which marketers establish and build relationships with consumers through-directly or indirectly-informing, persuading, and reminding consumers about the brands they sell.

The course is designed to help students develop an integrated marketing communications plan and evaluate its effectiveness. The objective is to optimize the effectiveness of a given advertising budget while placing messages for mass or customized audiences by integrating several elements of a promotion mix-advertising, sales promotions, sponsorship, and interactive marketing-based on brand objectives. Whereas advertising is often seen as the central element of a marketing communications mix to build brand equity, it is usually not the only one, and very often not even the most important one.

The specific objectives of this course are

- To discuss the communication process to the core customer by establishing points of parity and points of differentiation for the brand
- To present the important issues in planning and evaluating integrated marketing communications
- To apply the appropriate theories and tools to plan, develop, and evaluate marketing communications
- To provide hands-on experience with constructing a complete marketing communication campaign

## TEXTBOOK AND REFERENCES

Required textbook:

Belch and Belch. Advertising and Promotion: An Integrated Marketing Communication Perspective (11th edition). McGraw-Hill International Edition.

Readings and Cases (as advised)

The course website is available through CANVAS at <https://canvas.ust.hk>. You should access the website on a regular basis. The site contains useful material including: announcements, syllabus, Powerpoint slides from class lectures, assignment guidelines, readings, and tests.

## CLASS SCHEDULE

Our class meets on the following schedule:

**Section L1:**

Mondays & Wednesdays  
9:00 a.m. - 10:20 a.m.

**Section L2:**

Mondays & Wednesdays  
12:00 n - 1:20 p.m.

*Section jumping is not allowed.*

Wednesday evening tutorials (6:00-6:50 p.m.) will be used for consultations with individual students and / or groups concerning class projects/ activities, and for make-up class sessions as necessary (Please watch out for announcements).

Based on the Academic Arrangements for the Spring Term 2020-21, we will be conducting classes using real-time on-line mode (Zoom) with the possibility of switching to mixed mode as soon as situation allows (In the mixed mode delivery, classes will be conducted face-to-face in the scheduled classrooms and class time, with students off-campus or under quarantine joining simultaneously via live interactive platform).

You will receive a Zoom invitation for each class, accessible through CANVAS.

## COURSEWORK AND ASSESSMENT

<b>Coursework</b>	<b>Weighting (%)</b>	<b>Individual/Group</b>
<i>Attendance and Class Participation</i>	10	Individual
<i>Pop quizzes and In-class exercises</i>	8	Group
<i>Test 1</i>	25	Individual
<i>Test 2</i>	25	Individual
<i>Group Project Written Report*</i>	20	Group
<i>Group Project Presentation*</i>	10	Group
<i>Research Credit</i>	2	Individual

\*Group Project will be peer-assessed to reflect individual contributions to the group effort.

## Class Format and Preparation

Class meetings will revolve around lectures, video presentations, case discussions, and exercises. In order to get the most out of class sessions, it is important that you prepare for each class and actively participate in discussions and exercises.

Class meetings will take place through live interactive online sessions (using Zoom as the platform). Students can raise hands to ask questions and do project presentations to the whole class. We can also run breakout discussion groups without the need for students to move physically.

In each class, the lecture and discussion will expand on concepts covered in the assigned reading, explore their implications, and examine how they affect us professionally and personally. It is required that you read the assigned book chapter(s)/ article(s)/ case before “zooming-in.” The lectures and case discussions are based on the assumption that you are familiar with the material from the reading and will serve to supplement the basic theory introduced in the text. Notes for each lecture will be posted on the class website before the class meeting.

## Classroom Etiquette

Please adhere to the following rules when zooming-in:

- You must zoom-in in a quiet environment (i.e., never in a busy café or restaurant).
- Login a few minutes before the class is scheduled to commence.
- You must activate your video so the professor can see you on his screen.
- Mute your microphone unless you have been acknowledged by the professor after raising your hand to ask a question or to make comments.
- Once you are online, leave the class only when absolutely necessary. You will be penalized for late arrival or early logouts; it will be reflected in your attendance score.

## Pop Quizzes and In-class Exercises

Short/ pop quizzes are designed to evaluate your understanding of previous and/or current discussions, and are administered anytime during the class period. Coverage of the pop quizzes may also include assigned topics.

In-class exercises will be in the form of brief cases (written or video), or discussion questions that will be handed out in class. Each group of students will then get some time (10-15 minutes) to discuss the assignment with one another. All groups should submit their answers on Canvas. All members of the group will receive the same marks for the in-class exercises, but only group members who are present during the class will get credit for the exercise on a given session. *It is a requirement therefore that complete names of group members who participated in the exercise be written on the front page of the answer sheet, otherwise the group will not get credit for the submission.*

Following this, I will ask one group to provide the solution to the assignment. The other groups will be expected to add their comments and join in a discussion of the assignment.

## Attendance and Class Participation

Attendance during classroom sessions is required. *Please note that your attendance may not be acknowledged if you switch off your video camera during Zoom online sessions, or if you fail to sign on the attendance sheet when face-to-face classes are in effect.*

Students are expected to participate in class discussion so they can learn from each other. Active involvement in learning increases what is remembered, how well it is assimilated, and how the learning is used in new situations. In making statements to peers about their own thoughts on a class topic, students must articulate those thoughts and also submit them to constructive examination by others. In listening to their peers, students hear different ways of interpreting and applying class material, and thus are able to integrate many examples of how to use the information.

Each student has an opportunity to earn a maximum of 4 class participation points every session, on a scale of 0 (lowest) to 4 (highest points), using the criteria below. The criteria focus on what you demonstrate and do not presume to guess at what you know but do not demonstrate. Note that attendance and class participation are linked together in the evaluation process.

Points	Criteria
0	<ul style="list-style-type: none"><li>• Absent.</li></ul>
1	<ul style="list-style-type: none"><li>• Present, not disruptive.</li><li>• Tries to respond when called on but does not offer much.</li><li>• Demonstrates very infrequent involvement in discussion.</li></ul>
2	<ul style="list-style-type: none"><li>• Demonstrates adequate preparation: knows basic case or reading facts, but does not show evidence of trying to interpret or analyze them.</li><li>• Offers straightforward information (e.g., straight from the case or reading), without elaboration or very infrequently (perhaps once a class).</li><li>• Does not offer to contribute to discussion, but contributes to a moderate degree when called on.</li><li>• Demonstrates sporadic involvement.</li></ul>
3	<ul style="list-style-type: none"><li>• Demonstrates good preparation: knows case or reading facts well, has thought through implications of them.</li><li>• Offers interpretations and analysis of case material (more than just facts)</li><li>• Contributes well to discussion in an ongoing way: responds to other students' points, thinks through own points, questions others in a constructive way, offers and supports suggestions that may be counter to the majority opinion.</li><li>• Demonstrates consistent ongoing involvement.</li></ul>
4	<ul style="list-style-type: none"><li>• Demonstrates excellent preparation: has analyzed case exceptionally well, relating it to readings and other material (e.g., readings, course material, discussions, experiences, etc.).</li><li>• Offers analysis, synthesis, and evaluation of case material, e.g., puts together pieces of the discussion to develop new approaches that take the class further.</li><li>• Contributes in a very significant way to ongoing discussion: keeps analysis focused, responds very thoughtfully to other students' comments, contributes to the cooperative argument-building, suggests alternative ways of approaching material and helps class analyze which approaches are appropriate, etc.</li><li>• Demonstrates ongoing very active involvement.</li></ul>

Your total Class Participation points will be determined at the end of the semester, and will contribute towards 8 percentage points of your grade.

## Term Tests

There will be 2 tests at various points during the semester. The quizzes will consist of a varying number of multiple-choice questions and essay-type/ discussion questions. **All the questions will be based exclusively on class lectures, discussions, and assignments.**

Tests will be conducted online (through the CANVAS platform) during the scheduled class hour. There will typically be no carryover of substantive topics for the tests. However, it should be kept in mind that most topics in the course are interrelated; thus, answering questions relating to a particular topic may require some knowledge of topics discussed earlier.

## Groups

Students will be assigned into groups consisting of **four or five members each**. You will be informed of your group membership after the Add/Drop Period.

Groups may decide on the most efficient way of meeting online for group assignment and project preparation.

## IMC Project and Presentation

Groups will present their IMC report in class, via Zoom meeting, in addition to submitting written reports at the end of the semester.

The project will help you apply marketing communication principles to real complex business situations. The team presentation will improve your professional skills of presentation and give you experience working in a team. In this semester-long project, your team will complete an integrated marketing communication (IMC) plan for an existing local company of your choice.

You are supposed to collect background information and define the communication problem you will be working on. Then, you are supposed to conduct a market analysis and design a research plan. You will collect data to study consumer demand and potential marketing communication opportunities, and analyze the data. This should get you ready for the Final Report that will involve developing the appropriate marketing communication strategies.

**Presentation:** Each group will make an oral presentation of the report in class. All group members must present, but the same group grade will be given to all members. Individual scores will be determined by factoring in the Peer Assessment scores for the project. Each presentation should take about 12 minutes and a further 3 minutes for a question-answer session. Attendance is mandatory at all presentations, and every group may be required to comment on every presentation.

**Final Report:** Based on the feedback in your oral presentation, you should finalize your written report and upload the final report on CANVAS by the date specified on the timetable. Limit your final report to **15 pages excluding appendices**, with 1-inch border on all sides, and a minimum font size of 11 pt. This limit is to be strictly followed.

## PEER ASSESSMENT

To ensure equal participation in and contribution to team-based activities, a peer assessment system will be in place. Each student is required to evaluate his/ her team members' performance/contribution to the team via the *iPeer* system. The student will also conduct self-evaluation, although the self-evaluation score will not contribute towards the calculation of the student's average evaluation score.

Evaluation criteria include:

- Attendance during team meetings/ activities
- Quality of input/ work done
- Volume of work contributed
- Overall contribution to the group deliverable

Evaluators should include qualitative comments/ evaluation especially in case where extreme scores were assigned to the member being evaluated.

The iPeer events will open and close on specific dates as indicated in the timetable at the end of this syllabus. A student who fails to submit his/her peer assessment on time will automatically earn a significant mark deduction in that particular coursework component.

Individual peer assessment scores will be released on CANVAS after the closing date. The students will then have an opportunity to raise any concern about their peer assessment scores within a given period of time. No queries or challenges will be entertained after the designated cut-off date for raising queries. Please refer to the timetable at the end of this syllabus for the exact dates and times.

### Research credit

Students enrolled in this class are expected to earn 2 research credits – conducted online-- (worth 2% of the grade). This can be done through participation in 2 *marketing experiments* (of 1 hour each) OR by completing 2 *research assignments*.

*Marketing experiments* will be scheduled throughout the semester and students can sign up for these experiments. Instructions on how to sign up is available on CANVAS. (It is your responsibility to familiarize yourself with the procedures so you are notified of experiments when they are posted). Note that all research experiments begin on time and if you are late, you will miss your chance. If you sign up and then fail to show up (and this occurs several times), you might be blocked from further participation.

*Note that the department requires that students earn 2 research credits for each marketing elective that they are enrolled in. Given that a few of you are enrolled in multiple marketing electives, the department has placed a cap on the number of research credits (experiments/assignments) you have to do. The maximum that each student does is 4 experiments/assignments. Thus, if you are enrolled in three marketing classes, you do NOT have to do 6 experiments or 6 assignments.*

### ACADEMIC INTEGRITY

Academic integrity is a critical value of the university community. Integrity violations destroy the fabric of a learning community and the spirit of inquiry that is vital to the effectiveness the University. I have absolutely no tolerance for cheating and there are no acceptable excuses. Anyone caught cheating or plagiarizing in any form will fail the class. Plagiarism is copying anything from another source without citing that source.

Assignments identified as individual tasks must be completed without the assistance of others. For assignments identified as group work, it is expected that all members of the group will have

contributed to the final output, and that only members of the group will have contributed to that output. A group may not collaborate with a group from another section of the course.

Extreme care must be taken to avoid passing of other's work as one's own. You are required to provide appropriate citations when you use ideas and arguments or otherwise draw on others' work.

In general, any student who violates academic integrity, through such activities as duplication of another students' work in whole or in part, plagiarism, etc. or other means of cheating, will receive an F for the course. There is no honor in taking someone's work as your own.

The HKUST Academic Integrity site can be accessed at <https://acadreg.ust.hk/generalreg.html>

**CLASS TIMETABLE (TENTATIVE)**

Week	Date	Topic	Tutorial Agenda/ Topic(s)	Notes
1	Feb 01	Class Introduction		
	Feb 03	Introduction to IMC (Chapter 1)	No Tutorial	
2	Feb 08	IMC and the Marketing Process (Chapter 2)		Ch 3 is a reading chapter
	Feb 10		No Tutorial	Ch 4 is a reading chapter
3	Feb 15	Holiday (4th Day of Lunar New Year)		
	Feb 17	The Communication Process (Chapter 5)	Understanding Consumers (Optional Attendance)- Ch 4	17 Feb- Add-Drop Period ends
4	Feb 22	The Communication Process ( <i>continued</i> )		Group membership announced
	Feb 24		Understanding Consumers Part 2 (Optional Attendance)- Ch 4	
5	Mar 01	Source, Message, and Channels (Chapter 6)		
	Mar 03	Objectives-Setting and Budgeting (Chapter 7)	Tutorial Agenda TBA	Group Project Topic due
6	Mar 08	<b>Case 1</b>	Lay's Potato Chips in Hungary	
	Mar 10	<b>NO SESSION on 10 March (Test in the evening)</b>	<b>10 March- Test 1 (Chapters 1-7)</b>	
7	Mar 15	Creative Strategy: Planning, Development, Implementation and Evaluation (Chapters 8, 9)		
	Mar 17	Media Planning and Strategy (Chapters 10-13)	Tutorial Agenda TBA	
8	Mar 22	Media Planning and Strategy ( <i>continued</i> )		
	Mar 24	Other Elements of the Promo Mix (Chapters 14, 16, 17)	Tutorial Agenda TBA	
9	Mar 29	Other Elements of the Promo Mix ( <i>continued</i> )		
	Mid-term Break (31 March – 06 April)			
	Apr 07	Digital and Social Media (Chapter 15)	Tutorial Agenda TBA	
10	Apr 12			
	Apr 14	Measuring Effectiveness (Chapter 18)	Tutorial Agenda TBA	
11	Apr 19	<b>Case 2</b>	Rocket Fuel: Measuring the Effectiveness of Online Advertising	
	Apr 21	<b>NO SESSION (Test in the evening)</b>	<b>21 April- Test 2 (Chapters 8-18)</b>	
12	Apr 26	Group Presentations	25 April (Sunday) 12:00 n Presentation slides due (CANVAS upload)	
	Apr 28	Group Presentations	Tutorial session for Group Presentations as needed	
13	May 03	Group Presentations		
	May 05	Group Presentations	Summary and Conclusion	

**10 May** (11:59 p.m.)- Final IMC (written) report due

**10 May** (12:01 a.m.)- iPeer Assessment opens.

**12 May** (5:00 p.m.)- iPeer Assessment closes.

**14 May** (5:00 p.m.)- Individual peer assessment scores released on CANVAS.

**18 May** (5:00 p.m.)- cut-off for any queries regarding iPeer scores