

AMKT 454
PROMOTION POLICIES AND STRATEGIES
(Prerequisite: ABUS 350)

Course Description: The study of the entire promotion process for both consumer and industrial products. It includes promotion research, determining the promotability of products, new product introductions, setting of promotion objectives and deriving the promotion budget. (Prerequisite ABUS 350) 3hours credit

Textbook: Advertising and Integrated Brand Promotion by O'Guinn, Allen and Semenik

It is strongly recommended that each student buy his or her own textbook and not attempt to share a text with another student.

Professor: William L. Shelburn
Associate Professor
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Email : Billsh@usca.edu
Office Hours : MW 2:15 to 3:30 pm
TTh 1: 30 to 3:00 pm
T 4: 20 to 4:50 pm
and by appointment

Course Objectives:

Define promotion.
Analyze the history of promotion.
Discuss the changing environment of promotion and analyze its elements.
Define the client side and the agency side of the promotional process.
Discuss the techniques used to develop a budget.
Analyze the importance of the various forms of media available.
Compare radio, television, newspapers and magazines as vehicles for promotional efforts.
Analyze a promotional program and determine the role of promotion in world markets.
Analyze the role of promotion for national chains and local small businesses.
Determine the role of promotion for nonprofit marketers.

Instructional Practices: Class sessions will consist of lectures and class discussions. Class lecture will include explanation of textbook material and additional information presented by the instructor.

Grading: The final grade will be determined as follows:

Test 1	22.5%
Test 2	22.5%
Test 3	22.5%
Project	22.5%
Class Participation	10%

Class participation consists of attending class, answering questions and contributing to class discussions concerning lecture and textbook material.

Grading Scale:

90 -100	A	70 – 77	C
88 - 89	B+	68 – 69	D+
80 – 87	B	60 - 67	D
78 - 79	C+	Below 60	F

Homework and Attendance: Students are expected to complete all homework assignments and to adhere to the attendance policy of the School of Business, which requires attendance of 80% of classes. If absence is necessary, the student is responsible for obtaining missed assignments.

Test Policy: Any student who misses a test must notify me within 24 hours of the test date or receive a grade of “0”. If a make-up test is given, it will be at the discretion of the instructor.

Disabled Student Services: If you have a physical, psychological and/or learning disability which might affect your performance in this class, please contact the Office of Disability Services, 126A B&E Building, (803) 641-3609, as soon as possible. The Disability Services Office will determine appropriate accommodations based on medical documentation.

School of Business Administration

MISSION STATEMENT

The School of Business Administration at USC Aiken focuses on creating a caring learning environment in its accredited undergraduate program. The program prepares students to successfully meet the dynamic global, technological and ethical challenges of business and society.

