

**Note:**

**Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.**

## ***COURSE SYLLABUS***

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### **BUSI 430**

#### **PROMOTION STRATEGY**

#### **COURSE DESCRIPTION**

This course is open to students who desire to understand the function of Promotion within a company's Integrated Marketing Communications (IMC) plan. Emphasis is on planning, creating, and evaluating advertising, sales promotion, and publicity strategies to communicate most effectively across the optimum blend of media channels. Students participate on teams that compete to develop and present a sales promotional campaign for a proposed or existing company.

#### **RATIONALE**

Effective advertising is critical to the success of any organization in today's rapidly changing consumer market, so business leaders should be equipped with proven promotion strategies. Toward this end, BUSI 430 explores marketing communications at a deeper level than a basic marketing course offers, and it presents an integrate perspective that can help the future business person coordinate the various communication functions within his or her organization.

#### **I. PREREQUISITES**

BUSI 331

#### **II. REQUIRED RESOURCE PURCHASES**

Click on the following link to view the required resources for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

#### **III. ADDITIONAL MATERIALS FOR LEARNING**

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Word  
(Microsoft Office is available at a special discount to Liberty University students.)

#### **IV. MEASURABLE LEARNING OUTCOMES**

Upon successful completion of this course, the student will be able to:

- A. Identify and analyze elements of the promotion mix.
- B. Describe the coordination of various elements of the promotion mix.
- C. Describe and compare various forms of advertising and promotion.
- D. Describe the use of public relations and publicity.

- E. Identify and describe ethical and Christian worldview considerations.
- F. Evaluate an organization's situational environment.
- G. Design an Integrated Marketing Communications plan that reaches a specific target market, identifies, and coordinates at least three commonly used promotion/advertising elements, and integrates the proposed IMC.
- H. Demonstrate comprehension of IMC, including: purpose of promotion mix, elements of promotion mix, and ethical and societal considerations of advertising and promotion.

## **V. COURSE REQUIREMENTS AND ASSIGNMENTS**

- A. Textbook readings and lecture presentations
- B. Discussion Board forums (4)

Each DB forum contains two parts. For the first part, the student will be required to read the instructor's prompt and submit an original thread of 500 words minimum. For the second part, each student will submit a response of 300 words minimum to one of the original postings by another student. Grading will be based on how well the response demonstrates that the student has read, understood, carefully considered the question, and incorporated textbook content. Threads are due on the odd numbered modules/weeks no later than Friday at 11:59 p.m. (ET) and the replies are due Monday at 11:59 p.m. (ET).

- C. Essays (4)

The student is required to complete 4 short essays based upon specific questions listed in each assignment's instructions. The purpose of the essays is for students to fully develop their analytical skills in important areas of IMC promotional strategies. Essays should demonstrate collegiate-level writing skills with regard to content and style. These essays require external research with a minimum of three outside resources required for each essay, not including the textbook. Students are required to write a minimum of 1,000 words for each essay.

Grading will be based upon how well the response demonstrates that the student has read, understood, and carefully considered the question, the textbook content, and any external resource needed to complete the assignment. The Essays are due in Module/Weeks 2, 4, 6 and 8.

- D. Exams (8)

The student is required to complete eight exams, one for each module/week. The quizzes are open-book and must be completed individually. Each exam consists of 40 multiple-choice or true/false questions taken from the textbook readings, and the exams must be completed within 120 continuous minutes. There will be no comprehensive final.

**VI. COURSE GRADING AND POLICIES****A. Points**

Discussion Board forums (4 at 30 pts ea)	120
Essays (4 at 100 pts ea)	400
Exam 1 (Chs. 1 & 2)	60
Exam 2 (Chs. 3 & 4)	60
Exam 3 (Chs. 5 & 6)	60
Exam 4 (Chs. 8 & 9)	60
Exam 5 (Chs. 10–12)	60
Exam 6 (Chs. 13 & 14)	60
Exam 7 (Chs. 15 & 16)	60
Exam 8 (Chs. 19 & 21)	60
<b>Total</b>	<b>1000</b>

**B. Scale**

A = 900–1000    B = 800–899    C = 700–799    D = 600–699    F = 0–599

**C. Late Assignments**

Assignment due dates are noted in each module. Late assignments will not be accepted, unless previous arrangements have been made. The Learning Assignments must be completed in each module before moving to subsequent modules.

**D. Disability Assistance**

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at [LUOODAS@liberty.edu](mailto:LUOODAS@liberty.edu) to make arrangements for academic accommodations.

## ***COURSE SCHEDULE***

### **BUSI 430**

Textbook: Belch & Belch, *Advertising and Promotion* (2012).

<b>WEEK/ MODULE</b>	<b>READING &amp; STUDY</b>	<b>LEARNING ACTIVITIES</b>	<b>POINTS</b>
<b>1</b>	Belch & Belch: chs. 1 & 2 2 presentations	Course Requirements Checklist	0
		DB Introductions	0
		DB Forum 1	30
		Exam 1	60
<b>2</b>	Belch & Belch: chs. 3 & 4 2 presentations	Essay 1	100
		Exam 2	60
<b>3</b>	Belch & Belch: chs. 5 & 6 2 presentations	DB Forum 2	30
		Exam 3	60
<b>4</b>	Belch & Belch: chs. 8 & 9 2 presentations	Essay 2	100
		Exam 4	60
<b>5</b>	Belch & Belch: chs. 10–12 3 presentations	DB Forum 3	30
		Exam 5	60
<b>6</b>	Belch & Belch: chs. 13 & 14 2 presentations	Essay 3	100
		Exam 6	60
<b>7</b>	Belch & Belch: chs. 15 & 16 2 presentations	DB Forum 4	30
		Exam 7	60
<b>8</b>	Belch & Belch: chs. 19 & 21 2 presentations	Essay 4	100
		Exam 8	60
<b>TOTAL</b>			<b>1000</b>

DB = Discussion Board

**NOTE:** Each course week (except week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.