



RM 4216 RETAIL PROMOTIONS

FALL 2016, 3 credits

Mondays (online)

Wednesdays (Face-to-Face) 3:00-4:15pm, 146 McNeal

You will learn critical promotion principles and theories in order to understand how to approach and attract consumers through integrated marketing communications. The course covers principles of integrated marketing communications and promotion tactics from a consumer-centric perspective. Lectures, discussions, and team projects.

Instructor	Hyunjoo Im, Ph.D.
Office	348 McNeal Hall
Contact	hjim@umn.edu ; 612-625-8234
Office hours	Wednesdays 1:30pm-2:30pm, or by appointment

OVERALL COURSE DESCRIPTION

COURSE OBJECTIVES	<ol style="list-style-type: none">1. To understand the role of integrated marketing communications in retail businesses2. To obtain knowledge regarding promotion techniques and media characteristics3. To comprehend theories behind consumer decision making and be able to apply the theories to make IMC decisions
EXPECTED OUTCOMES	<ol style="list-style-type: none">1. Be equipped with strong strategic frameworks within which to make sound IMC decisions2. Be able to identify specific tools and approaches for successful IMC strategies3. Be able to develop IMC plans based on market-driven data and research
TEXT	<ol style="list-style-type: none">1. Clow, K. E., & Baack, D. (2016). <i>Integrated advertising, promotion, and marketing communications</i>. (7th ed.). Upper Saddle River, NJ: Pearson. (Required)
COURSE WEBSITE	https://umn.instructure.com/courses/663 This course participates in the University Canvas Pilot program. At least 50% of the course materials will be delivered via Canvas. It is critical that students regularly check the course site . Class materials such as lecture notes and readings and assignment/exam grades will be posted on Canvas.

INSTRUCTOR'S EXPECTATION

COURSE POLICIES	ONLINE RESPONSIBILITIES <ol style="list-style-type: none">1. This is a hybrid class which consists of 50% online and 50% face-to-face components. Online activities include weekly online quizzes, online forum discussion, research, etc.2. When there is an online quiz, students can take the quiz anytime between 6:00am and 5:00pm. Students have TWO chances per quiz. The highest score will be kept for the course grade. IN-CLASS RESPONSIBILITIES <ol style="list-style-type: none">3. CLASS PARTICIPATION IS ESSENTIAL. You are expected to come to the class in a timely manner, and to stay all class time. You should be prepared to discuss the subject matter and get involved in class activities. Disruptive behaviors (e.g., talking in the class, doing another class work, using electronic devices for any other purpose than class activities) will negatively influence your participation.4. Absent or tardy students are responsible for any missed class work and information, including any changes to the syllabus or assignments announced in classes. <u>The lecture/discussion will not be repeated for any individual who was absent from class.</u> If you come late and miss in-class activities or quizzes, there will be no make up for those.5. Show respect for other classmates and your instructor. TURN YOUR ELECTRONIC DEVICES OFF during the class time (no buzzing sound!). It is not acceptable to take or make private calls/text messages during class. GENERAL POLICIES <ol style="list-style-type: none">6. The official communication method in this class will be emails. It is your responsibility to make
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sure that you check and clean email account. Please CHECK YOUR EMAIL ON A DAILY BASIS AND DO NOT LET YOUR EMAIL GET OVERLOADED.

7. ACADEMIC DISHONESTY IS A SERIOUS OFFENCE AND WILL BE TAKEN ACCORDINGLY. At no time is copying other people’s words or ideas permissible. Plagiarism also includes using work completely in a previous class for credit in another class. Academic misconduct includes signing other students’ name for attendance, cheating on the test, copying other people’s work without proper citation, tracing other people’s work, and so on. If academic dishonesty was found, the student(s) will be dismissed from the class and reported to the Office of Student Conduct and Academic Integrity (OSCAI).
8. Any student who feels he/she may need an accommodation based on the impact of a disability should contact the instructor privately to discuss your specific needs. Students with disabilities are encouraged to contact the **Disability Services (612-624-1333, 180 McNamara)** to coordinate course accommodations.
9. Students may not share course materials including quizzes, exams, lectures, lecture notes, activities, with any other person outside the class without consent of the instructor.
10. RELEASE OF STUDENT WORK: Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).
11. Grading Appeals: You may appeal your grade on any assignment or exam within ONE WEEK of time you are given your grade or it was available to you. All appeals must be computer generated and include the reason for the appeal and any sources that support your appeal.
12. All exams are closed materials, non-cumulative and covering material assigned in texts, outside readings, and in class activities. Exam questions are not to be released and students will be asked to return the exams as well as the answer sheets. Prior approval to miss an examination will be given in the event of extenuating circumstances and the student will be expected to present the proof of such extenuating circumstances. Proofs of such incidences should be original and official documents. Personal letter or copied documents are not acceptable. Doctors’ visits due to minor illness cannot be a legitimate excuse. **REQUEST FOR MAKE UP DUE TO EMERGENCY SHOULD BE NOTIFIED BY MIDNIGHT OF THE SCHEDULED EXAM DATE.** The instructor holds the right to determine whether the student will be required to take a make-up examination or not. MAKE UP EXAMS ARE DIFFERENT FROM THE ORIGINAL IN TERMS OF FORMAT, LENGTH, AND DIFFICULTY. NO MAKE UPS FOR QUIZZES WILL BE PROVIDED.
13. Due dates: **NO LATE WORK WILL BE ACCEPTED.** In the event of emergency, notify the instructor BEFORE that day or within 24 hours of the assignment deadline.

WORK LOAD EXPECTATIONS

1. Expect in-class activities and unannounced quizzes. These will access your preparation for classes.
2. Online quizzes assume you completed your reading for the day before the quiz. Plan on finishing your reading at least 12 hours ahead of time. Give yourself minimum of 3 hours to comprehend assigned readings per week. Making summary notes will be helpful.
3. Keep in mind how grades are defined. If you complete all the necessary requirements for an assignment, that means your work is satisfactory, which is defined as C. If you wish to get a better grade than a C, you will aim to produce an outstanding work.

HOW TO BECOME SUCCESSFUL IN THIS CLASS

1. Be prepared and actively participate in class discussions and activities.
2. Make sure you carefully read and understand the syllabus. You need to understand what the expectations are.
3. Be mindful of course due dates.
4. Be a professional and respectful teammate.

UNIVERSITY POLICIES

Personal Electronic Devices in Classroom <http://policy.umn.edu/Policies/Education/Education/CLASSROOMPED.html>

Use of Class Notes and Materials <http://policy.umn.edu/Policies/Education/Education/CLASSNOTESSTUDENTS.html>

Scholastic Dishonesty and Student Conduct Code http://www1.umn.edu/regents/policies/academic/Student_Conduct_Code.pdf



Sexual Harassment	http://www1.umn.edu/regents/policies/humanresources/SexHarassment.pdf
Statement on Climate of Inclusivity	You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and to me when speaking. The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help. (or refer to http://www1.umn.edu/regents/policies/administrative/Equity_Diversity_EO_AA.pdf)
Academic Freedom and Responsibility	http://www1.umn.edu/regents/policies/academic/Academic_Freedom.pdf
Availability of Disability and Mental Health Services	If you have any special classroom requirements, please contact one of the offices listed below. They will work with you and, if necessary, they will contact the instructor to work out the details for any necessary accommodations. <ul style="list-style-type: none"> • Student Academic Success Services, 340 Applely Hall, 612-624-3323 • Counseling/Consulting Services, 199 Coffey Hall, 612-624-3323 • Disability Services, 180 McNamara, 612-626-1333 • Center for Writing, 10 Nicholson Hall, 612-626-7579 Or refer to http://ds.umn.edu/student-services.html and http://www.mentalhealth.umn.edu

Course Requirements and Evaluation

REQUIREMENT		Pts assigned	Weight	Note
Individuals	2 Exams (100pts each)	200	40%	You will receive the grade you earn in this class. Grades reflect effort and ability. Some students will achieve grades that do not reflect their true ability, because they have not put forth the effort required. No forced grade distribution or "curve" will be used.
	In class activities	60	12%	
	6 Online Quizzes (10pts each)	60	12%	
	Syllabus Quiz	10	2%	
	Online activities	20	4%	
	Professional Development (Retail Connect)	20	4%	
Group	HW1	50	10%	
	HW2	50	10%	
	Presentation	10	2%	
	Peer evaluation (10pt per HW)	20	4%	
Total		500	100%	

GRADING SCALE	What the grade means			
A 94%	423	~	And above	Signifies achievement that is outstanding relative to the level necessary to meet course requirements
A- 90%	405	~	422	
B+ 87%	391.5	~	404	Signifies achievement that is significantly above the level necessary to meet the course requirements
B 84%	378	~	391	
B- 80%	360	~	377	Signifies achievements that meets the course requirements; Satisfactory
C+ 77%	346.5	~	359	
C 74%	333	~	346	
C- 70%	315	~	332	Signifies achievements that is worthy of credit even though it fails to meet course requirements
D+ 67%	301.5	~	314	
D 60%	270	~	301	Indicates coursework was completed but at an achievement level unworthy of credit.
F	Below 270			

* Students may not request supplementary assignments for "extra" credit, since offering opportunities to some students that are not available to all would be unfair. Exams may list problems for "extra credit" but these opportunities, if available, will be available to all students.

Course Tentative Schedule



WK	Date		TOPIC	READING	Due
0	09/07	W	Syllabus, Course introduction and overview Integrated Marketing Communications (Think Hockey not Football vid)	Ch1	
1	09/12	M	Activity & Online Discussion Brands in my world	Ch1&2	Activity and discussion (5pm)
	09/14	W	Brand Management HW introduction/policies and contract	Ch2	HW group assignment
2	09/19	M	Online Quiz 1 Chap 1&2	Ch1&2	
	09/21	W	Buyer behaviors	Ch3	Online discussion 1 Syllabus Quiz (11:59pm)
3	09/26	M	Online Quiz 2 Chap 3 Buyer behaviors	Ch3	Online Quiz 2 (5pm)
	09/28	W	Guest Speaker: Sue Chu	Ch3	
4	10/03	M	Online Quiz 3 Chap 4&5	Ch4 & Ch5	Online Quiz 3 (5pm)
	10/05	W	IMC planning process & Advertising management	Ch4 & Ch5	Guest lecture summary due (3pm)
5	10/10	M	HW1 workday	Ch6	
	10/12	W	Ad message design	Ch6	HW1 due (3pm)
6	10/17	M	Online Quiz 4 Chap 6	Ch6	Online Quiz 4 (5pm)
	10/19	W	HW2 announcement HW group: Ad message activity		Activity sheet due by the end of the class
7	10/24	M	Online Midterm Review	Ch1-6	
	10/26	W	Midterm	Ch 1-6	
8	10/31	M	Online Quiz 5 Chap 7	Ch7	Online Quiz 5 due by 5pm
	11/02	W	Ad terminology Traditional media channels	Ch7	Worksheet
9	11/07	M	Online Quiz 6 Digital Marketing & Social Media	Ch8&9	Online Quiz 6 due by 5pm
	11/09	W	[No Class] Dr. Im at a conference	Ch9	
10	11/14	M	Alternative marketing Interview of 2 different people about media usage and discuss the findings	Ch10	Discussion note due by the end of the class
	11/16	W	HW2 Media goal & Selection development Media Selection Activity	Ch7-10	
11	11/21	M	Finalize the media plan	Ch12	Submit the media plan by 5pm
	11/23	W	Sales promotions	Ch12	



RM4216 Syllabus

			HW group checkup		
12	11/28	M	Online HW2 IMC development workday		
	11/30	W	[No Class] Group work progress report		Group work progress report due by 5pm
13	12/05	M	HW workday Finish up your assignment		
	12/07	W	PR and sponsorship program Project wrap up	Ch13	HW2 due
14	12/12	M	Study day		
	12/14	W	Final project presentations		
Final	12/19	M	Final exam (10:30am-12:30pm)	Ch7-13	

