

COMMUNICATION AND PROMOTIONAL STRATEGIES

Communication 336, Sec.1

Fall 2015

Instructor: Dr. R.M. Dubiel

Office: 303A CAC

Office phone: 346-2007 E-mail: rdubiel@uwsp.edu

Office hours: Tuesday: 3:00 p.m. – 4:15 p.m. Wednesday: 2:00 – 3:00 p.m. And by appointment.

This course will attempt to advance the program competencies of the Division of Communication:

By the time they graduate, students should be able to

- communicate effectively using appropriate technologies for diverse audiences;
- plan, evaluate and conduct basic (quantitative and qualitative) communication research;
- use communication theories to understand and solve communication problems;
- apply historical communication perspectives to contemporary issues and practices;
- apply principles of ethical decision making in communication contexts.

The specific objectives of this course are as follows:

- acquire a basic understanding of marketing and its fundamental role in business. An emphasis is placed upon promotional strategies and advertising.
- acquire an understanding of how marketing, specifically promotional strategies, and communication are related. This will include marketing communication and a consideration of the role of persuasive messages.
- appreciate the role of marketing, including promotional strategies, in our society, its social and cultural impact. This includes the newer technologies and social media.
- appreciate the international and culturally diverse dimensions of marketing and promotional strategies, particularly as they relate to communication fields.

More specifically, the course will focus on the basic elements of the marketing mix, the product life cycle, and the rudiments of demographics as applied to the concept of the target market. The very basic elements of marketing research will

Communication and Promotional Strategies, p. 2.

be touched upon. Further, special emphasis will be placed upon how marketing, specifically promotional strategies, is related to print media and the electronic media. Separate units will address the creation of advertising and the rudiments of direct marketing.

Text: *Kleppner's Advertising Procedure, 17th Edition*, Lane, King, Russell. Upper Saddle River, NJ: Pearson Prentice-Hall, 2008.

Three examinations: Exam #1: 17 points; Exam #2: 24 points;
Exam #3-cumulative: 32 points.
Product team report and presentation: 24 points.
Participation: 3 points.

There will be an extra-credit assignment that will be worth approximately 10 points (subject to change). This will be discussed in class.

Examinations are largely objective and short answers. Attendance is expected. Examinations cannot be made up except in extreme emergencies. Unexcused absences (over three) may result in a final grade reduction owing to a lack of class participation.

The product team report will be discussed in class. There will be a handout for this assignment as there will be for the extra-credit assignment.

Final Exam, Friday, December 18: 2:45- 4:45 p.m. In the same room.

Emergency Procedures:

The University, ever so concerned about your welfare, has reminded me to remind you to become familiar with "Emergency Procedures." Find this on the UWSP main page by searching for Emergency Procedures. This will tell you what you need to know in case of severe weather and assorted dangers including natural gas leaks, the non-human variety.

You should also know what to do if and when there is a bomb threat, a hostage situation, violent or criminal behavior and, I kid you not, "suspicious objects and people." Of course, you are not allowed to carry a weapon (not my rule). Also, you cannot keep reporting the creepy guy sitting next to you as a "suspicious person."

In case of emergencies, I will remind you of the appropriate course of action.

Communication and Promotional Strategies, p. 3.

Tentative Schedule.

Note well: This schedule will most surely be modified. Always follow class instructions. Remember: **Class notes rule over everything else.**

Weeks 1 - 3. Introductions; ground rules. Chapter Two. The marketing mix (p. 42-48). Functions of various types of marketing communication. Different types of advertising. The “new advertising or integrated marketing.” Chapter Four: pp. 133-146. Product differentiation. Colley's Spectrum of Communication. (See p. 133-136 for product, marketing concept, a market).

Week 4. Video on the history of advertising. Discussions of the history of marketing. Chapter One. Discussions of projects and group assignments.

Week 4 and 5. Further discussion of projects and Project Field Day. (You'll get to examine past projects.) Chapter Three. Product Life Cycle and the Advertising Spiral. Especially, pp. 85-101.
EXAM ONE.

Week 6 -7. The survey. The random sample. Telephone vs. mail surveys. Personal interviews; Purposive samples; quota samples; courtesy bias; questionnaire construction

Week 7- 8. Types of consumers: AIO's; actives, passives. "Soc 101"list. VALS2. OPALS; WOOFers. New Collars. Heavy/light users. Test markets. More from Chapter Four and Chapter 15, as assigned. Family life cycle.

EXAM TWO

Week 9 -10. Chapters 16 and 17. The generic ad. The structure of an advertisement. Types of headlines. Styles of copy. Proof of claim in an ad. Signs vs. symbols and how this is related to logos. Video optional.

Week 11. Lecture on colors. Slides of actual ads, illustrating the above points and concepts.

Week 12. Television. Chapter 8: Ratings and GRP's (pp. 262 - 264). Chapter 19, and as assigned. TV storyboards.

Week 13. Chapter 13. Direct marketing. All aspects.

Week 14. Radio. Chapter 9. Chapter 20.

Week 15. Clean up week.

The final exam will be held during the regularly scheduled final exam period. It will be cumulative and will include a short essay question.

Communication classes with Prof. Dubiel
Additional ground rules:

Communication and Promotional Strategies, p. 3.

In that you are preparing for careers in the professional worlds of business, media, pr, advertising, marketing, sales (and so forth), learn to conduct yourselves accordingly. **No eating or drinking in class.** Water bottles ok.

Since dress is an important part of the world you will be entering, begin to accept the fact that you are adults. **No headgear in class.**

No electronics in class. No laptops or electronic notebooks except by special permission for extraordinary reasons. If you do use a laptop or such, you must sit in the first row. No exceptions.

#