

## **COURSE CONTRACT**

Course Name	: Promotional Management
Website	: silabus.feb.unila.ac.id
Course Code / Credit	: EBM612411 3 SKS
Faculty / Department	: Economics and Business / Management
Instructors	:
	1. Mduji Rachmat Ramelan, S.E., M.B.A.
	2. Dwi Asri Siti Ambarwati, S.E., M.Sc.
	3. Afri Aripin, S.E., M.S.M
Semester	: Odd 2015/2016
Days / Time	: Wednesday / 07.30 – 10.00 WIB / 10:00 – 12:45
Room	: E113 / Lab A202

### **1. Course Description**

In today's world, we are constantly bombarded with advertising and promotions messages. Some campaigns are highly effective in getting the consumer to act, while others are not. Increasingly, new interactive media and one-on-one marketing is changing the way in which companies reach their target audience. Developing an integrated marketing communications campaign that generates results is no easy task. This course will look at the different aspects in the process, and cover topics like choosing an agency, setting ad objectives and advertising design, as well as media planning, digital marketing and alternative marketing, in addition to the traditional promotions tools.

### **2. Course Goal**

After completing this course, students are expected to have the ability to:

1. To introduce you the field of integrated marketing communications (IMC), with a specific emphasis on the role of advertising elements
2. Differentiate integrated marketing communications (IMC) from traditional media advertising, and explain its role in the marketing program of a company or organization
3. Evaluate and describe the role and function of advertising agencies, media specialist companies, and other marketing communication specialist organizations
4. Describe the consumer decision making process and the role consumer behavior plays in the development of advertising strategy
5. You will be able to formulate communication objectives, develop a creative strategy, and present a creative brief

### **3. Teaching Materials**

1. [Book 1] Kenneth E. Clow and Donald Baack (2014), *Integrated Advertising, Promotion and Marketing Communications*, 6th edition, Pearson Education Limited
2. [Book 2] Larry D Kelley & Donald W Jugenheimer, 2009. *Cases in Advertising Management*, M.E Sharpe.

3. [Book 3] Philip Kotler, Kevin Lane Keller, 2016, A Framework for Marketing Management 6<sup>th</sup> Edition, Pearson Education.

#### 4. Course Schedule

Week	Topic	Reference	Group Assignment	Individual Assignment
1	Introduction - Chapter 1 : Integrated Marketing Communications	- Book 1 (Ch. 1)		
2	Chapter 2 : Brand and Corporate Image Management	- Book 1 (Ch. 2)	√ Group x	√
3	Chapter 3 : Buyer Behaviors	- Book 1 (Ch. 3) - Group Presentation	√ Group x	
4	Chapter 4 : The IMC Planning Process	- Book 1 (Ch. 4) - Group Presentation	√ Group x	
5	Chapter 5 : Advertising Management	- Book 1 ( Ch. 5) - Group Presentation	√ Group x	
6	Chapter 6 : Advertising Design: Theoretical Frameworks and Types of Appeals	- Book 1 (Ch. 6) - Group Presentation	√ Group x	
7	Chapter 7 : Advertising Design: Message Strategies and Executional Frameworks	- Book 1 (Ch. 7) - Group Presentation	√ Group x	
8	<b>MID TERM</b>			
9	Chapter 8 : Traditional Media Channels	- Book 1 (Ch.8) - Group Presentation	√ Group x	√
10	Chapter 9 : Digital Marketing	- Book 1 (Ch. 9) - Group Presentation	√ Group x	
11	Chapter 10 : Alternative Marketing	- Book 1 (Ch. 10) - Group Presentation	√ Group x	
12	Chapter 11 : Database and Direct Response Marketing and Personal Selling	- Book 1 (Ch.11) - Group Presentation	√ Group x	
13	Chapter 12 : Sales Promotions	- Book 1 (Ch. 12) - Group Presentation	√ Group x	
14	Chapter 13 : Public Relations and Sponsorship Programs	- Book 1 (Ch. 13) - Group Presentation	√ Group x	
15	Chapter 14 : Regulations and Ethical Concerns	- Book 1 (Ch. 14)		
16	Chapter 15 : Evaluating an Integrated Marketing Program	- Book 1 (Ch. 15)		
	<b>FINAL EXAM</b>			

#### 5. Students Obligation

- a. Delay tolerance of 10 minutes.
- b. Class's attendance at least 80% of the total meetings, those who do not meet criteria are not allowed to follow the Final Test (Academic Regulation Section).
- c. Involve actively in group and discussion assignment.

- d. Submit and collect all group and individual assignment given by instructor.
- e. Attend and follow all quizzes and assignments.
- f. Attend Mid Term Exam and Final Examination.
- g. Prohibited from using the clothes without collar and sandals. If there is a violation (Max two times), the student is not allowed to attend a course until the end of the semester.
- h. Prohibited cheating and provide answers to other friends when Exam (Quiz, UTS, and UAS).

## 6. Assignment

- a. **Group Work:** Students [group] shall make a summary of the subject material at each meeting in the form of a power point, as well as providing product samples for each subject, if necessary, to include visualization of relevant images.

The task group must include at least two (2) questions as material for discussion stimulation disseminated to other students who do not make a presentation on the subject of which has been determined, which is placed at the end of writing a resume. Questions raised using the concept of the question: the 5 W's and 1 H.

**Group Case Presentation Assignment** (As part of group presentation case will be given to each group)

1. Before presenting their presentation group must submit to instructor:
    - a. Presentation Files
    - b. Case Summary
  2. Group should hand out the needed presentation material for other groups in the class during presentation
  3. Presentation should use presentation software, presentation grading will include:
    - a. Group performance
    - b. Professionalism
    - c. Content Accuracy
    - d. Presentation explanation
    - e. How to use presentation software
    - f. Preparation
    - g. Class Participation / discussion
- b. Individual Assignment: Students are required to make a summary of the individual article publications in international journals of one of the subjects (2 international article after Mid Term and Final). The Summary contains Background, Problem Identification and Purpose, Results, and suggestions / implication of the results.

## 7. Grading Criteria

- a. Assessment will follow the following criteria

Final Grade	Letter Grade	Number Grade	Status
≥76	A	4	Pass
71 – 75	B+	3,5	Pass

66 – 70	B	3	Pass
61 – 65	C+	2,5	Pass
55 – 60	C	2	Pass
50 – 54	D	1	Pass
< 50	E	0	Failed

b. The components that contribute to the determination of course grade:

Grade Item	Percentage
Assignment	30%
Quiz / Class Activity	10%
Mid Term Test	30%
Final Test	30%
<b>ATTENDANCE &gt; 80%</b>	<b>10%</b>
<b>Total</b>	<b>110%</b>

**Formulation for Final Grade:**

$$NA = ( \% \times RT) + ( \% \times RK) + ( \% \times UTS) + ( \% \times UAS )$$

Keterangan:

- NA = Final Grade
- RT = Assignment Average
- RK = Quiz Average /involvement in class discussion.
- UTS = Mid Term Test
- UAS = Final Test

Students / Head of the Class

Bandar Lampung, 2 September 2015  
Head of Promotional Management Course

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Mudji Rachmat Ramelan