

MKTG 3711 - Marketing Promotional Strategies

Fall 2026 Syllabus, Section 01, CRN 43669,

Credit hours: 3

Instructor

Ying Wang

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Public Instructor Information

Instructor Title: Professor: Dr. Ying Wang

Instructor Professional Qualifications:

Ph. D., Marketing Communications, Kent State University

Master's, Media Management, Kent State University

Bachelor's, Journalism, Renmin University of China

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Course Description

3711. Marketing Promotional Strategies. Examines the integration of promotional activities within a marketing context. Presents the marketing communication role of the four elements in the promotional mix then takes a holistic perspective that focuses on the interrelationships among advertising, public relations, sales promotion, and personal selling. Prereq.: sophomore standing, 2.5 GPA. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	Advertising and Promotion: An Integrated Marketing Communication Perspective	Belch, G. and Belch, M.	9781266856136

- Required e-Textbook and Connect Access:

Belch, G. and Belch, M. (2026). Advertising and Promotion: An Integrated Marketing Communication Perspective (Evergreen Ed.). Irwin, CA: McGraw-Hill. eBook and Connect access can be purchased through YSU Bookstore or Blackboard McGraw-Hill link following the instruction.

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

MKTG 3711 Marketing Promotional Strategy Fall I 2026 Schedule

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	Ch. 1 An Introduction to Integrated Marketing Communications Ch. 2 The Role of IMC in the Marketing Process	Introduction to IMC	Exam 1 Discussion 1 Role Play: Brightside Creative
8/31	Ch 7: Establishing Objectives and Budgeting for the Promotional Program Ch 18: Measuring the Effectiveness of the Promotional Program	IMC Planning & Research	Exam 2 Discussion 2 Role Play (Petals&Posies 1)



9/7	Ch. 4: Perspectives on Consumer Behavior Ch 5: The Communication Process Ch 6: Source Message and Channel Factors	Consumer Behavior and IMC	Exam 3 Role Play (Spirit Village Park) Video Case (Under Armour)
9/14	Ch 8: Creative Strategy: Planning and Development Ch 9 Creative Strategy: Implementation and Evaluation	Creative Strategy	Exam 4 Discussion 3 Role Play (Petals&Posies 3)
9/21	Ch 10: Media Planning and Strategy Ch 15: The Internet, Digital and Social Media	Media Planning	Exam 5 Discussion 4 Role Play (Petals&Posies 2)
9/28	Ch 16 Sales Promotions Ch 17 Public Relations, Publicity, and Corporate Advertising	PR & Sales Promotions	Exam 6 Role Play (Diamond Financials) Role Play: (MARKit!)
10/5	Ch 19 International Advertising and Promotion Ch 20 Regulation of Advertising and Promotion Ch 21 Evaluating the Social, Ethical, Economic Aspects	International, Legal and Social Considerations	Exam 7 Role Play (Bohrd's) Discussion 5 (no response post) Extra Credit Assignment IMC SIM

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.