

Marshall University
Elizabeth McDowell Lewis College of Business
Division of Management and Marketing
SPRING SEMESTER 2012

OUR CONVERSATION - SYLLABUS

CRN: 4148 DEPT/CRS/SEC: MKT/341/202 INTEGRATED MARKETING COMMUNICATIONS

LOCATION: HURRICANE HIGH SCHOOL / TVRC TIME: TUESDAY @ 7:30PM-9:50PM

Duane B. Thomas, MBA, Adjunct Faculty / Phone: 543.8896 / E-mail: edyoucation@yahoo.com / Web: edyoucation.wordpress.com

Catalog Description: A managerial analysis of the principles and practices of the promotion mix from the viewpoints of the consumer, the firm, the industry, and the macroenvironment. (PR: MKT 340)

Text: Advertising and Promotion An Integrated Marketing Communications Perspective, 8th Edition, Dr. George E. Belch, SAN DIEGO STATE UNIVERSITY; Dr Michael A. Belch, SAN DIEGO STATE UNIVERSITY; Hardcover, 864 pages ©2008, ISBN 0073381098 / 9780073381091

Course Objective: Today's student is expected to understand all the major marketing communications functions: advertising, direct marketing, the Internet, interactive media, sales promotion, public relations, and personal selling.

Specific Objectives: More and more companies are approaching advertising and promotion from an IMC perspective, coordinating the various promotional mix elements with other marketing activities that communicate with a firm's customers. This seventh edition focuses on the many changes that are occurring in areas of marketing communications and how they influence advertising and promotional strategies and tactics.

Method of Presentation: Classes may be a combination of cases, discussions, exercises, lectures, quizzes and videos. There may be an occasional guest speaker. Classes are subject to change.

Student's Responsibilities: See Marshall University catalog.

Evaluation: Various assignments will be given, evaluated and assigned points. Grades will be determined by dividing total points earned (tpe) by total points possible (tpp) and the ratio is applied to the following scale:

100%-90	A	Ex: Quiz I	100 points
89-80	B	Quiz II	100 points
79-70	C	Quiz III	100 points
69-60	D	Quiz IV	100 points
59-0	F	Discussion Questions*	220 points
		Concept Board	100 points
		Final	<u>100 points</u>
			820 points possible

***Due prior to Quizzes and Final**

WEEK 1 (1/10)	Syllabus Chapter 20: International Advertising and Promotion
WEEK 2 (1/17)	Chapter 21: Regulation of Advertising and Promotion Chapter 22: Evaluating the Social, Ethical, and Economic Aspects of Advertising and Promotion
WEEK 3 (1/24)	Chapter 1: An Introduction to Integrated Marketing Communications Chapter 2: The Role of IMC in the Marketing Process
WEEK 4 (1/31)	QUIZ I; Discussion Questions Due
WEEK 5 (2/7)	Chapter 3: Organizing for Advertising and Promotion Chapter 4: Perspectives on Consumer Behavior
WEEK 6 (2/14)	Chapter 5: The Communication Process Chapter 6: Source, Message and Channel Factors
WEEK 7 (2/21)	QUIZ II; Discussion Questions Due
WEEK 8 (2/28)	Chapter 7: Establishing Objectives and Budgeting for the Promotional Program
WEEK 9 (3/6)	QUIZ III; Discussion Questions Due; Concept Board
WEEK 10 (3/13)	Chapter 8: Creative Strategy: Planning and Development Chapter 9: Creative Strategy: Implementation and Evaluation
	SPRING BREAK
WEEK 11 (3/27)	Chapter 10: Media Planning and Strategy Chapter 11: Evaluation of Broadcast Media Chapter 12: Evaluation of Print Media
WEEK 12 (4/3)	Chapter 13: Support Media Chapter 14: Direct Marketing and Marketing on the Internet Chapter 15: Internet and WWW
WEEK 13 (4/10)	QUIZ IV; Discussion Questions Due
WEEK 14 (4/17)	Chapter 16: Sales Promotion Chapter 17: Public Relations, Publicity, and Corporate Advertising Chapter 18: Personal Selling
WEEK 15 (4/24)	Chapter 19: Measuring the Effectiveness of the Promotional Program
WEEK 16	FINAL; Discussion Questions Due
