<table>
<thead>
<tr>
<th><strong>Course Information</strong></th>
<th><strong>Instructor Information</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising – MRKG 2349-33826</td>
<td>Gary Manter</td>
</tr>
<tr>
<td>Spring 2015</td>
<td><a href="mailto:gmanter@dcccd.edu">gmanter@dcccd.edu</a></td>
</tr>
<tr>
<td>MRKG 2349</td>
<td>n/a</td>
</tr>
<tr>
<td>M/W, 5:30 to 7:50 pm – Education Room 20</td>
<td>Education Building, Room 10 – 7:30 a.m. to 2:50 p.m.</td>
</tr>
</tbody>
</table>

**Course Description**

Integrated marketing communications includes advertising principles and practices. Additionally, IMC emphasizes multi-media of persuasive communication including buyer behavior, budgeting, and regulatory constraints. (3 Lec.)

**Required Materials Including Textbooks (include ISBN)**

*Note: A minimum of 9 hours per week should be devoted to course material outside of class time*

*Integrated Advertising, Promotion, and Marketing Communications*, ed. 4, Clow Pearson-Prentice Hall


**Course Prerequisites**

None

**Disclaimer** –

The instructor reserves the right to amend this syllabus as necessary.

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**Texas Core Objectives for Student Learning**

Students will develop the essential knowledge and skills they need to be successful in college, in a career, in their communities, and in life. In this course, the following skills are in focus.

1. **Critical Thinking Skills** - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information

2. **Communication Skills** - to include effective development, interpretation and expression of ideas through written, oral and visual communication

3. **Empirical and Quantitative Skills** - to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions

4. **Teamwork** - to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal

5. **Social Responsibility**: to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities
**Student Learning Outcomes**

1. Explain the concept, process, functions, and benefits of “integrated marketing communications” (IMC)
2. Describe the strategies through which “brand” images are created, maintained, and engage the hearts and minds of consumers
3. Explain the basic communication model and the six components of marketing communication (MC)
4. Discuss how the customer’s brand decision making works and how it is affected by marketing communication messages
5. Analyze and understand the processes of segmentation and targeting through which common characteristics of customer groups are identified and targeted for maximum profitability
6. Explain how to develop, execute, and evaluate an IMC message strategy and IMC program effectiveness
7. Analyze and understand the dynamic of message communication through a media strategy devised to connect with targeted customers
8. Explain how consumer sales promotions work and precipitate an immediate customer response
9. Qualify the importance and effectiveness of the use channel-marketing in the current retail environment to pull products through the distribution channel
10. Describe the impact of culture on international marketing and the ways in which international markets are segmented

**Assignments & Exams**

1. **CRITICAL THINKING EXERCISES.** There are 7 Critical Thinking Exercises (CTE) over selected material in the text. These are called “CTEs” which are comprised of 4-5 questions the student is required to discuss, define, explain, or expand in the form of written essays. There are forms students are required to use for these assignments.

2. **CASE STUDIES.** There are 4 case studies over selected material in the text. The student is required to discuss, define, explain, or expand in the form of written essays. These are listed in the Course Outline along with the corresponding due dates.

3. **TESTS.** There are 3 tests covering selected chapters of the text. Test 4, covering key terms and concepts, will count as the Final Exam. It is comprehensive. You will be expected to take each test on the scheduled testing day. If you miss a test, it is your responsibility to inform the instructor of the reason and schedule a make up date if applicable.
4. **AD CAMPAIGN CHECKLISTS.** There are 22 Ad Campaign checklists that must be completed fully according to the schedule in the Course Outline. This assignment is a semester-long, team project which requires a substantial time commitment apart from class time. Students CANNOT complete this project properly in less than 10 weeks of organization and team participation.

5. **AD CAMPAIGN PRESENTATION.** The oral presentation is the culmination of the semester’s work for each Ad team collectively and individually. The presentation time for each team will be divided evenly among all its members. The presentation dates are listed in the Course Outline.

6. **PARTICIPATION.** The instructor will give a class participation grade for each student. To determine this grade the instructor will observe each student’s participation in a variety of situations. This includes a range of activities from class attendance to level of engagement in class discussions to Ad Team meeting participation.

**Evaluation Procedures**

1. **CRITICAL THINKING EXERCISES.** The CTEs are worth 40 points each for a total of 280 points or 19.3% of the total grade.

2. **CASE STUDIES.** Each case study has a weight of 30 points, totaling 120 or 8.3% of the total grade.

3. **TESTS.** The 3 tests covering selected chapters of the text are worth 100 points each for a total of 300 points accounting for 20.7% of the total grade. The key terms test is weighted at 125 points or 8.6% of the total grade.

4. **AD CAMPAIGN CHECKLISTS.** This assignment is weighted at 150 points or 10.3% of the total grade.

5. **AD CAMPAIGN PRESENTATION.** The oral presentation has a weight of 350 points which accounts for 24.1% of the total grade. Failure to participate in the Ad Campaign oral presentation will result in an additional reduction of up to 10% of the overall accumulated score.

6. **PARTICIPATION.** The weight value for class participation has a weight of 125 points equaling 8.6% of the overall grade.
### Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Average</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90-100%</td>
<td>1305-1450</td>
</tr>
<tr>
<td>B</td>
<td>80-89%</td>
<td>1160-1304</td>
</tr>
<tr>
<td>C</td>
<td>70-79%</td>
<td>1015-1159</td>
</tr>
<tr>
<td>D</td>
<td>60-69%</td>
<td>870-1014</td>
</tr>
<tr>
<td>F</td>
<td>0—59%</td>
<td>0—869</td>
</tr>
</tbody>
</table>

### Stop Before You Drop

For students who enrolled in college level courses for the first time in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop.

Remember that once you have accumulated six non-exempt drops, you cannot drop any other courses with a “W”. Therefore, please exercise caution when dropping courses in any Texas public institution of higher learning, including all seven of the Dallas County Community Colleges. For more information, you may access:

http://www.dcccd.edu/Why/Reg/Registration/Pages/default.aspx

### Withdrawal Policy (January 14, 2015)

If you are unable to complete this course, it is your responsibility to withdraw formally. If you stop attending class and do not withdraw, you will receive a performance which, under most circumstances would be an “F.” If you drop this course, FCI will require a six (6) month sit-out. Drop Date (last day to receive a “W”) is Wednesday, January 14, 2015 (the date of the fourth session of classes).

Withdrawing from the course is a formal procedure you must initiate. I cannot do it for you. You must submit a written request dated and signed by you and the FCI—Seagoville Education Department before Wednesday, January 14, 2015. Since you entered into an agreement to complete the certificate program you must have written approval from Ms. Myers to formerly drop the course.

### Attendance Policy

Students are expected to be on time to class and to stay the entire class time. Participation in each class session is part of the grade for each lesson (up to 4 points/session for a maximum of 125 for the semester). Students are expected to be present on test days. Students who miss more than 2 class days without excused absences will see their grade decreased by up to one letter grade. Please contact the instructor if you will need to miss class.
Course Outline

For maximum success in this course you should spend a minimum of 9 hours per week working on course material.

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Chapters 1-2</th>
<th>IMC, Corporate Image, and Brand Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 2</td>
<td>Chapters 3-4</td>
<td>Buyer Behaviors and Promotions Opportunity Analysis</td>
</tr>
<tr>
<td>Week 3</td>
<td>Chapter 5-6</td>
<td>Advertising Management, Advertising Designs (Theoretical Framework), and Types of Appeals</td>
</tr>
<tr>
<td>Week 4</td>
<td>Chapter 7-8</td>
<td>Advertising Designs (Message Strategies and Executional Frameworks) and Traditional Media Channels</td>
</tr>
<tr>
<td>Week 5</td>
<td>Chapter 9-10</td>
<td>E-active Marketing and Alternative Marketing</td>
</tr>
<tr>
<td>Week 6</td>
<td>Chapter 11-12</td>
<td>Database, Direct Response Marketing, and Sales Promotions</td>
</tr>
<tr>
<td>Week 7</td>
<td>Chapter 13-14</td>
<td>Public Relations, Sponsorship Programs, Regulations, and Ethical Concerns</td>
</tr>
<tr>
<td>Week 8</td>
<td>Chapter 15</td>
<td>Evaluating an Integrated Marketing Program</td>
</tr>
</tbody>
</table>

HOMEWORK ASSIGNMENT & PRESENTATION DUE DATES

<table>
<thead>
<tr>
<th>CTE 1</th>
<th>W 01-07-15</th>
<th>CTE 5</th>
<th>W 02-04-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMC Checklists 1-5</td>
<td>W 01-14-15</td>
<td>IMC Checklists 11-16</td>
<td>W 02-04-15</td>
</tr>
<tr>
<td>CTE 2</td>
<td>W 01-14-15</td>
<td>CTE 6</td>
<td>W 02-11-15</td>
</tr>
<tr>
<td>Case Study 1</td>
<td>W 01-14-15</td>
<td>Case Study 3</td>
<td>W 02-04-15</td>
</tr>
<tr>
<td>CTE 3</td>
<td>W 01-21-15</td>
<td>CTE 7</td>
<td>W 02-18-15</td>
</tr>
<tr>
<td>IMC Checklists 6-10</td>
<td>M 01-26-15</td>
<td>IMC Checklists 17-22</td>
<td>W 02-18-15</td>
</tr>
<tr>
<td>CTE 4</td>
<td>W 01-28-15</td>
<td>Case Study 4</td>
<td>W 02-18-15</td>
</tr>
<tr>
<td>Case Study 2</td>
<td>W 01-21-15</td>
<td>Oral Presentations</td>
<td>W 02-25-15</td>
</tr>
</tbody>
</table>

UNIT TESTS

| Test 1 (Chapters 1-5) | 01-21-15 |
| Test 2 (Chapters 6-10) | 02-02-15 |
| Test 3 (Chapters 11-15) | 02-18-15 |
| Test 4 (Key Terms) | 02-23-15 |
QUALITY ENHANCEMENT PLAN
Cedar Valley College's Quality Enhancement Plan is designed to improve student learning in mathematics. Read more about our QEP at: http://www.cedarvalleycollege.edu/QEP/default.aspx

INSTITUTIONAL POLICIES

**Academic Advising**
Academic Advising is a collaborative educational process whereby students and their advisors are partners in meeting the students' academic, personal, and career goals. This partnership is a process that is built over the student’s entire educational career at Cedar Valley College.

Educational planning is available to all students. First time in college students must meet with academic advisors prior to enrolling in classes; however, continuing students may choose to see faculty advisors, faculty counselors, and/or program coordinators after classes begin. All parties have clear responsibilities for ensuring a successful partnership. For more information, you may access: https://www.cedarvalleycollege.edu/FutureStudents/StudentServices/AcademicAdvising/Pictures/AdvisingSyllabus.pdf

**Academic Honesty**
Academic honesty is expected, and integrity is valued in the Dallas County Community Colleges. Scholastic dishonesty is a violation of the Code of Student Conduct. Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion.

**ADA Statement**
If you are a student with a disability and/or special needs who requires accommodations, please contact the college Disability Services Office at 972-860-8119.
Financial Aid

Students who are receiving any form of financial aid should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate after the drop date are also subject to this policy.

Honors Credit Availability (if Applicable)

You can earn Honors Credit in this course that will show the completion of an Honors Course on your transcript. Honors credit is important in transfer evaluation for graduation with both Associates and Bachelor degrees with honors. To gain Honors credit for this course you will need to:

1. Demonstrate advanced writing skills through synthesis and original thought in expanded writing projects, research papers, and critical essays. This will entail a minimum of ten pages of writing. You will be asked to read primary sources readings besides the textbook.

2. Participate in an outside class activity by attending a lecture, exhibit or program outside of the class activities

3. You will practice your oral presentation skills with a 10-minute presentation to the class about a topic that you have researched

To qualify for Honors credit, you must sign an Honors Contract at the beginning of the semester. Meet with me to design your program and complete the contract form by (Insert appropriate dates for current semester) in order to meet the (Insert appropriate dates for current semester) deadline for submission of Honors Contracts for approval. Finally, you must earn an A or B in the course in order to receive Honors Credit.

Religious Holidays

Absences for observance of a religious holy day are excused. A student whose absence is excused to observe a religious holy day is allowed to take a make-up examination or complete an assignment within a reasonable time after the absence.

Repeating this Course

Effective for Fall Semester 2005, the Dallas County Community Colleges will charge additional tuition to students registering the third or subsequent time for a course. This class may not be repeated for the third or subsequent time without paying the additional tuition. Third attempts include courses taken at any of the Dallas County Community Colleges since the fall 2002 semester. More information is available at:

http://www.dcccd.edu/PC/Cost/3rdCrseAttmpt/Pages/default.aspx
### Student Code of Conduct

As a college student, you are considered a responsible adult. Your enrollment indicates acceptance of the DCCCD Code of Student Conduct published in the DCCCD Catalog. More information is available at: [https://www1.dcccd.edu/catalog/ss/code.cfm?loc=CVC](https://www1.dcccd.edu/catalog/ss/code.cfm?loc=CVC)

### Tutoring Services

Students requiring tutoring services must request such aide through the instructor. He will assign help from one or more advanced students in the class to provide additional out-of-class instruction for students requesting such instruction. However, it is the student’s responsibility to arrange study time with the designated tutors.