

Fall 9-1-2001

MKTG 363.01: Marketing Communications

Ann Harwood
The University of Montana

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<i>Tentative Course Outline</i>	Chapter	
Wed. Sept. 5	Overall Scope of the Course Goals of the Class and Expectations Assignment: On Friday , bring a print ad to class. Explain the objective of the ad and what target market the ad is focused on.	
Fri. Sept. 7	The Dimensions of Advertising Discussion: Ad Assignment	1
Mon. Sept. 10	The Dimensions of Advertising Discussion: Society and Ethics	1
Wed. Sept. 12	Economic, Social and Regulatory Aspects of Advertising Discussion: Class Debate over advertising issues	2/3
Fri. Sept. 14	The Advertising Business Discussion: Use of ad agencies – Pros and Cons	3
Mon. Sept. 17	Marketing and Consumer Behavior Formulate Groups for Integrated Marketing Communications (IMC) Project	4
Wed. Sept. 19	Market Segmentation	5
Fri. Sept. 21	Marketing Mix	5
Mon. Sept. 24	Information Gathering-Marketing Research	6

Wed. Sept. 26	Planning Media Strategy	6
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Fri. Sept. 28	Review for EXAM #1	Chaps 1-6
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Mon. Oct. 1	EXAM #1	Chaps 1-6
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Wed. Oct. 3	Marketing/Advertising Planning	7
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Fri. Oct. 5	Marketing Planning	7
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Mon. Oct. 8	Planning Media Strategy	8
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Wed. Oct. 10	Planning Media Strategy	8
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Fri. Oct. 12	Relationship Building – Direct Marketing, Personal Selling	9
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Mon. Oct. 15	Relationship Building – Sales Promotion	9
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Wed. Oct. 17	Relationship Building – Public Relations, Sponsorship, & Corporate Advertising	10
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Fri. Oct. 19	Creative Strategy	10/11
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Mon. Oct. 22	Creative Strategy	
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Wed. Oct. 24	Creative Process	11
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Fri. Oct. 26	Review for EXAM #2	11
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Mon. Oct. 29	EXAM #2	Chapters 9-11
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Wed. Oct. 31	Creative Execution: Art and Copy	12
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Fri. Nov. 2	Creative Execution: Art and Copy	12
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Mon. Nov. 5	Producing Ads for Print, Electronic and Digital Media	13
Wed. Nov. 7	Producing Ads (Cont.)	13
Fri. Nov. 9	Discussion of IMC Projects and Project Team Creative Planning	
Mon. Nov. 12	Producing Ads (Cont.)	13
Wed. Nov. 14	Using Print Media	14
Fri. Nov. 16	Review for EXAM #3	14
Mon. Nov. 19	EXAM #3	
Wed. Nov. 21	HAPPY THANKSGIVING BREAK!	
Fri. Nov. 23	HAPPY THANKSGIVING BREAK!	
Mon. Nov. 26	Using Electronic Media	15
Wed. Nov. 28	Electronic Media	15
Fri. Nov. 30	Using Digital Interactive Media & Direct Mail Integrated Marketing Project Due (Written)	16
Mon. Dec. 3	Outdoor Advertising & Supplementary Media	17
Wed. Dec. 5	Integrated Marketing Communications Projects Group Presentations in Class	
Fri. Dec. 7	IMC – Group Presentations in Class	
Mon. Dec. 10	IMC – Group Presentations in Class	
Wed. Dec. 12	IMC – Group Presentations in Class	
Fri. Dec. 14	EXAM REVIEW	

Final Exams: Section 1 Wednesday, Dec. 19 8:00 a.m. to 10:00 a.m.

Section 2 Thursday, Dec. 20 8:00 am to 10:00 a.m.

- **Unless you can show a conflict in your final's schedule, you must take your exam at the assigned time.**

Marketing Communications – BADM363

Monday, Wednesday, Friday

Fall 2001

Ann Harwood, Adjunct Instructor

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Office Hours:

Monday 1:30 p.m. –2:30 p.m. or by appointment

Wednesday 1:30 p.m. – 2:30 p.m. or by appointment

Marketing Communications is a course designed to help you understand the tools of Integrated Marketing Communications (IMC) as they exist in business today. After completing this course, you will be able to make and justify decisions on how to best communicate with different types of customers.

Grading:

Evaluation of your understanding of the material will occur throughout the semester. The final grade in the course will consist of:

A total score based on 4 tests	60%
Exercises, group work, real world applications & Attendance & participation	20%
Integrated Marketing Communications Plan for Client	20%
TOTAL	100%

Testing:

Tests will be primarily M/C and short answer essay questions. Tests cannot be made up unless you have a doctor's excuse or some serious extenuating circumstances, e.g., an automobile accident.

Required Readings:

Contemporary Advertising; Arens, William F., (7th Edition)

Note:

If you haven't taken **BADM 360** you have not completed the core requirements. Therefore, you should not be registered for this class. Do not attempt to take this course out of sequence.

This syllabus is a guide and tentative. Changes will be announced throughout the semester.