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MKTG 363.01: Marketing Communications

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Marketing Communications  
Spring Semester 2004

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Required Readings:  
*IMC: Using Advertising & Promotion to Build Brands, Duncan Wall Street Journal*

Marketing Communications is a course designed to help you understand the tools and strategies behind Integrated Marketing Communications. After completing this course, you should be able to make and justify decisions on how to best communicate with different types of consumers. The class will give some “depth” to concepts introduced in Principles of Marketing, requiring you to expand your understanding and apply the material.

Three exams, primarily M/C and short answer essay, will be used to test your “book learning” ability. However, modern pedagogical research concludes that this is a nominal component of the learning process. The emphasis of the course will be on application and analysis. To facilitate your ability to analyze and apply these concepts, the course will include weekly quizzes over the Wall Street Journal and a semester case study.

The case study will be introduced in the first week of the course. It will be a “real world” marketing communications problem to which you must respond with your best solution. Students may work in groups which must prepare both a written proposal and an oral presentation to the class.

Grading will be based on the following formula:

- Test Scores 25%
- Quiz scores 20%
- Participation 20%
- IMC Proposal 35%