

Spring 2-1-2004

MKTG 363.01: Marketing Communications

Daniel Cahalan

University of Montana - Missoula

Let us know how access to this document benefits you.

Follow this and additional works at: <https://scholarworks.umt.edu/syllabi>

Recommended Citation

Cahalan, Daniel, "MKTG 363.01: Marketing Communications" (2004). *Syllabi*. 9510.
<https://scholarworks.umt.edu/syllabi/9510>

This Syllabus is brought to you for free and open access by the Course Syllabi at ScholarWorks at University of Montana. It has been accepted for inclusion in Syllabi by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact scholarworks@mso.umt.edu.

Marketing Communications

Spring Semester 2004

Instructor: Dr. Dan Cahalan

Office: 351 GBB

Phone: 243-5888, Home - 273-3753

Office Hours: Tues.- Thurs. 11 - 12, or by appointment

E-mail: Daniel.cahalan@business.umt.edu, or

Guinness@montana.com

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%