

9-2002

## MKTG 363.02: Marketing Communications

Mary Ellen Campbell  
*University of Montana - Missoula*

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# MARKETING 363 – MARKETING COMMUNICATIONS

## SECTIONS 1 AND 2

Tuesday/Thursday 9:40 – 11:00; 11:10-12:30

Fall Semester 2002

Professor Mary Ellen Campbell

**TENTATIVE**

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Professor: M.E. Campbell

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Office Hours: Tuesday/Thursday 3:30 – 4:30; Wednesday 10:50 – 11:30 (2<sup>nd</sup> Wed. of month 10:00 – 10:30)  
Other times available by appointment. I am on campus every day, but I ask that you make an appointment since I must plan time for research, committee work and other faculty responsibilities.

***SOBA'S Mission Statement: The faculty and staff of the School of Business Administration at The University of Montana-Missoula are committed to excellence in innovative experiential learning and professional growth through research and service.***

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

### 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 three tests	60	
Real world applications	20	
Key terms quizzes & participation	20	You must be present to get credit for team participation
Final (comprehensive) and optional		May be substituted for one test. The final will be held Tuesday, Dec. 17 @ 10:10

100

### TESTING

Because I teach over 100 students in this course, 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. All make-up exams will be essay. All make-up tests must be arranged in advance.

My goal is to be fair in my grading. Because of this, I expect your careful consideration of all assigned materials and of information presented in class. I try not to repeat what you learn in your readings. Rather, I explain the material by discussing other readings and experiences relevant to marketing communications. Sometimes my lecture information may conflict with information in your readings. When in doubt about an answer, always be guided by the information in the lecture – it will be more current than the text. Please ask me about any information you perceive to be conflicting.

## **CLASS ETIQUETTE:**

1. Please let me know before the class begins if you must leave early. Sit in a seat close to the door.
2. Please do not read, sleep or talk while other students are talking; it's rude. Class should be informative and challenging. If it isn't, pitch in and help make it worth your while for us all to be together for the semester.

I will do my best to make the class informative and enjoyable. This is your opportunity to practice your marketing skills.

## **REQUIRED READINGS:**

*Wall Street Journal* Marketing Section  
*Promotion and Integrated Marketing* by Richard Semenik

**NOTE: If you haven't taken Mgmt 360 you have not completed the core requirements; therefore, you should not be registered for this class. Do not attempt to take this class out of sequence.**

**NOTE: This syllabus is a guide. Changes will be announced along the way, based on my assessment of student needs and performance. I frequently will recommend lectures or articles. I often change assignments to take advantage of visiting dignitaries. Therefore, if you are absent, it is your responsibility to check for announcements and to acquire notes from someone in the class. I do not read lecture notes, so I have none to give you. My PowerPoint is NOT an outline of what's covered in the text, I do not, therefore, post Power Point slides.**

<b>DATE</b>	<b>ASSIGNMENT</b>
9/3	Introduction to Integrated Marketing Communications, <b>Chapter 1</b> "The Role of IMC in Marketing" / B to B / B to C
9/5	Ad Agency and Marketing Firms, <b>Chapter 2</b> "Promotion Industry"
9/10	Situation Analysis: Communications Plan, <b>Chapter 3</b> ; Planning Strategies
9/12	Setting Objectives; Application
9/17	"Positioning" <b>Chapter 4</b> , Segmenting/Targeting
9/19	Segmenting/Targeting, Application Guest Speaker
9/24	<b>Chapter 4</b> continued
9/26	TEST 1
10/1	Consumer Behavior, <b>Chapter 5</b> "Buyer"
10/3	Consumer Behavior, <b>Chapter 5</b> "Buyer"
10/8	Ethical Issues, <b>Chapter 6</b> "Regulations"
10/10	International, <b>Chapter 7</b> "Implementation of the Creative Strategy"
10/15	Advertising, <b>Chapter 8</b> "Message Creation"
10/17	Constructing the Message to Fit the Medium
10/22	<b>Chapter 9</b> E-Commerce and the Internet
10/24	<b>Chapter 10</b> Direct Marketing Application
10/29	TEST 2
10/31	<b>Chapter 11</b> Sales Promotion Strategies
11/5	<b>Chapter 11</b> continued
11/7	<b>Chapter 12</b> Sponsorship and Other Communication Strategies

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11/12	<b>Chapter 13</b> "PR, Publicity, and Corporate Advertising"
11/14	<b>Chapter 13</b> "PR, Publicity, and Corporate Advertising"; application
11/19	<b>Chapter 13</b> "PR, Publicity, and Corporate Advertising"
11/21	Application
11/26	Evaluation of Commercials
11/28	HAPPY THANKSGIVING
12/3	Measuring Effectiveness ; <b>Chapter 15</b> "Metrics"
12/5	Careers in Marketing
12/10	TEST 3
12/12	Wrap Up Course Overview
12/17	Optional Final 10:00 – 12:00

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**\*Please keep up on your reading. This material has many terms which may be new to you. More than one reading is often necessary to understand these terms.**