



Course Number & Title – COM320 Marketing Communication

Department – Communication & Media Arts

Contacting Your Professor – To contact your professor, in Canvas, select “Inbox” from the global navigation bar on the left-hand side of your screen. After selecting “Inbox,” click the pencil in the top right of your screen to begin your message. Type in your professor's name and your message before sending.

Delivery – Online

Course Description – This course will survey the history, key theories, core knowledge (concepts and terminology), and underlying philosophies of marketing. Best practices, strategies, ethical and legal issues related to both advertising and public relations will be addressed through a biblical worldview. Persuasive skills informed by market analysis will be employed in the creation of a marketing strategy and campaign. (3 credits)

Course Prerequisites – None

Student Learning Outcomes – As a result of this course, the student will do the following:

1. Define essential marketing vocabulary.
2. Identify and employ marketing theories.
3. Identify various business philosophies as they relate to the fields of advertising and public relations.
4. Know the impact of legal ramifications (basic case law) applied to the field of marketing and adopt ethical practices reflective of a biblical worldview.
5. Adopt best practices and marketing strategies in the development of a marketing campaign.

Course Requirements

1. *Textbook* – Book information and a price comparison tool can be found at lbcbookstore.com.
 - a. Lamb, Charles, et al., *MKTG¹²: Principles of Marketing*, 12th ed., Cengage Learning, Inc., 2019.
2. *Materials*
 - a. None
3. *Assignments*
 - a. **Biblical Integration Journal** (15%) – In a course journal, you will reflect on prompts provided by your instructor and consider what it may look like to reflect a Christian worldview within your field of study. Specific prompts to guide your thinking regarding this biblical integration will be provided as well. (SLOs 3–4)

- b. **Interview with a Business Owner/Ministry Head** (15%) – During the course, you will make contact with a business or ministry professional in order to develop the skill of conducting client interviews and needs assessments. Prior to the interview, you will submit interview questions to your instructor for feedback. After conducting the interview, you will write an assessment of their situation and marketing needs. Further details will be provided in the course site. (SLOs 3, 5)
 - c. **Marketing Communication Plan** (25%) – Serving as a capstone project for the course, you will use the concepts you have learned to create an annual marketing plan for a business or ministry. The final project will be submitted as a PDF document **and** creatively presented through a brief multimedia presentation. Further details regarding the tools you may use, as well as required components of the presentation, will be provided in the course site. (SLOs 1–3, 5)
 - d. **Discussion Forums** (15%) – Discussions will take place throughout the course, typically in response to a reading, video, or set of questions provided by the instructor. These discussions are meant to build and enhance the learning community as we interact with each other as a class. As this is the case, discussion posts will not be accepted late. Specific instructions will be given in the course. (SLOs 1–4)
 - e. **Class Wiki** (10%) – Throughout the course, you and your classmates will contribute key terms and concepts to the class "wiki." This exercise will engage you not only in identifying key components of the course but in learning from each other as a study guide of sorts is created by the wiki. Specific requirements and details will be provided in the course site. (SLOs 1, 3–4)
 - f. **Concept Activities** (15%) – Throughout the course, you will be given marketplace scenarios and reflection activities for you to apply concepts that were covered in the weekly videos and reading. Specific requirements and details will be provided in the course site. (SLOs 1, 3–4)
 - g. **Meeting Participation Reports** (5%) – Each week, you will participate in a live meeting led by your instructor to discuss course topics, ask questions, and reflect on what you're learning. These meetings will be conducted online, and you are required to participate either through live attendance or by watching the recording and completing a reflective activity. Further details will be provided by your instructor.
- 4. *Exams and Quizzes*
 - a. None
 - 5. *Extra Credit*
 - a. None

Course Procedures

- 1. *Course Practices* – This online course uses discussions, readings, videos, and other resources and activities to aid and measure the learning of its objectives. Work through the weeks in sequential order, completing the learning explorations and assignments. Please take these opportunities to interact with the instructor and fellow students about the course content, the learning experience, and the relationships between the material and one's experience.

2. *Grading Policy, Rating Scale, Assignment Weights, etc.*

<i>Excellent</i>	A	=	94–100		B-	=	80–83		D+	=	67–69
	A-	=	90–93		C+	=	77–79	<i>Passing</i>	D	=	64–66
	B+	=	87–89	<i>Average</i>	C	=	74–76		D-	=	60–63
<i>Good</i>	B	=	84–86		C-	=	70–73	<i>Failure</i>	F	=	0–59

The weight of each assignment in relation to your final grade is allocated in this way:

Biblical Integration Journal	15%
Interview with a Business Owner/Ministry Head	15%
Marketing Communication Plan	25%
Discussion Forums	15%
Class Wiki	10%
Concept Activities	15%
Meeting Participation Reports	5%

3. This course adheres to [LBC | Capital's Global undergraduate policies and services](#). These include:

- a. Attendance Policy
- b. Late Assignment Policy
- c. Make-up Policy
- d. Ally Center Statement
 - i. Accessibility Services
 - ii. Writing Services
 - iii. Academic Mentoring Services
- e. Academic Integrity Statement
- f. Statement on Self-Care

Course Resources

1. *Technology Difficulties* – The Help Desk is available to help you with computer and technology problems and questions. Call 717.560.8200 ext. 4357 (HELP), email help@lbc.edu, or visit lbc.edu/helpdesk.
2. *Library Resources* – The library subscribes to numerous databases to provide access to scholarly and peer-reviewed journal articles, eBooks, newspapers, magazines, and much more. Online resources are accessible anywhere on campus or remotely 24/7 using your LBC username and password. To access these resources, go to lbc.edu/library. The library website also includes links for students to request research assistance:
 - CHAT NOW is for immediate assistance – usually from a non-LBC librarian.
 - ASK US is for information from an LBC librarian within 24 hours (Monday–Friday).
 - SCHEDULE A MEETING is for arranging an appointment with a librarian, either in-person or online.
3. *Program/Content Coordinator* – cma@lbc.edu
4. *Bibliography* – None

5. *Extra Resources* – None