

<b>Course Name and Number</b>	BUS/PRS 270 - Integrated Marketing Communications	<b>Term</b>	
<b>Faculty Name</b>		<b>Office Hours</b>	
<b>Preferred Phone Number</b>		<b>Alternate Phone Number</b>	
<b>Make Up Date</b>		<b>ODU Email Address</b>	

## Course Overview

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### Course Goal Statement

The course provides an overview of the IMC approach and its role in the overall marketing process. You will learn to effectively plan, implement and evaluate an IMC program. This includes understanding the various tactics that can be used in an IMC program including advertising, direct marketing, interactive media, sales promotion, public relations and personal selling.

### Instructional Objectives

At the completion of this course:

#### Knowledge – Students will:

- To learn and discuss the key terms, definitions, concepts, and processes relevant to promotion.
- To analyze appropriate theories, models, and other tools needed for you to make better promotion decisions.
- To increase the understanding of the important issues in planning and evaluating promotional campaigns.

#### Skills– Students will:

- To complete various individual assignments demonstrating both a working knowledge and analytical skill in assessing promotional strategies.
- To apply knowledge gained in this class to participation in activities related to the study of promotion.

#### Attitudes/Dispositions – Students will:

- An appreciation for the coordination of how all aspects of the promotion process work together to create a unified message.
- A respect for honesty, integrity and truth in promotion and marketing.

### Course Materials

Integrated Advertising, Promotion and Marketing Communications, Seventh Edition  
Clow, Baack, Prentice Hall, ISBN: 9780133866339

## General Course Guidelines

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Knowing the rules of the “game” beforehand gives us all a greater opportunity to succeed. To that end, here are the “rules” of this course:

- We will exchange emails using ONLY our ODU email addresses; you probably want to check your inbox at least twice during the day.
- You are required to complete all assignments by the dates indicated in the syllabus. Submit all assignments, unless otherwise instructed, through PantherLearn. Unless I indicate otherwise, all assignments are due by 11:59 p.m. on the indicated due date shown in the Course Schedule.
- Acquire/access the required course materials prior to the beginning of the course preferably but no later than the second day of the semester. You will use the required textbook.
- Respect for the pursuit of truth requires that we behave in ways that contribute to the collegial spirit: preparation, reading the assignments, careful study, academic honesty, politeness in argumentation, the use of our best critical skills, and meeting deadlines.
- As we go along, I may need to alter or revise a deadline or assignment. However, I will let you know of any changes as well in advance as possible and will try my best to stick to the existing syllabus.

**TECHNOLOGY SKILLS**

Online students are expected to possess a basic understanding of how to use and navigate a computer. To be a successful online student, you should be able to:

- Download, install, launch, and quit applications such as Microsoft Word or a web browser.
- Create, edit, and save files using word processing, spreadsheet, or presentation software applications.
- Configure and use an email client to retrieve, view, create, and send email messages including messages with attachments.
- Operate a web browser, including navigating web pages, clearing a browser's cache and installing or disabling plugins.
- Update your computer operating system and computer software applications.
- Access and change computer operating system settings and computer software application preferences, options, settings.
- Understand basic computer terminology in order to describe technical issues you may experience with technology.

If you are lacking technology skills, contact the Help desk [helpdesk@ohiodominican.edu](mailto:helpdesk@ohiodominican.edu) for assistance locating online tutorial resources or contact your Academic Advisor.

**ONLINE STUDENT ORIENTATION**

If this is your first online course, you must complete the Online Student Orientation before beginning your classwork. Studies have shown that a successful program is started by an effective orientation. This orientation walks you through the steps of being a successful online student and allows you to practice participating in an online class including submitting assignments and understanding your grades. If you do not see the Online Student Orientation on your PantherLearn course listing, email [PantherLearn@ohiodominican.edu](mailto:PantherLearn@ohiodominican.edu).

**STUDENT PARTICIPATION**

Log in and spend time inside the PantherLearn course each week, including the discussion boards. How much time you spend will vary depending on how you prefer to experience the course, for example, in

one sitting or over several different sittings. (A quick reminder that discussion board participation is part of your grade...see below.)

Commit additional time to complete assignments each week outside PantherLearn. Altogether, you should spend 7-9 hours a week on the course.

Review each Weekly Learning Module for details on the assignments for that week. Remember each week builds on the previous week's information; you will struggle if you skip weeks. If you experience, or anticipate you will experience, an absence from the course due to technical or medical reasons, please contact me directly so we can discuss your options.

## Communication Policy

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### INSTRUCTOR POLICY

- As indicated above, I will utilize your ODU email account to communicate with you so please check your email account frequently. It is important that you use your ODU email account when corresponding with me since email services such as Gmail or Hotmail can be blocked by the university.
- My goal is to respond to your correspondence within 24 hours during the weekdays. Don't panic if you don't receive an immediate response – I'll be traveling a bit this summer but never fear – I'll respond!
- When emailing me, please include BUS/PRS 270 in the subject line so I can retrieve and respond to your note as quickly as possible.
  - I have found that many questions can be answered by fellow students, and sometimes faster than I can. Before emailing me, consider posting your question on the **Course Café** Discussion Board for a peer response.
- If you are asking for help with technical issues, please reach out to the help desk and include your computer operating system, web browser, version of web browser, screenshot of error message, and a detailed explanation of the events that lead to the error message. Copy me on your email.

### VIRTUAL OFFICE HOURS

- If you would like to talk by phone, Facetime or Skype, please email times when you are available and we will work something out.

## Online Student Conduct and (N)etiquette

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Taking an online course and corresponding via the Internet presents communicators with a challenging task. It is important to remember several points of etiquette that will smooth communication between us.

- Read first, Write later. It is important to read all posts or comments of students and myself within the course discussion before personally commenting to prevent repeating commentary or asking questions that have already been answered.
- Avoid language that may come across as strong or offensive. Language can be easily misinterpreted in written communication. Review your written communication to make sure that outsiders reading

it would not be offended, then post the statement. Humor and sarcasm may easily be misinterpreted as well, so try to be as matter-of-fact and professional as possible.

- Follow the language rules of the Internet. Do not write using all capital letters, because it will appear as shouting. Avoid the use of “texting” jargon and abbreviations as they can be misinterpreted. The use of emoticons, however, are appropriate and in fact can be helpful when used to convey nonverbal feelings ;)
- Consider the privacy of others'. Ask permission prior to giving out a classmate's email address or other information.
- If possible, keep attachments small. If it is necessary to send pictures, change the size to an acceptable 250kb or less.
- No inappropriate material. Do not forward virus warnings, chain letters, jokes, etc., to classmates or instructors. The sharing of pornographic material is forbidden.

NOTE: I reserve the right to remove posts that are not collegial in nature and/or do not meet the Online Student Conduct and (N)etiquette guidelines listed above.

## **Course Assignments**

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### **COURSE SCHEDULE**

The Course Schedule is a detailed breakdown of course requirements per lesson module. The Course Schedule is available at the conclusion of this document.

### **GET ACQUAINTED POSTINGS**

It is very helpful to know something about the other students enrolled in this course. Post your brief bio to the classroom discussion board topic entitled Introduce Yourself no later than the end of the 1st week of class. This DB can be found under the Lessons Tab in a folder titled Start Here. You will see a sample there in the form of my introduction.

### **INTERACTION TOOLS**

Familiarize yourself with the course in PantherLearn by taking the time to review all of the features. Click on all of the tabs, open all of the folders, and look for ways to help you feel a part of the community that is this class. Begin with the Start Here folder under the Lessons tab. Here you can work through the process of learning your way around the site. In addition, several features in this course are designed to purposefully aid you in interacting with your classmates and your faculty member. A few of these features include the course announcements, the Introduce Yourself discussion board, the Ask the Professor discussion board, the Class Café discussion board, email and office hours. Be sure to read the announcements I post throughout the course

## **Grading Policies**

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This course includes six (6) student assignments:

1. Quizzes
2. Midterm
3. Final Exam
4. IMC Plan and Presentation
5. Case Study

6. Case Study Discussion Board

Review the following assignment details carefully as they comprise 100% of your course grade.

1. **Quizzes**

**Assignment Purpose** ● To provide students the opportunity to show their understanding of course material. Each quiz will be made up of 10 objective questions and can be retaken up to two times.

2. **Midterm/Final Exam**

**Assignment Purpose** ● To provide students the opportunity to show their understanding of course material. The midterm and final will be made up of objective questions.

3. **Case Study**

**Assignment Purpose** ● To provide students the opportunity understanding of course topics, the application of communication techniques, and collaborative skills.

**Instructions** ● You will analyze and create a Discussion Board response to the case study assigned to you (I will post these assignments. The selected cases are indicated in italics in the Class Schedule below). You will post your Case Analysis to the PantherLearn Discussion Board. Each person in the class should read the cases assigned for the week (whether or not it is your turn to analyze the case). Then, each person will review and respond to at least two of your fellow students' posting within the Discussion Board tool.

**Due Dates and Times**

Discussion Boards (DB) have two parts – your original document posting AND your substantive replies to the postings of at least two other students.

- Your document posting is due by 11:59 p.m. on Wednesdays.
- Your responses to at least two other students' postings are due no later than 11:59 p.m. on Sunday nights.

**Posting and Reply Requirements**

Your posting must be at least 250 words in length. Each of your two responses must be at least 100 words in length.

4. **IMC Plan and Presentation**

**Assignment Purpose** ● To provide students the opportunity to assume the role of the IMC consultant while demonstrating an understanding of course topics, the application of communication techniques, and collaborative skills.

**Instructions** ● You should select a product or service of your choosing. This can be a line extension of a current product or service or it can be a new product or service that doesn't yet exist. Do not select an established brand and just recap what the brand is already doing. Past students have selected ideas a far-ranging as: a Coke flavored cough syrup, a fictitious video games; an oxygen bar for college

students in Athens, Ohio; a vegan restaurant; a line of lingerie for plus-size women; a pet salon; a new type of banking product; a gluten-free bakery; etc. Follow the planning guidelines in Chapter 4.

**You need to post your topic under on the Week 2 Discussion Board. Include a brief description of your product or service that you are analyzing for approval prior to getting started.**

- Conduct a communications marketing analysis
- Establish communications objectives
- Prepare promotional strategies
- Match tactics with strategies
- Create a communications budget.

Your strategies and tactics should encompass the whole realm of possibilities in IMC, including traditional and non-traditional media and advertising, e-marketing communications, alternative marketing, database, public relations and sponsorships, direct mail and sales promotion. You need to decide what's realistic for your product and the likely budget you would have to work with.

Your project should include a written plan and a Power Point presentation (a 10 - 15 minute overview of your plan). More instruction will be given in class.

### **IMC Plan Outline**

- I. Executive Summary – this is a one page summary of your plan, written in such a manner that if it was the only part of the plan that was read by a corporate executive, the executive would have a very good idea about what the plan contains. It's usually best to write the summary last, since it's a summary of what you've already done.
- II. Promotions Opportunity Analysis
  - a. Communications Analysis – examine the various types of communications used in the industry
    - i. Competitive Analysis – the study of your company's primary competitors and the types of communication strategies each uses.
    - ii. Opportunity Analysis – examines the opportunities that exist for your product. For instance, a product that is superior may feature an opportunity to promote quality. The idea is to match the needs of a consumer group with one of these product features or advantages.
    - iii. Target market Analysis – describes the various target markets that would be viable customers for your product.
    - iv. Customer Analysis – provides a detailed description of the typical customers for your products.
  - b. Market Segmentation Analysis – what are the demographic, psychographic, geographic segments that describe your target customer.
- III. Brand Development
  - a. How will you make your brand relevant to consumers?
  - b. What is your brand positioning strategy? i.e. position is established relative to the competition and how a product's position exists in the mind of consumers.

- IV. IMC Objectives & Budget
  - a. Should lead to a selection of communication methodologies and tools. Common IMC objectives include the following. Pick what makes the most sense for your product or service.
    - i. Develop brand awareness
    - ii. Increase category demand
    - iii. Change customer beliefs or attitudes
    - iv. Enhance purchase actions
    - v. Encourage repeat purchases
    - vi. Build customer traffic
    - vii. Enhance firm image
    - viii. Increase market share
    - ix. Increase sales
    - x. Reinforce purchase decisions
  - b. Your objectives are chosen and budget numbers are associated to match up against each objective
- V. IMC Methodologies
  - a. This is the summary section for the IMC approach. It should include a brief presentation regarding how to integrate advertising, consumer promotions, personal selling, sponsorship, public relations, database programs, Internet and any other programs to be used. Not all of the following methodologies will appear in your plan – it depends on your product, your objectives and your budget.
- VI. Advertising
  - a. Advertising Budget
  - b. Media plan – include all forms of advertising media (i.e. television, radio, print, magazine, outdoor, etc.) that you’re using
- VII. Consumer/Sales Promotions – coupons, premiums, contests and sweepstakes, refunds and rebates, sampling, bonus-packs
- VIII. Personal selling
- IX. Public relations, publicity and sponsorship programs
- X. E-marketing
- XI. Alternative marketing (buzz and guerilla campaigns)
- XII. Database and Direct Response Marketing
- XIII. Total budget, showing amounts dedicated to each methodology
- XIV. Evaluation measures – what metrics will you use to show the success of your campaign? Should match up against the objectives you stated earlier in your campaign.

Additional tips: You will have an executive summary and a filled-in version of the outline above. The executive summary is no more than one-page and sets up what the executive can expect, should they take the time to read your whole plan.

For the rest of the document, most students do a short summary paragraph for each section and include bullet points outlining the details of the plan. You may or may not have information for every section. For instance, if you aren't planning to use advertising, you would just include a summary statement that talks about why advertising would not be effective for this product or service. For the



areas you plan to emphasize, you would have a summary statement and bullet points detailing what you'll be doing.

I will post a sample finished IMC plan from a previous class.

## **Presentation**

Each student should prepare a 10-15 minute overview, using Power Point with voice over that presents the highlights of his or her IMC plan.

## **Written Assignments**

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### **REQUIRED STYLE**

Ohio Dominican University Division of Business has adopted as its style guide the APA Style Manual.

### **WRITTEN ASSIGNMENT GRADING CRITERIA**

All written work should be presented in a professional style and follow the basic principles of effective written communication. Specific grading rubrics will be provided for each assignment.

- Adherence to APA standards, including double-spaced; 1-inch margins; 12 pt., Arial or Times New Roman font.
- Free from grammatical and typographical errors.
- Demonstrates college-level critical thinking, reflection, and analysis skills.
- Demonstrated the ability to develop independent thought / original ideas. This means students not simply paraphrasing readings or other sources. All college-level work requires analysis of information followed by the application of information and synthesis of original concepts or solutions.
- All written work submitted will be graded on both composition and content.
- All submitted documents must include the student's name in the document name such as:
  - LASTNAME.Assignment

### **DEADLINES, LATE AND MAKE-UP WORK POLICY**

- All assignments are due on the due date shown on the Course Schedule.
- Rarely do I permit make-up assignments; you may contact me if you believe your circumstances support an exception.
- I understand, however, that sometimes life happens so I will accept late assignments up to 48 hours after the due date as follows:
  - Submitted within 24 hours of the due date – earned grade reduced one full grade, e.g., assignment graded as an “A”, but “B” grade recorded
  - Submitted within 48 hours of due date – earned grade reduced two full grades, e.g., assignment graded as an “A”, but “C” grade recorded

### **ASSESSMENT FEEDBACK**

- I will be using the PantherLearn Grade Center so this is where you can find your grades.



- I will post grades and return all assignments within 96 hours of the due date, or of the date received if later, with my comments as appropriate

**ATTENDANCE**

Being an online course we do not have to worry about attendance in the traditional sense. You will be expected to remain active in the course throughout the full 8-week session. The tasks for the class are divided into modules and the modules are further broken down by units and/or individual weeks.

- All work is due at the end of the week (Sunday night at 11:59 p.m.).
- Work submitted late will be penalized.
- Inactivity for an extended period of time (longer than two weeks) can result in your failure of the class.

Please do not take a vacation without Internet access or put the class on hold because work becomes too hectic, thinking you can make up all the work at the end of the term. The course is designed to pace your learning, allowing you to gradually build skills which will help you succeed. If health matters, family matters, or a few days away without Internet access could create problems for you keeping up with the course, be sure to alert your professor. The same consideration should be kept in mind for putting the class "on hold" because work or other studies become too hectic, as this could become a problem for you since it is extremely difficult to catch up at the end of a course. Be sure to stay in communication with your professor.

**Methods of Assessment**

Student grades will be assessed using the following points.

Method of Assessment	Number of Assessments	Points Per Assessment	Total Points	% Grade
Quizzes	6	10	60	8.33%
Midterm	1	100	100	20%
Final	1	100	100	20%
Case Analysis & DB participation	1	90	90	18%
IMC Plan	1	125	125	25%
IMC Presentation	1	25	25	5%
<b>Totals</b>	<b>11</b>		<b>500</b>	<b>100%</b>

**Grading Scale**

I will record student proficiency in this course by the following letter grades:

**GRADE SCALE**

A	95 – 100
A-	90 - 94.99
B+	87 - 89.99
B	84 - 86.99
B-	80 - 83.99
C+	77 - 79.99

C	74 - 76.99
C-	70 - 73.99
D+	67 - 69.99
D	64 - 66.99
D-	60 - 63.99
F	59.99 and below

## ODU Policies / Processes

### ACADEMIC INTEGRITY

Plagiarism is not tolerated in this course. All plagiarized work will receive a score of zero. Students who cheat risk not only failing the assignment, but of failing the course and/or being expelled from ODU. (Please see the ODU student handbook). Students are responsible for knowing, understanding, and following all Ohio Dominican University policies regarding student civility and academic conduct. Each student is expected to present his or her own work. All papers, examinations, and other assignments must be original or explicit acknowledgment must be given for the use of another person's ideas or language. Examples of plagiarism as it might occur in term papers, research projects, group projects, or other written assignments are listed below:

- Failure to use quotation marks: All work that is quoted directly from a source should be enclosed in quotation marks and followed by proper reference notation.
- Failure to use quotation marks, even when references are provided, is plagiarism.
- Failure to document ideas: When a student uses one or more ideas from and/or paraphrases a source, he or she must appropriately reference such material. Failure to provide an exact reference is plagiarism.
- False documentation: falsifying or inventing sources or page references is plagiarism.
- Submitting work completed by the student for a previous course.

### ACCESS TO STUDENT TUTORING

#### Writing Center

Assistance with writing is available free of charge for this course through the Academic Resource Center at the Write Place (SP 206B), where specialists are available to assist you at any stage of the writing process. Because this is an online course, there are two ways you may use this service:

- **Electronically:** Contact the Write Place electronically and initiate a conversation about your writing assignment. [writeplace@ohiodominican.edu](mailto:writeplace@ohiodominican.edu)
- **On Campus:** If you are in the Columbus area, you are encouraged to visit the Write Place for a face-to-face session. Students may visit on a drop-in basis (Monday-Thursday 10 am-9 pm, Friday 10 am-3 pm, and Sunday 6 pm-9 pm) or make an appointment by emailing [writeplace@ohiodominican.edu](mailto:writeplace@ohiodominican.edu), using the online appointment system [tutortrac.ohiodominican.edu](http://tutortrac.ohiodominican.edu), or calling 614.251.6673.

### COUNSELING SERVICES

If you are experiencing personal problems, stress, study or time management difficulties, or mental health related concerns that you feel may adversely impact your ability to be a successful student at

# Adult and Continuing Ed Program

## Course Syllabus

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ODU, please contact the Counseling Services Office at 614.251.4570 or [counselingservices@ohiodominican.edu](mailto:counselingservices@ohiodominican.edu) to set up a free and confidential appointment.

### **DROPPING THE COURSE**

University policies will be followed; indicating to your instructor a desire to drop the course does not mean the course has been dropped. Consult your academic advisor, or the academic calendar, for exact dates for formally dropping a course without penalty.

### **HELP DESK/TECHNOLOGY ISSUES**

When it comes to technology, you should contact the ODU Help Desk for assistance, if your instructor could not solve your problem. The Help Desk can be reached at 614.253.3666 or [helpdesk@ohiodominican.edu](mailto:helpdesk@ohiodominican.edu). The FAQ page is found here <http://helpdesk.ohiodominican.edu>.

PantherLearn specific questions should be addressed to [PantherLearn administrator@ohiodominican.edu](mailto:PantherLearn_administrator@ohiodominican.edu) or by phone at 614.251.4762 or 614.251.4761.

Students are responsible for assuring any computer used for ODU courses is capable of uploading content to the PantherLearn drop boxes and Turnitin folders.

Note that technology problems do not qualify for assignment extensions. You are required to resolve all technical issues prior to assignment due dates. Back up your computer regularly, daily while taking this class. Back up your assignments every few minutes while in development by using that feature in your software program. Create drafts. Send saved drafts and completed assignments to different servers through email. Use your ODU h-drive storage to save all course materials including assignments.

### **LIBRARY SERVICES**

If you need (e)books, articles, or other materials, you may need to access Library resources for this course. Look for a link to the ODU Library site in PantherLearn. Library services are available to help you manage your Library account, help find and access the items you need, and assist you with learning how to navigate through the resources. If you need to do any research, start as soon as possible. You may need time to obtain a full-text resource, and you may need time to ask a librarian for help. For questions about your Library account, Circulation Services is available on the Top floor of Spangler, at [circulation@ohiodominican.edu](mailto:circulation@ohiodominican.edu), or 614.251.4752. For resource and research help, reference librarians are available at the Reference Desk in Spangler and at [refdesk@ohiodominican.edu](mailto:refdesk@ohiodominican.edu), 614.251.4754, or toll-free 1.888.681.8044. More information is available at [www.ohiodominican.edu/library/help/ask](http://www.ohiodominican.edu/library/help/ask).

### **RETENTION ALERT PROGRAM**

Ohio Dominican University utilizes Retention Alert, and early alert system, in an effort to help students receive the resources and support they need to be successful. Should I become concerned about your academic performance and/or overall wellbeing, it is likely that I will refer you to a member of Ohio Dominican University's Student Success Team. The early alert system can provide you with additional services and support. Please know that both Ohio Dominican University and all its faculty members, including myself are committed to doing everything we can to help you be successful in your academic studies.

# Adult and Continuing Ed Program

## Course Syllabus



### STUDENTS WITH DISABILITIES

Students with a documented disability who wish to request reasonable accommodations should contact the Disability Services Office to request accommodations, and then meet with their instructors. Accommodation arrangements should be made prior to the start of the term, or during the first week of the term. Students may register with Disability Services at any time, but must understand that accommodations may take time to arrange, and may not be implemented immediately; please note: accommodations are not retroactive. Student must contact the Disability Services Office prior to every term that accommodations are needed.

The Disability Services Office is located in the Office of Student Success, 214F Erskine Hall, the phone number is 614.251.4233 or e-mail the Disability Services Coordinator at [disabilityservices@ohiodominican.edu](mailto:disabilityservices@ohiodominican.edu).

### TURNITIN USAGE

Turnitin is a software program that helps students turn in original work and identifies plagiarism. You will be asked to submit papers to a drop box in PantherLearn with TII enabled. TII checks your paper against the school repository and its academic database. You may have access to the originality report upon submission of your work.

### Class Session Schedule

#### Term:

	Reading	Assignments
<b>Week One: IMC Fundamentals and Brand</b>		
Week 1:	<u>Read:</u> Chapters 1 & 2	<ul style="list-style-type: none"><li>• Complete Introduce Yourself Discussion Board</li><li>• Quiz 1 over Chapters 1 &amp; 2</li></ul>
<b>Week Two: Buyer Behavior and IMC Planning Process</b>		
Week 2:	<u>Read:</u> Chapters 3 & 4	<ul style="list-style-type: none"><li>• Quiz 2 over Chapters 3 &amp; 4</li><li>• Submit IMC Plan topic for approval to discussion board under Week 2.</li></ul>
<b>Week Three: Advertising</b>		
Week 3:	<u>Read:</u> Chapters 5 & 6	<ul style="list-style-type: none"><li>• Quiz 3 over Chapters 5 &amp; 6</li><li>• Post your response to Case 1 if it is your week (<i>Felicity's Fine Formalwear from Advertising Design Chapter 6; the full case is on the Discussion Board</i>) by Wednesday at 11:59 p.m.</li><li>• If it's not your week, be sure to read Case 1 so you can respond to DB</li><li>• Respond to DB by Sunday at 11:59 p.m.</li></ul>
<b>Week Four: Traditional Media Channels, Digital, Alternative, and Social Media Tools</b>		
Week 4:	<u>Read:</u> Chapter 7, 8 & 9	<ul style="list-style-type: none"><li>• Quiz 4 over Chapters 7, 8 &amp; 9</li><li>• Post Case (<i>Post-It: Making the Ordinary</i>)</li></ul>

# Course Syllabus

		<i>Extraordinary from Social Media Chapter 9)</i> to Discussion Board by Wednesday at 11:59 p.m. (if it's your week) <ul style="list-style-type: none"> <li>• Read Case so you can respond to DB</li> <li>• Respond to DB by Sunday at 11:59 p.m.</li> </ul>
<b>Week Five:</b>		
Week 5:	<u>Review:</u> Chapters 1-9	<ul style="list-style-type: none"> <li>• Complete Midterm</li> <li>• Continue working on IMC Plan</li> </ul>
<b>Week Six:</b> Alternative Marketing, Database & Direct Response Marketing		
Week 6:	<u>Read:</u> Chapters 10 & 11	<ul style="list-style-type: none"> <li>• Quiz 5 over Chapters 10 &amp; 11</li> <li>• Post Case (<i>The Travel Agency Dilemma from Database &amp; Direct Response Marketing Chapter 11</i>) to Discussion Board by Wednesday at 11:59 p.m. (if it's your week)</li> <li>• Read Case so you can respond to DB</li> <li>• Respond to DB by Sunday at 11:59 p.m.</li> </ul>
<b>Week Seven:</b> Sales Promotion and PR & Sponsorship programs		
Week 7:	<u>Read:</u> Chapters 12, 13 & 14	<ul style="list-style-type: none"> <li>• Quiz 6 over Chapters 12, 13 &amp; 14</li> <li>• Continue working on IMC Plan</li> </ul>
<b>Week Eight:</b> Ethics and Evaluation IMC plans		
Week 8:	<u>Read:</u> Chapters 15	<ul style="list-style-type: none"> <li>• Submit IMC Plan to Dropbox</li> <li>• Submit IMC Presentation to Dropbox</li> <li>• Final Exam</li> <li>• Course Evaluation</li> </ul>