Lecture Hours: 3   Lab Hours: 0   Credit Hours: 3

Class Time: 11:00 a.m. to 12:15 p.m.   Days: Tuesday and Thursday
Room: BU: #309

Instructor's Name: Ginny Garner

Instructor's Contact Information: BU #208
Office Phone: (307) 268-2600
Email: ggarner@caspercollege.edu
www.facebook.com/CreatingExperienceMakers
www.facebook.com/CasperCollege.HospitalityManagement
(I will respond to emails within 24-hours, Monday-Friday)
Office Hours: **Monday and Wednesday**: 1:00 p.m. to 2:30 p.m.

**Tuesday and Thursday**: 10:00 a.m. to 11:00 p.m.
1:45 p.m. to 2:15 p.m.

**Fridays**: By Appointment

**Course Description**: Management’s approach to analyzing and solving problems in national, regional, and local media layouts and promotional policies

**Prerequisites**: None

**Institutional Outcomes**:
- Demonstrate effective oral and written communication
- Solve problems using critical thinking and creativity
- Demonstrate knowledge of diverse cultures and historical perspectives
- Appreciate aesthetic and creative activities
- Use appropriate technology and information to conduct research
- Describe the value of personal, civic, and social responsibilities

**Program goals**:
- The School of Business and Industry provides students with the academic programs of general and specialized learning in preparation for responsible careers in the world of business.
- Business majors have the opportunity to pursue a top-quality two-year degree in Management, Leadership, or Marketing that provides the skills and abilities to succeed in the business world upon graduation.
- This educational experience enables students to develop the expertise needed to function in a business environment and to develop an understanding of the social and economic forces shaping the future of the world’s economy.

**Course Goals**: To provide the student with a broad introduction to advertising concepts, the role of Integrated Marketing Communication in society, within organizations, and the various factors that influence consumer and business decision-making.

**Course Objectives**: At the end of the course students should be able to:
Define advertising and differentiate it from public relations.
Debate advertisements effect on society.
Define an advertising agency and describe the main types of agencies.
Define marketing and explain its importance to advertisers.
Identify the methods used to segment consumer and business markets.
Explain the basic steps in the advertising research process.
Describe how a marketing plan and a advertising plan are related.
Discuss the five objectives of advertising copy and the role each plays in communicating the complete message.
Explain the use of advertising layouts and the steps in creating them.
Explain the production process ads and brochures go through from concept to final production.
Explain the process TV and radio commercials go through from concept through final production.
Describe how a media plan accomplishes marketing and advertising objectives.
Explain the advantages and disadvantages of magazine and newspaper advertising.
Describe different types of TV advertising and the process of audience measurement.
Differentiate between direct mail and other forms of direct advertising.
Discuss the role of sales promotion in the marketing mix.
Distinguish between advertising and public relations.
List the steps involved in planning local advertising.
Demonstrate the ability to use the integrated marketing communication process.

Methodology: Three-hour course with successful completion of assignments, tests, in-class participation/attendance.

Evaluation Criteria: This course is set-up with a possible 1,000 points for the course. These points will be earned through:

- Four Tests = 400 points (100 points each)
- Twelve Module Assignments = 240 Points (20 points/each)
- Weekly Question = 160 Points (10 points/ question)
- Campaign Evaluation Presentation = 100 Points
- Participation/Attendance = 100 points
  - 1,000 points/course.

Casper College may collect samples of student work demonstrating achievement of the above outcomes. Any personally identifying information will be removed from student work.

(This syllabus is tentative and subject to change.)
Tests: There will be four (4) tests throughout the course. Tests will be given in class and will consist of multiple choice and true/false questions. Each test is worth 100 points.

Module Assignments: You will complete twelve, Module Assignments, three for each Module. More information will be given at a later date.

Weekly Question: You will answer a “Weekly Question” prior to class on Tuesdays. A total of 16 questions will be asked for a total of 160 points. More information will be given at a later date.

Campaign Evaluation Presentation: You will capstone the class with an advertising campaign evaluation presentation during finals week. More information will be given at a later date.

In-Class Assignments/Attendance: You will complete in-class, individual and group assignments and then participate in a class discussion worth a total of 100 points. Class attendance is mandatory for full credit. You will receive 4 points per class attended up to 25 classes, excluding test days. You must be in attendance 60 minutes of the 75 minute class to receive credit.

Moodle: A Moodle shell will be set-up for the class. You can access your grade download PowerPoint presentations, view assignments and class announcement via Moodle.

(THIS SYLLABUS IS TENTATIVE AND SUBJECT TO CHANGE.)

Grading:

Tests: 400 Points (100 points/each)
Module Assignments 240 Points (20 points/each)
Weekly Question 160 Points (10 points/each)
Campaign Evaluation 100 Points
In-Class Assignments: 100 Points

Total: 1,000 Points

- Grades will be posted in the grade book section of your Moodle account.
• Grades will not be given over the phone or to anyone other than the student without the proper documentation.

• Your final grade will be based on the percentage points you receive on the tests and discussion assignments.

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<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
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<tbody>
<tr>
<td>90-100</td>
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<tr>
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<td>B</td>
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<td>70-79</td>
<td>C</td>
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<tr>
<td>60-69</td>
<td>D</td>
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<tr>
<td>59-0</td>
<td>F</td>
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Required Text, Readings, and Materials:


Class Policies: Last Date to Change to Audit Status or to withdraw with a “W” Grade is April 14, 2016. No extensions will be given or drop slip signed after this date.

Student Rights and Responsibilities: Please refer to the Casper College Student Conduct and Judicial Code for information concerning your rights and responsibilities as a Casper College Student.

Chain of Command: If you have any problems with this class, you should first contact the instructor to attempt to solve the problem. If you are not satisfied with the solution offered by the instructor, you should then take the matter through the appropriate chain of command starting with the Department Head/Program Director, the Dean, and lastly the Vice President for Academic Affairs.

Academic Dishonesty: (Cheating & Plagiarism) Casper College demands intellectual honesty. Proven plagiarism or any form of dishonesty associated with the academic process can result in the offender failing the course in which the offense was committed or expulsion from school. See the Casper College Student Code of Conduct for more information on this topic.
**Official Means of Communication:** Casper College faculty and staff will employ the student’s assigned Casper College email account as a primary method of communication. Students are responsible to check their account regularly.

**ADA Accommodations Policy:** If you need academic accommodations because of a disability, please inform me as soon as possible. See me privately after class, or during my office hours. To request academic accommodations, students must first consult with the college’s Disability Services Counselor located in the Gateway Building, Room 344, (307) 268-2557, bheuer@caspercollege.edu. The Disability Services Counselor is responsible for reviewing documentation provided by students requesting accommodations, determining eligibility for accommodations, and helping students request and use appropriate accommodations.
Class Schedule & Dates to Remember

(THIS SYLLABUS IS TENTATIVE AND SUBJECT TO CHANGE.)

Module One: The IMC Foundation

January 19th: Introduction to Class
January 21st: Chapter 1: Integrated Marketing Communication
January 26th: Chapter 1: Integrated Marketing Communication
January 28th: Chapter 2: Brand Management
February 2nd: Chapter 2: Brand Management
February 4th: Chapter 3: Buyer Behaviors
February 9th: Chapter 3: Buyer Behaviors
February 11th: Chapter 4: The IMC Planning Process
February 16th: Chapter 4: The IMC Planning Process
February 18th: Module One Test
February 21st: Module One Assignments Due

Module Two: IMC Advertising Tools

February 23rd: Writing Center Presentation
February 25th: Chapter 5: Advertising Campaign Management
March 1st: Chapter 5: Advertising Campaign Management
March 3rd: Chapter 6: Advertising Design
March 8th: Chapter 6: Advertising Design
March 10th: Chapter 7: Traditional Media Channels
March 15th: Spring Break
March 17th: Spring Break
March 22nd: Chapter 7: Traditional Media Channels
March 24th: Module Two Test
March 27th: Module Two Assignments Due
Module Three: Digital and Alternative Marketing

March 29th: Chapter 8: Digital Marketing
March 31st: Chapter 9: Social Media
April 5th: Chapter 10: Alternative Marketing
April 7th: Module Three Test
April 10th: Module Three Assignments Due

Module Four: Deliver and Communicate the Value Proposition

April 12th: Community Presentation
April 14th: Chapter 11: Database and Direct Response Marketing
April 19th: Chapter 11: Personal Selling
April 21st: Chapter 12: Sales Promotions
April 26th: Chapter 12: Sales Promotions
April 29th: Chapter 13: Public Relations
May 3rd: Chapter 13: Sponsorship Programs
May 5th: Module Four Test
May 8th: Module Four Assignments Due
May 9th-13th, Finals Week, TBD: Campaign Evaluation Presentations

(This syllabus is tentative and subject to change.)