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Spring 1-2003

### 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**  
**Spring Semester 2003**  
**Professor Mary Ellen Campbell**

**TENTATIVE**

**TENTATIVE**

Professor: M.E. Campbell  
Office: GBB 302  
Telephone: 243-6790 (voice mail)  
543-4046 (voice mail)  
Email: maryellen.campbell@business.umt.edu  
Office Hours: Tuesday/Thursday 3:30 – 4:30; Wednesday 10:00 – 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

1. A total score based on three tests	75	
2. Real world applications		
Key terms quizzes & participation	25	You must be present to get credit for team participation
100		

**TESTING**

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 so I will expect you to share your ideas.

## **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.**

**Please keep up on your reading. The course has many terms I expect you to apply in class. You can't apply terms unless you know them.**

DATE	ASSIGNMENT
1/28	Introduction to Integrated Marketing Communications, <b>Chapter 1</b> "The Role of IMC in Marketing" / B to B / B to C
1/30	Ad Agency and Marketing Firms, <b>Chapter 2</b> "Promotion Industry"
2/4	Situation Analysis: Communications Plan, <b>Chapter 3</b> ; Planning Strategies <b>QUIZ-</b> over chapter 1
2/6	Setting Objectives; <b>Application Exercise #1</b>
2/11	"Positioning" <b>Chapter 4</b> , Segmenting/Targeting <b>QUIZ-</b> over chapter 3
2/13	Segmenting/Targeting, Application
2/18	<b>Chapter 4</b> continued
2/20	<b>TEST 1</b> over Chapters 1,2,3,4 and Lecture Materials
2/25	Consumer Behavior, <b>Chapter 5</b> "Buyer"
2/27	Consumer Behavior, <b>Chapter 5</b> "Buyer" <b>Application Exercise #2</b>
3/4	Ethical Issues, <b>Chapter 6</b> "Regulations" <b>Application Exercise #2 DUE</b>
3/6	International, <b>Chapter 7</b> "Implementation of the Creative Strategy" <b>QUIZ –</b> over chapter 5
3/11	Advertising, <b>Chapter 8</b> "Message Creation"
3/13	Constructing the Message to Fit the Medium <b>Application Exercise #3</b>
3/18	Sales Promotion <b>Chapter 11</b>
3/20	Sales Promotion <b>Chapter 11</b>
3/24-3/27	<b>HAPPY SPRING BREAK!!</b>
4/1	<b>Research Day</b>
4/3	<b>Test 2</b>
4/8	<b>Chapter 12</b> Sponsorship and Other Communication Strategies

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4/10	<b>Chapter 12</b> Sponsorship and Other Communication Strategies
4/15	<b>Chapter 13</b> "PR, Publicity, and Corporate Advertising"
4/17	<b>Chapter 13</b> "PR, Publicity, and Corporate Advertising"; application
4/22	<b>Chapter 9</b> "E-Commerce and Internet
4/24	<b>Chapter 9</b> "E-Commerce and Internet
4/29	<b>Chapter 10</b> "Direct Marketing"
5/1	<b>Chapter 10</b> "Direct Marketing"
5/6	<b>Test 3</b>
5/8	Wrap Up/ Course Overview

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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.

Note: There is **NO FINAL!**