

Fermanian School of Business

**BMK3036: Integrated Marketing and Sales Communication**

3 Units

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**Summer 2025**

May 12 – August 31

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**Meeting Days:** Thursday

**Meeting Times:** 6:00-8:45pm

**Meeting Location:** Mesa College Campus, BT-215

**Instructor:** Judy Parker

**Email:** [jparker@pointloma.edu](mailto:jparker@pointloma.edu)

**Phone:** *By appointment*

**Office Location and Hours:** *By appointment*

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**PLNU Mission**

**To Teach ~ To Shape ~ To Send**

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

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# **Fermanian School of Business Mission**

**Character ~ Professionalism ~ Excellence ~ Relationships ~ Commitment ~ Innovation**

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice. cultures.

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## **Course Description**

A study of the marketing and sales communications functions. Topics include creative strategy and content, advertising media strategy and selection, public relations, sales promotions, personal selling theory, and ethics in marketing communication. Special emphasis will be given to developing an integrated marketing communications plan and a corresponding sales presentation to a client.

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## **Course Learning Outcomes**

The student who successfully completes this course will be able to:

1. Exhibit an in-depth understanding of the integrated marketing communications functions and their role in marketing strategies (PLO 1, G1 & G2).
  2. Create an integrated marketing communication program to include advertising, direct marketing, sales promotions, public relations, digital/social media marketing and personal selling for a client (PLO 2, G1 & G2).
  3. Perform a situation analysis and propose appropriate IMC tools and strategies for a product or service (PLO 2, G1 & G2).
  4. Evaluate the effectiveness of an integrated marketing communications program (PLO 2, G1 & G2).
  5. Collaborate effectively in teams in the formulation and presentation of an IMC plan (PLO 3 & 5).
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## **Program Learning Outcomes**

The student who successfully completes Bachelor of Business Administration will be able to:

1. Exhibit general knowledge of theories and practices in the core areas of business.

2. Critically analyze and apply business knowledge to solve complex business situations.
  3. Demonstrate effective business communication through both written and verbal means.
  4. Formulate decisions informed by ethical values.
  5. Collaborate effectively in teams.
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## Institutional Learning Outcomes

1. **Learning, Informed by our Faith in Christ**  
Students will acquire knowledge of human cultures and the physical and natural world while developing skills and habits of the mind that foster lifelong learning.
  2. **Growing, in a Christ-centered Faith Community**  
Students will develop a deeper and more informed understanding of others as they negotiate complex professional, environmental, and social contexts.
  3. **Serving, in a Context of Christian Faith**  
Students will serve locally and/or globally in vocational and social settings.
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## Required Texts and Recommended Study Resources

Link to purchase ebooks via sign on from Stukent once you sign in on Canvas. The fee for both books is \$120. and you need a credit card. These are required. You will have lifetime access.

1. *Integrated Marketing Communications: Building the Brand*, 2022 ebook only  
Author, Law, Diane.
2. *Mobile Marketing Essentials*, 2022 ebook only  
McCabe, Becker, Schiele, Berney, Hanley
3. The following content sites should be used to provide additional marketing information for **Marketing in the News Discussions**.
  - [Marketing Profs](#)
  - [Social Media Examiner](#)
  - [AMA Branding Topics](#)
  - [AdAge](#)
  - [ADWEEK](#)
  - [Chief Marketer](#)
  - [Creative Magazine](#)
  - eMarketer now called [Insider Intelligence](#)
  - [Marketing Charts](#)
  - [Direct Mail information](#)

**Note:** Students are responsible for having the required textbooks prior to the first day of class. Students are also encouraged to begin reading the books in preparation for the class as soon as possible.

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law. All supplemental materials posted on this course site (including articles, book excerpts, or other documents) are provided for your personal academic use. These materials may be protected by copyright law and should not be duplicated or distributed without permission of the copyright owner.

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## Course Credit Hour Information

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 16 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 120 total hours meeting the course learning outcomes. The time estimations are provided in the Canvas modules.

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## Assessment and Grading

Student grades for assignments will be posted in the Canvas gradebook no later than midnight on Tuesday of each week beginning in Week Two of this course. It is important to read the comments posted in the gradebook as these comments are intended to help students improve their work. Final grades will be posted by the due date as posted in the Academic Calendar.

Distribution of Points	
Course Assignments	Points
IMC Campaign Plan & Communication Objectives (individual)	100
IMC Tactics: 5 Deliverables (Combination of group and individual assignments) (5 x 60 points)	300
Advertising Concepts Presentation (group)	100
Marketing in the News Discussion (5 x 20 points)	100
KPI assignment for Final IMC Paper (individual)	10
Integrated Marketing Communications Reflection (individual)	150
Final Written IMC Paper (group paper/presentation)	130
Syllabus Quiz	10
Class Attendance and Participation	50

10 Quizzes 5 points each	50
<b>Total Points</b>	<b>1000</b>

### ***Grading Scale***

The following grading scale will be used for all exams and final course grades:

- 93-100% = A
- 90 - 92% = A-
- 87 – 89% = B+
- 83 – 86% = B
- 80 – 82% = B-
- 77 – 79% = C+
- \*73 – 76% = C
- 70 – 72% = C-
- 67 – 69% = D+
- 63 – 66% = D
- 62 – 60% = D-
- Below 60% = F

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## **Incompletes and Late Assignments**

All assignments are to be submitted by the due dates. There will be a 10% reduction of possible points for **each day** an assignment is late, and assignments will **not be** accepted for credit four days after the due date. If missing assignments result in the failure to meet learning outcomes, you may receive a letter grade reduction on the final grade in addition to the loss of points for missing work. Assignments will be considered late if posted after the due date and time using Pacific Standard Time. No assignments will be accepted after midnight on Sunday night, the last day of class.

Exceptions for extenuating circumstances must be pre-approved by the instructor and the program director.

Incompletes will only be assigned in extremely unusual circumstances.

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## **PLNU Spiritual Care**

PLNU strives to be a place where you grow as a whole person. To this end, we provide resources for our Graduate and Adult Undergraduate students to encounter God and grow in their Christian faith. At the Mission Valley (MV) campus we have an onsite chaplain who is available during class break times across the week. If you have questions or a desire to meet or share any prayer requests with the onsite chaplain, you may email Dr. Sylvia Cortez Masyuk at [scortezm@pointloma.edu](mailto:scortezm@pointloma.edu).

In addition, on the MV campus, there is a prayer chapel on the third floor, which is open for use as a space set apart for quiet reflection and prayer.

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## **State Authorization**

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow online (distance education) outside of California.

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## **PLNU Copyright Policy**

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

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## **PLNU Recording Notification**

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

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## **PLNU Academic Honesty Policy**

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when, in reality, they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination or, depending on the seriousness of the offense, for the course.

For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See [Graduate Academic and General Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

During the first week of class, you will be asked to submit an Academic Honesty Verification Statement. Submitting the statement is a requirement of this course. By submitting the Academic Honesty Verification Statement, you will be verifying all assignments completed in this course were completed by you. Carefully review the Academic Honesty Statement below.

Statement: "In submitting this form, I am verifying all the assignments in this course will be completed by me and will be my own work."

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## **Artificial Intelligence (AI) Policy**

You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini Pro 1.5, GrammarlyGo, Perplexity, etc) to generate ideas, but you are not allowed to use AI tools to generate content (text, video, audio, images) that will end up in any work submitted to be graded for this course. If you have any doubts about using AI, please gain permission from the instructor.

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## **PLNU Academic Accommodations Policy**

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. The EAC makes accommodations available to professors at the student's request.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course.

Accommodations are not retroactive, so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to ensure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any special accommodations.

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## **Language and Belonging**

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars, we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice-free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

If you (or someone you know) have experienced a bias incident regarding language, you can find more information on reporting and resources at [www.pointloma.edu/bias](http://www.pointloma.edu/bias).

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## **Sexual Misconduct and Discrimination**

Point Loma Nazarene University faculty are committed to helping create a safe learning environment for all students. If you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that help and support are available through the [Title IX Office](#). Please be aware that under Title IX of the Education Amendments of 1972, it is required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at [counselingservices@pointloma.edu](mailto:counselingservices@pointloma.edu) or find a list of campus pastors at [pointloma.edu/title-ix](http://pointloma.edu/title-ix).

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at [www.pointloma.edu/bias](http://www.pointloma.edu/bias)

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## **PLNU Attendance and Participation Policy**

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. Therefore, regular attendance and participation in each course are minimal requirements.

If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university withdrawal date or, after that date, receive an “F” grade.

Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor. Acceptance of late work is at the discretion of the instructor and does not waive attendance requirements.

Refer to [Academic Policies](#) for additional details.

### ***Synchronous Attendance/Participation Definition***

For synchronous courses that have specific scheduled meeting times (including in-person, hybrid, and synchronous online courses), absences are counted from the first official meeting of the class regardless of the date of the student’s enrollment. For courses with specific attendance requirements, those requirements are outlined in the course syllabus.

**Note:** For synchronous courses with an online asynchronous week, refer to the Online Asynchronous Class Attendance policy listed below.

### ***Online Asynchronous Attendance/Participation Definition***

Students taking online courses with no specific scheduled meeting times are expected to actively engage throughout each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes, but is not limited to:

- Engaging in an online discussion
- Submitting an assignment
- Taking an exam

- Participating in online labs
- Initiating contact with faculty member within the learning management system to discuss course content

**Note:** Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.

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## Course Modality Definitions

1. Online Courses: These are courses with class meetings where all instruction and interaction are fully online.
    1. Synchronous Courses: At least one class meeting takes place at a designated time.
    2. Asynchronous Courses: All class meetings are asynchronous.
  2. Hybrid Courses: These are courses with class meetings that take place both in the classroom and online synchronously and/or asynchronously.
  3. In-Person Courses: These are courses that meet in person with the instructor and students in a physical classroom setting. With approval by the area dean, this may include up to 25% of qualified class interactions through a Learning Management System (such as Canvas).
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## Use of Technology

In order to be successful in the online or hybrid environment, you'll need to meet the minimum technology and system requirements; please refer to the *Technology and System Requirements* information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use. Please note that any course with online proctored exams requires a computer with a camera (tablets are not compatible nor allowable) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

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## GPS Academic Resources

PLNU offers the following free academic resources virtually for Graduate Professional Studies (GPS) Students. Visit myPLNU through the links below for more information.

- [The GPS Writing Center](#) offers:

**Zoom Writers Workshops** offered each quad on a variety of helpful topics

**One-to-one appointments** with the Writing Coach

**Microlearning YouTube Video Library** for helpful tips anytime

- [Research Help Guide](#) to help you start your research
    - The physical office is located on the third floor of the [Mission Valley Regional Center](#) off the student lounge
  - [Academic Writing Resources Course](#): Found on your Canvas Dashboard, this course is non-credit with 24/7 access, no time limits, and self-paced content. [Watch a quick video run-through](#) and take time now to explore!
  - [Grammarly](#): Students have unlimited FREE access to Grammarly for Education, a trusted tool designed to help enhance writing skills by providing real-time feedback, identifying areas for improvement, and providing suggestions. Grammarly's Generative AI is NOT available with our student accounts.
  - [Tutoring](#): Students have access to 24/7 live or scheduled subject tutoring through Tutor.com, including a Paper Drop-Off Service with feedback within 12 hours.
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## Assignments

Each assignment must contain a title page with the names of all the group members, the title of the project and the date. Points will be deducted if the assignments do not contain a proper title page.

*Assignment: Company and Situation Overview, Campaign Plan and Objectives*

*Note: Individual Assignment*

### Company & Situation Overview

- Gain an understanding of the organization, product/service, target audience and competition.
- Provide an overview of the organization and their product/service
- Analyze what is going on with client and its customers in the market

### IMC Campaign Objectives

- Develop the campaign communication objectives. **Minimum of 3 objectives** for your campaign and explain your rationale.
  - What are you trying to achieve with the campaign? Awareness, stimulate sales, influence target market preferences, etc. (e.g., “achieve 10 percent market share in the market within 12 months of product introduction”).
- Be sure your objectives are SMART (specific, measurable, achievable, relevant, and time specific).

- Every element of your plan is put in place to help you achieve your objectives.

## **IMC Campaign Plan**

- Define the campaign.
  - Is the marketing strategy to penetrate the market rapidly? Will you try to build awareness and market share over time?
- Determine Campaign Duration
  - How long will the campaign last and what is the timing of each element?
- Marketing Tactics
  - Explain what promotional elements you will employ to best capture your target market's attention and motivate them to act.
  - Consider various types of promotional appeals.

### ***Assignment: Digital Ad***

#### ***Note: Individual Assignment***

Design a digital ad. Consider tangible and intangible elements. Design the advertisement to be used in the IMC campaign that meets your SMART objectives

- Explain the reasons you selected the type of advertisement you developed. Explain the brand image you are looking to portray, the message you are sending with the advertisement, how the advertisement supports the marketing objectives, and where you will run the ad.

### ***Assignment: Press Release***

#### ***Note: Individual Assignment***

- **Everyone** in the group will write a press release that may be used in the group's marketing activities.
- Select a topic for the press release that meets your SMART objectives
- Minimum of 3 to 4 paragraphs

### ***Assignment: Direct Mail Piece or Brochure***

#### ***Note: Group Assignment***

- Design a direct mail piece **or** a brochure. Explain the brand image, message and means of delivery to be used for the campaign. Include rationale supporting the proposed creative development and explain the brand image you expect to achieve. Consider tangible and intangible elements.

### ***Assignment: Commercial Storyboard/TV spot***

***Note: Group Assignment***

- Develop a storyboard for a TV commercial
- Design a commercial storyboard that demonstrates how you plan to bring your positioning and messaging strategies to life. Explain the brand image, message and means of delivery to be used as the platform for the campaign. Include rationale supporting the proposed creative development and explain the brand image you expect to achieve.
- Include the audio elements in your description.
- Create the video for the storyboard, using your phone or other tools as available.

***Assignment: Mobile App***

***Note: Individual Assignment***

Design a mobile marketing app. Consider how users experience will be with your app. Consider what you will do in your campaign to get people to download and use the app. You do not need to code, but design the user experience.

- Explain the reasons you selected the type of mobile app, what it will take to build a prototype, wireframe, test and use the app, and how you will promote download and use.

***Assignment: Advertising Concepts Presentation***

***Note: Group Assignment***

***Due Dates: Varies based on topic. See topics list below.***

Students will develop a presentation based on an advertising topic. Following are the pre-selected topics. For each of the following topics develop a presentation that teaches the class about the specific topic. Have fun teaching us.

**Advertising Concepts Topics**

1.
  1. Male and female representation in advertising of any three decades
  2. Web 3.0
  3. Social Media Advertising
  4. Virtual Reality Advertising
  5. Video Game Marketing
  6. Advertising Mistakes
  7. Digital Privacy
  8. Sales-Account Based Marketing

**Presentation Guidelines:**

For this assignment, become the expert on the selected topic and figure out the best way to teach the other students in the class about the topic.

Make sure the following aspects are included in your lesson plan:

1.
  - 1.
  1. Define the topic and relate it to the overall course content.
  2. Include a real-world and/or current topic aspect of the topic. For example, has the subject been in the news recently? Are any companies doing exemplary work in this area? Are there great videos available on the topic? Are there any outstanding resources to share?
  3. The lesson plan should take students approximately 10 minutes to present in class plus a time of conversation. Time is limited to 20 minutes for the presentation and discussion.
  4. Include at least two discussion questions to engage the class on the topic.
  5. The content of the presentation and presentation style will be assessed.

***Assignment: KPI's for Final IMC Plan***

***Note: Individual Assignment***

What are the KPI's (Key Performance Indicators, which will come from your metrics, such as: Number of new customers, downloads, CPC, CPA, etc.) for your final presentation. One page summary of your KPI's and what you expect. (min of 3-4 paragraphs)

***Assignment: Final IMC Plan & Presentation***

***Note: Group Assignment***

***(Group PPT and written plan)***

- Title Page
- Table of Contents
- Company and Situation Overview
- Campaign Plan
  - Campaign Objectives
  - Campaign Impact and Duration
- Marketing Tactics (select those that apply)
  - Advertising Strategy
    - TV Commercial
    - Email Campaign
    - Mobile Marketing Strategy
  - PR Strategy
    - Press Releases
  - Direct Marketing Strategy
    - Direct Mail or Brochure

- Sales Promotion Strategy (if using a sales promotion)  
Develop a sales promotion, i.e., contest, coupon, sampling, etc.
- Personal Selling Strategy (if needed)
- Sponsorships/Events (if using sponsorships or events)  
Recommend sponsorships and/or special events
- Implementation
  - Develop a timeline for the launch of the campaign and its specific elements (media flowchart).
  - Budget, including spending details, CPM's and media recommended
- Evaluation and Measurement
  - How will you know if your campaign was a success?
  - Include KPI's (expected) measurement metrics, anticipated results, and means for evaluating the proposed campaign.
- References/APA 7.0 Style

Students will use the instructor's feedback to revise each deliverable and deliver a final comprehensive integrated marketing communications plan to support the launch of the product/service. Project will be "sold" to the client at final presentation. Ask for the client to hire you for the project. **Selling your ideas is part of the process. Peer-to-peer evaluations will be conducted to evaluate the best presentations and give added feedback.**

### ***Final Exam: IMC Plan Reflection (individual)***

At the end of the IMC team project, each team member will write a brief report to the Chief Marketing Officer reporting on your integrated marketing communications strategy as the Media Manager. Develop a professional and effective marketing management report informing and defending your marketing communication and media decisions and making specific recommendations. The CMO wants to know: What decisions did you make? Why did you make specific decisions? What were the expected (KPI's) results of your decisions? What are the next steps in your campaign?

### **Your analysis includes:**

- Overview of the situation at the start of the campaign
- Market factors and target audiences leading to your campaign strategies/tactics from analysis of the environment
- Main marketing communication strategies/tactics used (including mobile marketing)
- List and explain the strategies/tactics and the rationale for using it.
- Results expected in terms of SMART objectives. KPI's should be identified, explained and defended.
- Conclusions/Summary from current IMC team plan in your own words
- Recommendations for the future based on the changes suggested for improving the campaign

## Course Schedule

Class Date	Class Content	Assignment Due Date
<b>Week 1</b>		
May 15	<p>Introductions via Canvas (<b>no class meeting</b>)</p> <p>Review of course content, assignments, grading, etc.</p> <p><b>Chapters 1, 2</b></p> <p>Integrated Marketing Communications (IMC) and Successful Campaigns</p>	<p>Introductions</p> <p>Advertising Concepts</p> <p>Syllabus Quiz</p> <p>Quiz 1</p>
<b>Week 2</b>		
May 22	<p><b>Chapter 3 Understanding the Market</b></p> <p><b>Chapter 4</b> The Creative Process</p> <p>IMC Teams Project Explained</p> <p>Meet the Client:</p> <p>The Fleet Science Center</p>	<p>Discussion due Monday</p> <p>Quiz 2</p>

<b>Week 3</b>		
May 29	<b>Chapter 5</b> Marketing Communications Mix  <b>Chapter 6 IMC Channels:</b> Advertising  <b>Field trip: The Fleet Science Center</b> (May 29 or June 5)	Discussion due Monday  Quiz 3  <i>(Individual Assignment)</i>  IMC Company and Situation Overview, Campaign Plan and Objectives Due Sunday
<b>Week 4</b>		
June 5	<b>Chapter 7 IMC Channels:</b> Public Relations  Case Study Ethics	Discussion-Theranos due Monday  Quiz 4  Read Ethics Case Study on Theranos for Monday discussion
<b>Week 5</b>		
June 12	<b>Chapter 8 IMC Channels:</b> Digital Marketing  <b>Mobile Marketing Ch 1, 2</b>	Discussion due Monday  Quiz 5

Week 6		
June 19	<b><u>Juneteenth Day - Campus Closed</u></b>	
	<b><u>Meet virtually via Zoom</u></b>	Discussion due Monday
	<b>Chapter 9 IMC Channels: Direct Marketing</b>	Quiz 6
	<b>Chapter 10: IMC Channels: Broadcast Media</b>	<b><i>Individual Assignment:</i></b> Create a digital ad  due Sunday
Week 7		
June 26	<b><u>Guest speaker Noah Tafolla - at PLNU Campus</u></b>	Quiz 7
	<b>Chapter 11: IMC Channels: Print/OOH</b>	<b><i>Individual Assignment:</i></b> Write a Press Release
	<b>Mobile Marketing Ch 3, 4</b>	Due Sunday
Week 8		
July 3	<b><u>No Class Meeting - Independence Day Celebration</u></b>	Quiz 8
	<b>Chapter 12 Implementing the Campaign</b>	<b><i>Group Assignment:</i></b> Develop a direct mail piece or brochure
	<b>Mobile Marketing Ch 5, 6</b>	due Sunday

<b>Week 9</b>		
July 10	<b>Chapter 13</b> Measuring Campaign Success  <b>Mobile Marketing Ch 7-8</b>	Quiz 9  <i><b>Individual Assignment:</b></i> Develop Mobile Ad  due Sunday
<b>Week 10</b>		
July 17	<b>Mobile Marketing Ch 9-10</b>  Advertising Concepts Group Presentations:  1. Male and female representation in advertising of any 3 decades 2. Web 3.0 3. Social Media Advertising	Quiz 10  <b>Group Assignment:</b> Create a commercial storyboard/video  due Sunday  Advertising Concepts Presentations ( <i><b>Groups Assignment</b></i> )
<b>Week 11</b>		
July 24	<b>Advertising Concepts Group Presentations:</b>  4. Virtual Reality Advertising 5. Video Game Marketing	Advertising Concepts Presentations ( <i><b>Groups Assignment</b></i> )

	6. Advertising Mistakes	
<b>Week 12</b>		
July 31	<b>Advertising Concepts Group Presentations:</b> 7. 8. Digital Privacy Sales-Account Based Management	Advertising Concepts Presentations ( <b><i>Groups Assignment</i></b> )
<b>Week 13</b>		
August 7	IMC Presentations and written plans preparation, Budget, Implementation, Measurement	<b><i>Individual assignment</i></b> Submit written expectations of KPI's
<b>Week 14</b>		
August 14	IMC Client Presentations	<b>Assignment:</b>  Final IMC Campaign Plan and Client Presentation/Peer Evaluation ( <b><i>Group Assignment</i></b> ) <b><i>Due on presentation day.</i></b>

Week 15		
August 21	IMC Plan Reflections, post feedback	<b>Optional Assignment: Reflection Draft optional</b>
Finals Week		
August 28		

The course summary below lists our assignments and their due dates. Click on any assignment to review it.