



**MKTG 1190
COURSE SYLLABUS
Online
Spring Semester 2016**

Semester: 201414 Spring 2014
Course Title: Integrated Marketing Communications
Course Number: MKTG 1190
Credit Hours/ Minutes: 3/2250
Class Location: GVTC/Blackboard
Class Meets: Online via Blackboard
CRN: 40116

Instructor: Ashley Harmon
Office Hours: 1:30 – 4:00p.m. Monday-Thursday
Office Location: 834 Gillis Building
Email Address: aharmon@southeasterntech.edu
Phone: 912-538-3105
Fax Number: 912-538-3106

REQUIRED TEXT: Advertising and Promotion by McGraw Hill (73404861)



REQUIRED SUPPLIES, HARDWARE and SOFTWARE: For this class, there are no specific supplies required. Students are required to use Microsoft Word for assignments. Your browser should be Internet Explorer 7.0 or higher or Mozilla Firefox 2.0 or higher.

COURSE DESCRIPTION: This course introduces the fundamental principles and practices associated with promotion and communication.

MAJOR COURSE COMPETENCIES/OUTLINE: Purposes of promotion and IMC, principles of promotion and Integrated Marketing Communication (IMC), budgeting, regulations and controls, media evaluation and target market selection, integrated marketing plans, trends in promotion, and promotion and communication career paths.

PREREQUISITE(S): None

GENERAL EDUCATION CORE COMPETENCIES: STC has identified the following general education core competencies that graduates will attain:
The ability to utilize standard written English.
The ability to solve practical mathematical problems.
The ability to read, analyze, and interpret information.

STUDENT REQUIREMENTS (Online): Students are expected to complete all tests and assignments by the due dates. Late assignments will not be accepted. The cut-off is midnight on Mondays. Students are required to submit all chapter assignments via the weekly drop boxes for each week's assignments. Online students are responsible for checking e-mails and announcements daily. Online courses require students to be academically engaged each week doing course related activities. The completion dates of these activities will be used to determine a student's last date of attendance in the event a student withdraws or receives an F in a course. A student's last date of attendance can have a negative effect on his/her financial aid and academic progress.

Students are expected to complete all work required by the instructor, and to attend the required proctored campus exam.

Students will have at least one week to complete tests and assignments. All tests and assignments are due at midnight on Monday of each week.

ONLINE ATTENDANCE: It is the student's responsibility to be academically engaged each week doing course related activities. The completion dates of these activities will be used to determine a student's last date of attendance in the event a student withdraws, stops attending, or receives an F in a course. Students will not be withdrawn by an instructor for attendance; however, all instructors will keep records of graded assignments and student participation in course activities. Students will be expected to complete all work required by the instructor as described in the individual course syllabus.

Students will have at least one week to complete tests and assignments. All tests and assignments are due at (time) on (Monday, Tuesday, or Wednesday) of each week. (Instructors...fill in the time and choose a day that assignments are due each week). Exceptions to the due dates of assignments due to jury duty, military duty, court duty, or required job training will be made at the discretion of the instructor.

PROCTORED EVENT REQUIREMENT: In order to validate student identity for all online courses, students enrolled in online courses are required to complete one proctored event per online course. The proctored event will be administered on two separate days during the semester—once on the Vidalia campus and once on the Swainsboro campus and will be monitored by the instructor or another STC employee. The proctored event may be a major exam, assignment, or presentation, etc. that will count a minimum of 20% of the course grade. Students must attend one of the scheduled proctored sessions and will need to make arrangements with work, childcare, etc. The specific dates of the proctored event are scheduled on the Lesson Plan/Calendar for the online course. Students living further than 75 miles from either campus who cannot come to Southeastern Tech for the event must secure an approved proctoring site. The site and the proctor must meet Southeastern Technical College's requirements (instructor will provide more information and necessary forms if this is the case). Note: Students taking proctored events off campus will utilize the Proctor Scheduling and Approval Form found in Blackboard within the Getting Started/Start Here and Proctoring Event area. The completed form should be submitted to the course instructor a minimum of two weeks prior to the proctored event. If approved, the instructor will notify the proctor.

Students arranging off-campus proctoring must take the event on one of the originally scheduled days. Students who do not complete the proctored event as scheduled must submit a valid documented excuse within three business days after the scheduled event. If the excuse is approved, students must make arrangements with the instructor to makeup/reschedule the missed event. The penalty and makeup instructions will be at the instructor's discretion. Proctored events will be given after the 65% point of the semester. Students who do not complete the proctored event will receive an F in the course.

As published on STC's website, any expenses incurred to obtain a proctor will be the responsibility of the student; however, students are not charged a proctoring fee when taking the proctored exam on the campus of Southeastern Tech. Most of Georgia's technical colleges do not charge to proctor exams for students enrolled in other TCSG colleges. Students who are enrolled at Southeastern Technical College and live out of the state of Georgia or out of the country could incur a proctoring charge. However, in that instance, the instructor would assist the student in locating the least expensive proctor.

The required proctored event for this class will be Unit 2 examination. It will be held on the Vidalia Campus on March 23 and on the Swainsboro campus on March 24 from 1 – 5PM. You may come either day that is

convenient for you! Please sign up in Blackboard under the Unit II folder.

WITHDRAWAL PROCEDURE: Students wishing to officially withdraw from a course(s) or all courses after the drop/add period and prior to the 65% portion of the semester (date will be posted on the school calendar) must speak with a Career Counselor in Student Affairs and complete a Student Withdrawal Form. A grade of "W" is assigned when the student completes the withdrawal form from the course.

Students who are dropped from courses due to attendance (see your course syllabus for attendance policy) after drop/add until the 65% point of the semester will receive a "W" for the course. Abandoning a course(s) instead of following official withdrawal procedures may result in a grade of 'F' being assigned.

After the 65% portion of the semester, the student will receive a grade for the course. (Please note: A zero will be given for all missed assignments.)

There is no refund for partial reduction of hours. Withdrawals may affect students' eligibility for financial aid for the current semester and in the future, so a student must also speak with a representative of the Financial Aid Office to determine any financial penalties that may be assessed due to the withdrawal. All grades, including grades of 'W', will count in attempted hour calculations for the purpose of Financial Aid.

Remember - Informing your instructor that you will not return to his/her course does not satisfy the approved withdrawal procedure outlined above.

SPECIAL NEEDS: Students with disabilities who believe that they may need accommodations in this class based on the impact of a disability are encouraged to contact Jan Brantley, Room 1208 Swainsboro Campus, 478-289-2274, or Helen Thomas, Room 108 Vidalia Campus, 912-538-3126, to coordinate reasonable accommodations.

PREGNANCY: Southeastern Technical College does not discriminate on the basis of pregnancy. However, we can offer accommodations to students who are pregnant that need special consideration to successfully complete the course. If you think you will need accommodations due to pregnancy, please advise me and make appropriate arrangements with the Special Needs Office. Swainsboro Campus: Jan Brantley, Room 1208, (478) 289-2274 -- Vidalia Campus: Helen Thomas, Room 108, (912) 538-3126.

MAKEUP GUIDELINES (Tests, quizzes, homework, projects, etc...): Failure to take tests will result in a grade of zero. No makeup exams are allowed. If internet or browser failure occurs while taking an exam, contact your instructor immediately. A decision will be made at that time if the exam will be reset. The instructor reserves the right to deduct points from exam scores for exceeding the scheduled time limit on the exams and/or requiring student to come to campus to take the exam.

ACADEMIC DISHONESTY POLICY: The STC Academic Dishonesty Policy states All forms of academic dishonesty, including but not limited to cheating on tests, plagiarism, collusion, and falsification of information, will call for discipline. The policy can also be found in the STC Catalog and Student Handbook.

Procedure for Academic Misconduct

The procedure for dealing with academic misconduct and dishonesty is as follows:

--First Offense--

Student will be assigned a grade of "0" for the test or assignment. Instructor keeps a record in course/program files and notes as first offense. The instructor will notify the student's program advisor, academic dean, and the Registrar at the student's home campus. The Registrar will input the incident into Banner for tracking purposes.

--Second Offense--

Student is given a grade of "WF" for the course in which offense occurs. The instructor will notify the student's program advisor, academic dean, and the Registrar at the student's home campus indicating a "WF" has been issued as a result of second offense. The Registrar will input the incident into Banner for tracking purposes.

--Third Offense--

Student is given a grade of "WF" for the course in which the offense occurs. The instructor will notify the student's program advisor, academic dean, and the Registrar at the student's home campus indicating a "WF" has been issued as a result of second offense. The Vice President for Student Affairs, or designee, will notify the student of suspension from college for a specified period of time. The Registrar will input the incident into Banner for tracking purposes.

STATEMENT OF NON-DISCRIMINATION: Southeastern Technical College does not discriminate on the basis of race, color, creed, national or ethnic origin, gender, religion, disability, age, disabled veteran, veteran of Vietnam Era or citizenship status, (except in those special circumstances permitted or mandated by law). This school is in compliance with Title VI of the Civil Rights Act of 1964, which prohibits discrimination on the basis of race, color, or national origin; with the provisions of Title IX of the Educational Amendments of 1972, which prohibits discrimination on the basis of gender; with the provisions of Section 504 of the Rehabilitation Act of 1973, which prohibits discrimination on the basis of handicap; and with the American with Disabilities Act (ADA).

GRIEVANCE PROCEDURES: Grievance procedures can be found in the Catalog and Handbook located on STC's website.

ACCESS TO TECHNOLOGY: Students can now access Blackboard, Remote Lab Access, Student Email, Library Databases (Galileo), and BannerWeb via the mySTC portal or by clicking the Current Students link on the STC website at www.southeasterntech.edu.

GRADING POLICY

20% Assignments
10% Discussions
10% Unit I Summary
20% Unit II Exam
20% Unit III Exam
10% IMC Research Paper
10% Unannounced Quizzes
100%

GRADING SCALE

A: 90-100
B: 80-89
C: 70-79
D: 60-69
F: 0-59

TCSG GUARANTEE/WARRANTY

STATEMENT: *The Technical College System of Georgia guarantees employers that graduates of State Technical Colleges shall possess skills and knowledge as prescribed by State Curriculum Standards. Should any graduate employee within two years of graduation be deemed lacking in said skills, that student shall be retrained in any State Technical College at no charge for instructional costs to either the student or the employer.*

<p>Student Response/Statement (50% Weighting)</p>	<p>0 percent Student did not answer the Discussion Forum question/statement or:</p> <p>Student's response has at least 2 of the following: Grammatical, spelling, or punctuation errors. Not in paragraph form. (less than four sentences) Student does not address or adequately answer the question.</p>	<p>25 percent Student's response has at least 1 of the following: Grammatical, spelling, or punctuation errors. Not in paragraph form. (less than four sentences) Student does not address or adequately answer the question.</p>	<p>50 percent Student answers the question in paragraph form. (minimum of 4 sentences) Post is free of spelling, grammatical and punctuation errors. Student adequately answers the question and/or follows all additional instructions as posted.</p>
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Discussion Board Rubric

Student Response to Another Student (50% Weighting)	0 percent Student does not respond to another student or: Student has at least 2 of the following: Grammatical, spelling, or punctuation errors. Not in paragraph form. (less than four sentences) Student does not address or adequately answer the question.	25 percent Student's response to another student has at least 1 of the following: Grammatical, spelling, or punctuation errors. Not in paragraph form. (less than four sentences) Student does not address or adequately answer the question.	50 percent Student replies to another student in paragraph form. (minimum of 4 sentences) Post is free of spelling, grammatical and punctuation errors. Student adequately answers the question and/or follows all additional instructions as posted.
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Research Paper Grading Rubric

	Achievement Level 1 (Not Completed) 0%	Achievement Level 2 (Poor) 25%	Achievement Level 3 (Fair) 50%	Achievement Level 4 (Good) 75%	Achievement Level 5 (Excellent) 100%
Format (15%)	Format not followed.	Very few project requirements were followed.	Some project requirements relating to format were followed.	Most project requirements relating to format were followed.	All project requirements relating to format were followed.
Project Quality (15%)	Project not complete or quality unacceptable.	Project quality is poor with multiple errors.	Project quality is fair with two or less errors.	Project quality is good with only one error.	Excellent project quality with no errors.
Relevance of Subject (20%)	Subject irrelevant.	Subject matter very weak and not relevant	Subject relevance is fair.	Subject relevance is good.	Subject relevance is excellent.

		to course.			
Sources Cited/Research (10%)	Research sources not cited.	Sources incomplete or poorly cited. Sources may also have been not credible or out of date in multiple instances.	Research sources fair but incomplete. Sources may also have been not credible or out of date in two instances.	Research sources good. Research good but lacking one requirement or includes at least one outdated or untrustworthy source.	Sources cited clearly. Research is detailed and sources are from credible sources, up to date and thorough.
Demonstration of Subject Knowledge (40%)	No subject knowledge demonstrated.	Poor demonstration of subject knowledge.	Fair demonstration of subject knowledge.	Good demonstration of subject knowledge.	Excellent demonstration of subject knowledge. Student used classroom topics in paper, utilized their research in building their paper and clearly explained their topic.

**MKTG 1190 INTEGRATED MARKETING COMMUNICATIONS
FY 2016
Spring 2016**

Date	Chapter / Lesson	Content	Assignments & Tests Due Dates	*Competency Area
Week 1 (1/11 – 1/18)	Chapter 1	<p>Assignments Listed Under Start Here Folder</p> <p>Chapter 1: An Introduction to Integrated Marketing Communications</p>	<p>Students to sign Acknowledgment, Post Introduction, View and Sign off All Policies Due 1/14</p> <p>Chapter 1 assignments due 1/18</p>	1, 2, 3, 7 A, B
Week 2 (1/19 – 1/25)	Chapter 2	Chapter 2: The Role of IMC in the Marketing Process	Chapter 2 assignment due 1/25	1, 2 A, C
Week 3 (1/26 – 2/1)	Chapter 7	Chapter 7: Establishing Objectives and Budgeting for the Promotional Program	Chapter 7 assignment due 2/1	1, 2, 3 A, C
Week 4	Chapter 8	Chapter 8: Creative Strategy: Planning and Development	Chapter 8 assignment due 2/8 Unit I Discussion 1 due 2/08	1,2, 4 A, B

(2/2 – 2/8)				
Week 5 (2/09 – 2/15)		Unit I Exam	Unit I Discussion 2 due 2/15 Unit I Exam posted 2/9 and available until 2/15 at midnight	1, 2 A, C
Week 6 (2/16 – 2/22)	Chapter 9	Chapter 9: Creative Strategy: Implementation and Evaluation	Chapter 9 assignment due 2/22	1, 2 A, B
Week 7 (2/23 – 2/29)	Chapter 10	Chapter 10: Media Planning and Strategy	Chapter 10 assignment due 2/29	1, 2 A, C
Week 8 (3/1 – 3/7)	Chapter 13	Chapter 13: Support Media	Chapter 13 assignment due 3/7 Unit II Discussion 1 due 3/7	1, 2, 6 A, C
Week 9 (3/08 – 3/14)	Chapter 14	Chapter 14: Direct Marketing	Chapter 14 assignment due 3/14 Unit II Discussion 2 due 3/14 Research Project is due next week!	
Week 10 (3/15 – 3/21)	Chapter 9, 10, 13, 14	Research Project	Research Project is due 3/21 before midnight!	1, 2 A, C
Week 11 (3/22 – 3/28)		Unit II Exam Proctored Event	March 23 (Vidalia): 1-5PM March 24 (Swainsboro): 1-5PM Please sign up in Blackboard under Unit II to verify the day and time you will attend.	1, 2, 7 A
(3/28 – 4/4)		Spring Break Holidays		
Week 12 (4/5 – 4/11)	Chapter 15	Chapter 15: The Internet and Interactive Media	Chapter 15 assignment due 4/11	4 A, B, C

Week 13 (4/12 – 4/18)	Chapter 16	Chapter 16: Sales Promotion	Chapter 16 assignment due 4/18	4, 5 A, B, C
Week 14 (4/19 – 4/25)	Chapter 17	Chapter 17: Public Relations, Publicity and Corporate Advertising	Chapter 17 assignment due 4/25 Unit III Discussion 1 due 4/25	
Week 15 (4/26 – 5/2)	Chapter 18	Chapter 18: Measuring the Effectiveness of the Advertising Program Unit III Exam	CHAPTER 18 assignment due 5/2 Unit III Exam posted 4/27 and available until 5/4 at midnight Unit III Discussion 2 due 5/2	4 A, B, C

Course Competencies

1. Purposes of promotion and IMC
2. Principles of promotion and Integrated Marketing Communication (IMC),
3. Budgeting, regulations and controls,
4. Media evaluation and target market selection,
5. Integrated marketing plans,
6. Trends in promotion,
7. Promotion and communication career paths.

Core Competencies

- A. The ability to utilize standard written English.
- B. The ability to solve practical mathematical problems.
- C. The ability to read, analyze, and interpret information.