

MKT253 Marketing Communications

(3 credit hours)

Course Syllabus

Course Description

This course deals with operation and management of the advertising and promotion function with respect to both its positions within the marketing system and its relationship to the other business functions.

Course Learning Outcomes

By the end of this course, you will be able to:

1. Enhance their understanding of marketing communications and promotional mix strategies.
2. Reflect on and refine individual and team based communication skills.
3. Examine the role of ethics, consumer behavior, and social responsibility in marketing communications.
4. Collaborate with classmates to better understand the major principles and theories of marketing communications.
5. Examine the role of marketing communications in business approaches and methods to develop, execute and evaluate advertising and promotional campaigns.

Prerequisites/Corequisites

MKT151

Required Textbook(s) and Resources

For this course a digital copy of your textbook is included with your DragonACCESS fees. Use the DragonACCESS tool in Moodle to view your book.

Arens, W., & Weigold, M. (2022). *Advertising* (4th ed.). McGraw-Hill Irwin.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#). You might consider registering for one of the library's many webinars on library research, source evaluation, copyright, and other topics, at the [Library Events - Upcoming Events](#) web page. For further assistance email a librarian, at: library@tiffin.edu.

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays**.
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays**.

Learning Activities

Each week in this course you will have the opportunity to share with your peers in discussion forum questions. In some weeks, you will also have a short writing assignment. Many weeks of the course including working on the Course Final project which has small group components and individual components. The Final Project is a Marketing Communication Plan and Advertising Plan. You will complete the Final Project with a presentation based on your other final project submissions.

Grading

The chart below identifies the individual contributions from each type of activity, per week.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Discussions Activity 1.1 (n/a)	Discussions Activity 2.1 (30)	Discussions Activity 3.1 (30)	Discussions Activity 4.1 (30)	Discussions Activity 5.1 (30)	Discussions Activity 6.1 (30)	Discussions Activity 7.1 (30)	420
Activity 1.2 (30)	Activity 2.2 (30)	Activity 3.2 (30)	Activity 4.2 (30)	Activity 5.2 (30)	Activity 6.2 (30)	Activity 7.2 (30)	
Activity 1.3 (30)							
	Assignments Activity 2.3 (80)	Assignments Activity 3.3 (80)				Assignments Activity 7.3 (50)	210
			Final Project Activity 4.3 (80)	Final Project Activity 5.3 (80)	Final Project Activity 6.3 (80)	Final Project Activity 7.3 (130)	370
60	140	140	140	140	140	240	1000

Grading Scale

A: 90-100%

B: 80-89%

C: 70-79%

D: 60-69%

F: <60%

Please see the [Academic Bulletin](#) for grade appeal information.

Course Schedule and Weekly Checklist

Week 1 - Advertising

- (Due Wednesday) (Forum) Activity 1.1: Introductory Discussion
- (Due Wednesday) (Forum) Activity 1.2: Role of Advertising Initial Post
- (Due Wednesday) (Forum) Activity 1.3: Television Advertising Initial Post

- (Due Saturday) (Forum) Activity 1.2: Role of Advertising Secondary Posts
- (Due Saturday) (Forum) Activity 1.3: Television Advertising Secondary Posts
- (Due Sunday) Activity 1.4: Introduction to Final Project (Due Week 7)

Week 2 - Consumer Behavior

- (Due Wednesday) (Forum) Activity 2.1: Product Stage Initial Post
- (Due Wednesday) (Forum) Activity 2.2: Brand Loyalty Initial Post
- (Due Saturday) (Forum) Activity 2.1: Product Stage Secondary Posts
- (Due Saturday) (Forum) Activity 2.2: Brand Loyalty Secondary Posts
- (Due Sunday) Activity 2.3: Ad Analysis

Week 3 - Advertising Planning

- (Due Wednesday) (Forum) Activity 3.1: Advertising Planning Initial Post
- (Due Wednesday) (Forum) Activity 3.2: Relationship Marketing Initial Post
- (Due Saturday) (Forum) Activity 3.1: Advertising Planning Secondary Posts
- (Due Saturday) (Forum) Activity 3.2: Relationship Marketing Secondary Posts
- (Due Sunday) Activity 3.3: Integrated Marketing Plan (Group Project)

Week 4 - Creating Advertisements

- (Due Wednesday) (Forum) Activity 4.1: Messages That Resonate Initial Post
- (Due Wednesday) (Forum) Activity 4.2: Advertising Evaluation Initial Post
- (Due Saturday) (Forum) Activity 4.1: Messages That Resonate Secondary Posts
- (Due Saturday) (Forum) Activity 4.2: Advertising Evaluation Secondary Posts
- (Due Sunday) Activity 4.3: Final Project Part 1 (Individual Submission)

Week 5 - Advertising Campaigns and Media

- (Due Wednesday) (Forum) Activity 5.1: Television Marketing Initial Post
- (Due Wednesday) (Forum) Activity 5.2: Peer Feedback Initial Post
- (Due Saturday) (Forum) Activity 5.1: Television Marketing Secondary Posts
- (Due Saturday) (Forum) Activity 5.2: Peer Feedback Secondary Posts
- (Due Sunday) Activity 5.3: Final Project Part 2

Week 6 - Internet Advertising

- (Due Wednesday) (Forum) Activity 6.1: Internet Advertising Initial Post
- (Due Wednesday) (Forum) Activity 6.2: Peer Review Initial Post
- (Due Saturday) (Forum) Activity 6.1: Internet Advertising Secondary Posts
- (Due Saturday) (Forum) Activity 6.2: Peer Review Secondary Posts
- (Due Sunday) Activity 6.3: Final Project Part 3 (Individual Submission)

Week 7 - Technology in Advertising

- (Due Wednesday) (Forum) Activity 7.1: Media Plan Initial Post
- (Due Wednesday) (Forum) Activity 7.2: Final Peer Review Initial Post
- (Due Thursday) Activity 7.3: Final Project - Presentation (Group Submission)
- (Due Thursday) Activity 7.4: Reflective Essay
- (Due Saturday) (Forum) Activity 7.1: Media Plan Secondary Posts
- (Due Saturday) (Forum) Activity 7.2: Final Peer Review Secondary Posts

Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery. Your course is a place for you to grow as you benefit from the expertise, experience, and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

Your Instructor Will Expect You to:

- Thoroughly review orientation materials (Start Here) within the first 48 hours of the term.
- Monitor your TU email account **daily** for important updates and announcements.
- Take ownership of your learning experience and act in a proactive, self-directed manner. That means:
 - Fully participate in all learning activities.

- Complete assignments as described in rubrics or other instructions.
- Submit all work on time and in the specified format (e.g. APA format for citations).
- Utilize and incorporate instructor provided feedback to improve your work.
- Ask questions so you can better understand course material or assignments.
- Use the highest standards of intellectual honesty and integrity. For details, see the TU Library guide: [Digital Literacy: Netiquette and Internet Safety](#).
- Treat others respectfully and demonstrate "netiquette" (online politeness and respectfulness) at all times. TU celebrates cultural uniqueness and expects all students to be considerate and thoughtful throughout their learning experiences.

You Should Expect Your Instructors to:

- Post an introductory announcement/email at the beginning of each week to provide updates and help you prepare for the week's activities.
- Maintain an active and engaged presence in all course activities and throughout the course.
- Respond to your emailed questions within 48 hours, if not sooner.
- Clearly communicate any absences or expected non-participation due to extenuating circumstances. For example, "I will be traveling to attend a funeral this week and may not be able to respond to questions or participate in forums for a couple of days."
- When grading your work:
 - clearly indicate their grading approach (what they like to see in submitted work as well as what types of errors they tend to penalize more harshly),
 - thoroughly review and evaluate your submissions in a timely manner (in less than 5 days for most assignments), and
 - provide constructive feedback on the strengths and weaknesses of your work with suggestions on how you can improve your performance on future assignments.
- Advocate for your success as a learner and help guide you toward successful completion of the course activities and most importantly, attainment of the course learning outcomes.

Accommodations (Disability Services)

The Office of Disability Services supports the institutional commitment to diversity by providing educational opportunities for qualified individuals with disabilities through accessible programs and services in compliance with Section 504 of the Rehabilitation Act of 1973 and Title III of the Americans with Disabilities Act (ADA) of 1990. If you need

reasonable accommodations due to a documented disability, contact the Office for Equity, Access, & Opportunity via email at disabilityservices@tiffin.edu or by calling 419-448-3021.

Technical Support

For Moodle support, either email moodlesupport@tiffin.edu or call the 24/7 Technical Support Call Center at 855-664-1200 (3430, Option 2, from on-campus). For non-Moodle support, contact the Tiffin University ITS helpdesk at the number above or submit a [support ticket](#).

Veterans

The Veteran and Military Resource Center assists veterans, active Military, and spouses of current service members in utilizing their education benefits. VMRC provides information regarding benefit processes and procedures, as well as support in navigating the transition from military to academic life by facilitating connections with the appropriate support services on campus. More information can be found on the Veteran and Military Resource Center website, at <http://www.tiffin.edu/va>.

Additional Support

If you need to consult an academic advisor refer to TU's [Meet the Team](#) page. For information about TU's peer tutoring program see the Murphy Center's [Tutoring Policies and Procedures](#) page.

Comments or Concerns

TU's online programs are designed to be student *driven*: to empower you with a voice and stake in your learning. Our courses feature multiple and varied ways that you can share feedback, and we invite you to become an active voice and help drive our improvement efforts. In addition to providing in-course feedback, we encourage you to submit questions or comments directly to the online team at online@tiffin.edu.