

MKTR 4349 – Marketing Communications – Summer 1 - 2023  
WEB

Sul Ross State University – RGC

Instructor: Dr. Edison P. Moura

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**Office Hours: By Appointment**

Required Textbook: M: Advertising (with Connect) authors: Arens & Weigold. 4<sup>th</sup> Edition. Publisher: McGraw-Hill Education – E-Book version.

To register with Connect, follow the instructions posted on Blackboard or click the link bellow

<https://www.mheducation.com/highered/support/connect/first-day-of-class/ia-blackboard-ltia.html>

The e-Book, with the Connect Access Card, is all the instructional material you will need for MKTR 4349 – Summer I – 2023. However, without it, you will not be able to complete the course successfully

**For Connect Issues, call McGraw-Hill customer support at 800-331-5094**

**Course Description:** Marketing Communications (MarCom) is a fundamental and complex part of a company's marketing efforts. MarCom can be loosely defined as all the messages and media deployed to communicate with the market.

MARCOM is the promotion part of the "marketing mix" of the "Four Ps.": product, price, place (distribution), and promotion

## Student Learning Outcomes (SLOs)

### After successfully completing MKTR 4349, students will be able to:

1. Understand MarCom tools and the part they play in an integrated marketing campaign
2. Recognize the part played by different media in the communications process.
3. Be able to describe the critical elements of a successful message
4. Understand and explain how marketing strategies utilize buyer behavior theory.
5. Be able to recognize the importance of brands in MarCom's process.

### Course Requirements and Grading Policy

1. Blackboard Exam # 1 worth 100 points at 35% of the total grade
  2. Blackboard Exam # 2 worth 100 points at 35% of the total grade
  3. Connect Assignments (done on Blackboard) worth 100 points at 30% of the total grade
- Total: 35% + 35% + 30% = 100%

### Grading Scale

A = 90-100 // B = 80-89 // C = 70-79 //

D = 60-69 // F = Below 60

### Connect Quizzes

All assigned chapters of the textbook have a Connect quiz. Each quiz may be taken up to two times without penalty before the deadline. The Connect Quizzes will not be accepted after the deadline, and the due date will not be changed. **No Exceptions.**

**The Connect Quizzes are available on the Blackboard's pull-down menu on the left-hand side under MKTR 4349 – Chapter assignments.**

### PowerPoints Slides

The PowerPoint slides contain advertisements, graphs, and data to facilitate student learning. They also have videos (both YouTube and embedded) discussing products and services to illustrate business and marketing concepts.

**Blackboard Exams:** Questions for the two Blackboard exams will come from the assigned material in the textbook, PPTS, videos, Connect quizzes, and articles provided by the instructor.

**The Blackboard Exams and Connect Quizzes are available on the Blackboard's pull-down menu on the left-hand side under MKTR 4349**

*Course Schedule – MKTR 4349 – Marketing Communication –  
MarCom – Summer One - 2023 – Web Course*

Thursday, June 1. Chapter 1	Chapter 1: What is Advertising?	<b>Connect Assignment:</b> Quiz Chapter 1: Due Tuesday, June 6, no later than 11 PM.
Tuesday, June 6, Chapter 2	Chapter 2: The Environment of Advertising	<b>Connect Assignment:</b> Quiz Chapter 2: Due Monday, June 12, no later than 11 PM.
Monday, June 12, Chapter 4	Chapter 4: Targeting and the MKTG Mix	<b>Connect Assignment:</b> Quiz Chapter 4: Due Friday, 16, no later than 11 PM.
<b>Thursday, June 15 – Exam 1</b>	<b>Exam 1: Chapters 1-2-4 is available on the Blackboard's pull-down menu on the left-hand side under "MKTR 4399: Chapter Assignments"</b>	<b>40 multiple-choice questions from the assigned chapters in the textbook, PPTS, quizzes, and videos. The time allowed for completion is one hour (60 minutes). Available from 5 AM until 11 PM on the Blackboard's pull-down menu on the left-hand side under "MKTR 4349: Chapter Assignments"</b>
Friday, June 16, Chapter 5	Chapter 5: Communications and Consumer Behavior	<b>Connect Assignment:</b> Quiz Chapter 5: Due Thursday, June 22, no later than 11 PM.
Thursday, June 22: Chapter 6	Chapter 6: Accounting Planning and Research	<b>Connect Assignment:</b> Quiz Chapter 6: Due Monday, June 26, no later than 11 PM
Monday, June 26: Chapter 7	Chapter 7: Marketing, Advertising, and IMC Planning	<b>Connect Assignment:</b> Quiz Chapter 7: Due Thursday, June 29, no later than 11 PM.
Thursday, June 29: Chapter 13	Chapter 13: Out-Of-Home, Direct-Mail, & Promotional Product Advertising	<b>Connect Assignment</b> Quiz Chapter 13: Due Wednesday, July 5, no later than 11 PM

<p><b>Thursday, July 6: Exam 2 (final)</b></p>	<p><b>Exam 2 (final) Chapters 5-6-7-13 is available on the Blackboard's pull-down menu on the left-hand side under "MKTR 4349: Chapter Assignments."</b></p>	<p><b>Forty multiple-choice questions from the assigned chapters in the textbook, PPTs, and videos. The time allowed for completion is one hour (60 minutes). Available on the Blackboard's pull-down menu on the left-hand side under "MKTR 4349: Chapter Assignments."</b></p>
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*Distance Education Statement:*

Students enrolled in distance/Web courses have equal access to the University's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires a secure login. **Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies about academic honesty and appropriate student conduct, as described in the student handbook.** Students in web-based courses must maintain proper equipment and software according to the needs and requirements of the course, as outlined on the SRSU website. Directions for filing a student complaint are located in the student handbook.

American With Disabilities Act (ADA)

Sul Ross State University, Rio Grande College is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility service. RGC students seeking accessibility services should contact Paulette Harris, Executive Assistant to the Vice President and Dean, at 830-279-3023 or email pharris@sulross.edu. Ms. Harris's office is at 2623 Garner Field Road, Uvalde, TX 78801 (this is the mailing address, too).

**Marketable Skills for the BBA Program**

1. Students will be able to apply the principles of business they learn to manage existing businesses or create new businesses
2. Students will be able to use research and analysis to make informed decisions.
3. Students will be able to write business letters, emails, resumes, and reports
4. Students will be able to make effective oral presentations to both professional and general audiences.