

MKTR 4349 – Marketing Communications – Summer 1 - 2024 SRSU – RGC – Course Syllabus

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Prerequisite: MKTR 3307 – Principles of Marketing

Required textbook: M: Advertising (with Connect) Authors: Arens & Weigold, 4th Edition. Publisher: McGraw-Hill Education – E-Book version.

To register with Connect and acquire the course material, follow the instructions posted on Blackboard.

The e-book and the Connect Access Card are all the instructional materials you need for MKTR 4349—Marketing Communications—Summer 1 - 2024. However, you can't successfully complete the course without them.

For Connect Issues, please call McGraw-Hill customer support at 1-800-331-5094

Course Description: Marketing Communications (MarCom) is a fundamental and complex part of a company's marketing strategy

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" or "Four Ps": product, price, place (distribution), and promotion.

Student Learning Outcomes (SLOs)

After successfully completing MKTR 4349 – Marketing Communications, students should demonstrate the following competencies:

1. Understand MarCom tools and their role 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 marketing 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. Connect Exam # 1 worth 100 points @ 35% of the total grade
2. Connect Exam Two (final) worth 100 points at 35% of the total grade
3. MindTap 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 Blackboard Exams: Questions for the two **Connect Blackboard Exams** will come from the assigned material in the textbook, PPTs, videos, and Connect quizzes. They are available in the Connect **eBook Access and Activities under Connect Assignments – Quizzes and Exams**.

Connect Assignments

Every assigned chapter in the textbook includes a Connect Quiz for 30% of the total grade. Each Connect assignment may be taken up to two times before the deadline without penalty. However, **they will not be accepted after the deadline**, and due dates will not be changed. **NO EXCEPTIONS**

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 marketing and business concepts.

Course Outline – MKTR 4349 – MarCom - Summer 1 - 2024

Date and Chapter

Connect Assignments

Wednesday, May 29, 2024: Chapter 1: What is Advertising	Quiz Chapter 1: Due Monday, June 3 rd , no later than 11:00 p.m.
Monday, June 3, 2024: Chapter 2: The Environment of Advertising.	Quiz Chapter 2: Due Monday, June 10, no later than 11:00 p.m.
Monday, June 10, 2024: Chapter 4: Targeting and the Marketing Mix.	Quiz Chapter 4: Due Monday, June 17, no later than 11:00 p.m.
Monday, June 17: Exam 1 – Chapters 1-2-4 Forty multiple-choice questions from the assigned chapters in the textbook, PPTS, and videos. The time allowed for completion is one hour (60 minutes).	Exam 1— Chapters 1-2-4 is available from 5:00 a.m. until 11:00 p.m. on Blackboard’s pull-down menu on the left-hand side under MKTR 4349, Chapter Assignments.
Tuesday, June 18, 2024: Chapter 5: Communications and Consumer Behavior	Quiz Chapter 5: Due Monday, June 24, no later than 11:00 p.m.
Monday, June 24, 2024: Chapter 6: Accounting Planning and Research	Quiz Chapter 6: Due Thursday, June 27, no later than 11:00 pm.
Thursday, June 27: Chapter 7: Marketing, Advertising, and IMC Planning.	Quiz Chapters 7: Due Wednesday, July 3, 2024, no later than 11:00 p.m.
Wednesday, July 3, 2024: Exam Two (Final Exam) Chapters 5-6-7. Forty multiple-choice questions from the assigned chapters in the textbook, PPTs, and videos.	Exam Two (Final),- Chapters 5-6-7, is available on the Blackboard’s pull-down menu on the left-hand side under MKTR 4349, Chapter Assignments.

Marketable Skills – BBA

1. Students will understand the business enterprise's functions in the general economy.
2. Students will have the skills needed to lead a business effectively.
3. Students will be able to craft effective business strategies for existing and new businesses.
4. Students will be able to make effective oral presentations to both professional and business audiences.

Americans 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. However, It is the student's responsibility to initiate a request for accessibility service. Students seeking accessibility services must contact Mary Schwartz, Director of Counseling and Accessibility Services, at mschwartz@sulross.edu

Distance Education Statement:

Students enrolled in distance education courses have equal access to the university's academic support services, library resources, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should submit online assignments through Blackboard or SRSU email, which requires secure login information to verify students' identities and protect students' information. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all academic honesty and appropriate student conduct policies, as described in the student handbook. Students in web-based classes must maintain proper equipment and software according to the course's needs and requirements, as outlined on the SRSU website.