

COMM 336 Semester Syllabus

Important Note: This syllabus, along with course assignments and due dates, are subject to change. It is the student's responsibility to check Canvas for corrections or updates to the syllabus. Any changes will be clearly noted in a course announcement or through email.

Course Information

Instructor Information

Instructor: Craig Timm

Office: By Appointment

Virtual Office Hours: 6 p.m. – 8 p.m. Mondays/Wednesdays/Fridays and weekends as necessary

Office Telephone: 715-213-9182 (cell)

E-mail: cvictort@solarus.net or ctimm@uwsp.edu

Course Information

Course Description: This course provides a managerial examination of the role of communication within the marketing mix. Specifically, we discuss one-way communication such as advertising, sponsorship and product promotion together with the role of two-way communication using the Internet and social media. Course topics include setting communication objectives, designing and executing a message and media strategy and developing an integrated marketing communication strategy designed to connect with and motivate the consumer toward an intended action or belief. Theoretical foundations will be discussed, but a substantial amount of attention will be devoted to practical applications of the text material that occur each day in the business world. You will be expected to understand the various perspectives and how they relate to today's business environment.

By the end of the semester, you will be able to:

- Establish basic knowledge of one-way and two-way marketing communication vehicles;
- Understand how to utilize different marketing tools to develop integrated and cohesive marketing communication to achieve certain goals;
- Understand what is the most effective way to target and reach consumers;
- Understand how on-lin and social media change the marketing mix;

- Develop an understanding of management decisions as they relate to integrated marketing.

Credits: 3

Prerequisite: None

Expected Instructor Response Times

- I will attempt to respond to student emails within 24 hours. If you have not received a reply from me within 24 hours please resend your email.
 - ***If you have a general course question (not confidential or personal in nature), please post it to the Course Q&A Discussion Forum found on the course homepage. I will post answers to all general questions there so that all students can view them. Students are encouraged to answer each other's questions too.
- I will attempt to reply to and assess student discussion posts within 48 hours of discussions closing.
- I will attempt to grade written work within 72 hours, however longer written assignments may take me longer to read and assess.

Textbook & Course Materials

Required Text: Advertising and Promotion: AN Integrated Marketing Communication Perspective (2017, McGraw-Hill College). ISBN-13: 9781259548147, ISBN-10: 1259548147

Recommended Texts & Other Readings: Please become and browse publications including, but not limited to: Advertising Age, ADWEEK, PR Week, PR News, The Wall Street Journal, Social Meida Today, The New York Times.

Course Learning Outcomes

By the end of the semester, you will be able to:

- Establish basic knowledge of one-way and two-way marketing communication vehicles;
- Understand how to utilize different marketing tools to develop integrated and cohesive marketing communication to achieve certain goals;
- Understand what is the most effective way to target and reach consumers;
- Understand how on-line and social media change the marketing mix;
- Develop an understanding of management decisions as they relate to integrated marketing.

You will meet the outcomes listed above through a combination of the following activities in this course:

These course outcomes will be met through on-line discussion, examinations and projects. Specifics will be presented well before any item is due for

grading. Topic Outline/Schedule

Important Note: Refer to the Canvas course home page for pertinent information. Activity and assignment details will be explained in detail within each week's corresponding Module. As tasks come due, they will appear in your "to do" list. If you have any questions, please contact your instructor.

- **Week 01: Introduction and Welcome**
- Please purchase the textbook and begin exploring the world of advertising and promotion.
- **Week 02: Introduction to Integrated Marketing Communication**
- Please be prepared to discuss chapters 1 and 2.
- Begin thinking about your first reaction paper.
- **Week 03: Organizing for Advertising and Promotion**
- Chapter 3
- **Week 04: Prospectives on Consumer Behavior**
- Chapter 4
- **Week 05: The Communication Process/Source Message and Channel**
- Chapters 5 and 6
- **Week 06: Establishing Objectives and Budgeting**
- Chapter 7
- **Week 07: Creative Strategies**
- Chapters 8 and 9
- **Week 08: Media Planning, Evaluation of All Media**
- Chapters 10, 11 and 12
- **Week 09: Support Media/Direct Marketing**
- Chapters 13 and 14
- **Week 10: The Internet/Sales Promotion/Public Relations**
- Chapters 15, 16 and 17
- **Week 11: Measuring Effectiveness**
- Chapter 18
- **Week 12: International Advertising and Promotion/Regulations**
- Chapters 19, 20
- **Week 13: No Work Due (Happy Thanksgiving)**
- **Week 14: Evaluation**

- Chapter 21
- **Week 15: Individual Projects Due**

Note about calendar/schedule: While it is important to clearly indicate the overall, general schedule for your course, there are several places where you may do this. You may include a topic outline/schedule (like the examples shown above) here that will link to your Syllabus page on Canvas that will populate with assignments as you create them. Your and your students' Canvas calendars will also populate with due dates or events/assignments as you schedule them. Regardless of path, be consistent and update to remain current.

Student Expectations

In this course you will be expected to complete the following types of tasks.

- communicate via email
- complete basic internet searches
- download and upload documents to the LMS
- read documents online
- view online videos
- participate in online discussions
- complete quizzes/tests online
- upload documents to Canvas to submit an assignment
- participate in synchronous online discussions

Course Structure

This course will be delivered entirely online through the course management system Canvas. You will use your UWSP account to login to the course from the [Canvas Login Page](#). If you have not activated your UWSP account, please visit the [Manage Your Account](#) page to do so.

Technology

Protecting your Data and Privacy

UW-System approved tools meet security, privacy, and data protection standards. For a list of approved tools, visit this website.
<https://www.wisconsin.edu/dle/external-application-integration-requests/>

Tools not listed on the website linked above may not meet security, privacy, and data protection standards. If you have questions about tools, contact the UWSP IT Service Desk at 715-346-4357.

Here are steps you can take to protect your data and privacy.

- Use different usernames and passwords for each service you use

- Do not use your UWSP username and password for any other services
- Use secure versions of websites whenever possible (HTTPS instead of HTTP)
- Have updated antivirus software installed on your devices

RECOMMENDED SYLLABUS LANGUAGE FOR INSTRUCTORS WHO INTEND TO USE APPLICATIONS OR SERVICES THAT HAVE NOT BEEN APPROVED BY UW-SYSTEM

This course requires posting of work on line that is viewable only by your classmates. None of the work submitted online will be shared publicly. Some assignments require account creation for on line programs. The instructor of this course will not share your academic records (grades, student IDs). Confidentiality of student work is imperative, so you should not share the work of your peers publicly without their permission. By participating in these assignments, you are giving consent to sharing of your work with others in this class and you recognize there is a small risk of your work being shared online beyond the purposes of this course. Examples of additional risks include data mining by the company providing the service, selling of your email to third parties, and release of ownership of data shared through the tool. If you elect to not participate in these online assignments due to confidentiality concerns, then an alternate assignment will be offered to you. **[UWSP Handbook Chapter 9 Section 5]**

Course Technology Requirements

- View this website to see [minimum recommended computer and internet configurations for Canvas](#).
- You will also need access to the following tools to participate in this course.
 - o webcam
 - o microphone
 - o printer
 - o a stable internet connection (don't rely on cellular)


UWSP Technology Support

- Visit with a [Student Technology Tutor](#)
- Seek assistance from the [IT Service Desk](#) (Formerly HELP Desk)

- o IT Service Desk Phone: 715-346-4357 (HELP)
- o IT Service Desk Email: techhelp@uwsp.edu

Canvas Support



Click on the  button in the global (left) navigation menu and note the options that appear:

Support Options	Explanations
Ask Your Instructor a Question Submit a question to your instructor	Use Ask Your Instructor a Question sparingly; technical questions are best reserved for Canvas personnel and help as detailed below.
Chat with Canvas Support (Student) Live Chat with Canvas Support 24x7!	Chatting with Canvas Support (Student) will initiate a <i>text chat</i> with Canvas support. Response can be qualified with severity level.
Contact Canvas Support via email Canvas support will email a response	Contacting Canvas Support via email will allow you to explain in detail or even upload a screenshot to show your particular difficulty.
Contact Canvas Support via phone Find the phone number for your institution	Calling the Canvas number will let Canvas know that you're from UWSP; phone option is available 24/7.
Search the Canvas Guides Find answers to common questions	Searching the Canvas guides connects you to documents that are searchable by issue. You may also opt for Canvas video guides .
Submit a Feature Idea I have an idea to improve Canvas?	If you have an idea for Canvas that might make instructions or navigation easier, feel free to offer your thoughts through this Submit a Feature Idea avenue.

All options are available 24/7; however, if you opt to email your instructor, s/he may not be available immediately.

- Self-train on Canvas through the [Self-enrolling/paced Canvas training course](#)

Grading Policies

Graded Course Activities

Click the **Assignments** link in Canvas to access assignment listing, categories and weights as applicable. Click the **Syllabus** link to see a chronological listing of assignments. Click the **Grades** link to see current grades. Overall assignments and accompanying points are listed below:

Description	Points
Examination One	100
Discussion/Class Participation	100
Individual Project	100
Reaction Papers (4 total)	50 each = 200

Participation

Students are expected to participate in all online activities as listed on the course calendar.

Complete Assignments

All assignments for this course will be submitted electronically through Canvas unless otherwise instructed. Assignments must be submitted by the given deadline or special permission must be requested from instructor *before the due date*. Extensions will not be given beyond the next assignment except under extreme circumstances.

All discussion assignments must be completed by the assignment due date and time. Late or missing discussion assignments will affect the student's grade.

Late Work Policy

Be sure to pay close attention to deadlines—there will be limited make-up assignments or exams, or late work accepted without a serious and compelling reason and instructor approval. Please discuss any issues with the instructor. The instructor understands that things affect class activities that may be beyond the student's control. PLEASE feel free to speak to me!

Viewing Grades in Canvas

Points you receive for graded activities will be posted to Grades. Click on the Grades link to view your points.

Your instructor will update the online grades each time a grading session has been complete—typically 3 days following the completion of an activity. You will see a visual indication of new grades posted on your Canvas home page under the link to this course.

Letter Grade Assignment

Final grades assigned for this course will be based on the percentage of total points earned and are assigned as follows:

Letter Grade	Percentage
A	93-100%
A-	90-92%
B+	87-89%
B	83-86%
B-	80-82%
C+	77-79%
C	73-76%
C-	70-72%
D+	67-69%
D	60-66%
F	0-59%

Course Policies

Netiquette Guidelines

Netiquette is a set of rules for behaving properly online. Your instructor and fellow students wish to foster a safe online learning environment. All opinions and experiences, no matter how different or controversial they may be perceived, must be respected in the tolerant spirit of academic discourse. You are encouraged to comment, question, or critique an idea but you are not to attack an individual. Working as a community of learners, we can build a polite and respectful course community.

The following netiquette tips will enhance the learning experience for everyone in the course:

- Do not dominate any discussion.
- Give other students the opportunity to join in the discussion.
- Do not use offensive language. Present ideas appropriately.
- Be cautious in using Internet language. For example, do not capitalize all letters since this suggests shouting.

- Popular emoticons such as ☺ or / can be helpful to convey your tone but do not overdo or overuse them.
- Avoid using vernacular and/or slang language. This could possibly lead to misinterpretation.
- Never make fun of someone's ability to read or write.
- Share tips with other students.
- Keep an "open-mind" and be willing to express even your minority opinion. Minority opinions have to be respected.
- Think and edit before you push the "Send" button.
- Do not hesitate to ask for feedback.
- Using humor is acceptable

Adapted from:

Mintu-Wimsatt, A., Kernek, C., & Lozada, H. R. (2010). *Netiquette: Make it part of your syllabus*. Journal of Online Learning and Teaching, 6(1). Retrieved from http://jolt.merlot.org/vol6no1/mintu-wimsatt_0310.htm

Shea, V. (1994). Netiquette. Albion.com. Retrieved from: <http://www.albion.com/netiquette/book/>.

Build Rapport

If you find that you have any trouble keeping up with assignments or other aspects of the course, make sure you let your instructor know as early as possible. As you will find, building rapport and effective relationships are key to becoming an effective professional. Make sure that you are proactive in informing your instructor when difficulties arise during the semester so that we can help you find a solution.

Understand When You May Drop This Course

It is the student's responsibility to understand when they need to consider unenrolling from a course. Refer to the UWSP [Academic Calendar](#) for dates and deadlines for registration. After this period, a serious and compelling reason is required to drop from the course. Serious and compelling reasons includes: (1) documented and significant change in work hours, leaving student unable to attend class, or (2) documented and severe physical/mental illness/injury to the student or student's family.

Incomplete Policy

Under emergency/special circumstances, students may petition for an incomplete grade. Please speak to the instructor.

Inform Your Instructor of Any Accommodations Needed

If you have a documented disability and verification from the [Disability and](#)

- (a) Seeks to claim credit for the work or efforts of another without authorization or citation;
- (b) Uses unauthorized materials or fabricated data in any academic exercise;
- (c) Forges or falsifies academic documents or records;
- (d) Intentionally impedes or damages the academic work of others;
- (e) Engages in conduct aimed at making false representation of a student's academic performance; or
- (f) Assists other students in any of these acts.

(2) Examples of academic misconduct include, but are not limited to: cheating on an examination; collaborating with others in work to be presented, contrary to the stated rules of the course; submitting a paper or assignment as one's own work when a part or all of the paper or assignment is the work of another; submitting a paper or assignment that contains ideas or research of others without appropriately identifying the sources of those ideas; stealing examinations or course materials; submitting, if contrary to the rules of a course, work previously presented in another course; tampering with the laboratory experiment or computer program of another student; knowingly and intentionally assisting another student in any of the above, including assistance in an arrangement whereby any work, classroom performance, examination or other activity is submitted or performed by a person other than the student under whose name the work is submitted or performed.

Religious Beliefs

Relief from any academic requirement due to religious beliefs will be accommodated according to UWS 22.03, with notification within the first three weeks of class.