

## COMM 4331 Fall 2018 Ad Sales and Management Course Pacing

This course is delivered completely online. Students should review the pacing calendar to ensure complete understanding of the daily and weekly deadlines.

### Week One

- Read and review content in the “Getting Started” module to include the course syllabus, book list and this pacing schedule.
  
- Introduce yourself to your classmates in the designated area of the module no later than Tues., Aug. 28, 2018 by 10:30 p.m. (Mountain Time). Respond to at least two of your classmates by 10:30 p.m. (Mountain Time) on Wed., Aug. 29, 2018.
  
- Take the Syllabus Quiz on or before Wed., Aug. 29, 2018.
  
- Read and review the following case study in your textbook. Complete discussion board questions and respond to classmates as noted. Initial Discussion Board postings must be submitted by 10:30 p.m. (Mountain Time) on Thurs., Aug. 30, 2018 with responses to classmates posted by 10:30 p.m. (Mountain Time) on Fri., Aug. 31, 2018.  
#3 – Harrison Advertising Agency
  
- Watch the first of several online episodes of AMC’s “The Pitch”. Each episode is approximately 45 minutes in length. After watching episode number one, post your responses to the discussion questions in the designated area of the module. All postings must be submitted by 10:30 p.m. (Mountain Time) Sat., Sept. 1, 2018.

### Week Two

- Read the short online lecture and review the assignment questions as posted online. Develop a discussion of the facts and offer a solution to the problem. Your assignment should be submitted by 10:30 p.m. (Mountain Time) on Mon., Sept. 3, 2018.
  
- Read and review the following case studies in your textbook. Complete discussion board questions and respond to classmates as noted. Initial Discussion Board postings must be submitted by 10:30 p.m. (Mountain Time) on the designated date below with responses to classmates posted by 10:30 p.m. (Mountain Time) the following day.  
#4 – The Koch Brewing Company                      Tues., Sept. 4, 2018/Wed., Sept. 5, 2018  
#7 – PEST, SWOT & the Crafts Co                      Thurs., Sept. 6, 2018/Fri., Sept. 7, 2018
  
- Watch the next online episode of AMC’s “The Pitch”. Each episode is approximately 45 minutes in length. After watching the episode, post your responses to the discussion questions in the designated area of the module. All postings must be submitted by 10:30 p.m. (Mountain Time) Sat., Sept. 8, 2018.

### Week Three

- Read the online lecture and review the questions for Assignment #2 as posted online. Your assignment should be submitted by 10:30 p.m. (Mountain Time) on Mon., Sept. 10, 2018.

- Read and review the following case studies in your textbook. Complete the questions and respond to classmates as noted. Initial Discussion Board postings must be submitted by 10:30 p.m. (Mountain Time) on the designated date below with responses to classmates posted by 10:30 p.m. (Mountain Time) the following day.

- #9 – Consumer Buying Behavior & the Plumber Clothing Company    Tues., Sept. 11, 2018/  
Wed., Sept. 12, 2018

- #10 – Segmenting, Targeting, Positioning (STP) and Here's to Your Health Frozen Dinners  
Thurs., Sept. 13, 2018/Fri., Sept. 14, 2018

- Watch the next online episode of AMC's "The Pitch". Each episode is approximately 45 minutes in length. After watching the episode, post your answers to the discussion questions in the designated area of the module. All postings must be submitted by 10:30 p.m. (Mountain Time) on Sat., Sept. 15, 2018.

### Week Four

- Mid-Semester Discussion Board available on Mon., Sept. 17, 2018 and open until Sunday, Sept. 23, 2018.

- Book Report #1 Posting due by 10:30 p.m. (Mountain Time) on Mon., Sept. 17, 2018.

- Read and review the following case studies in your textbook. Complete the questions and respond to classmates as noted. Initial Discussion Board postings must be submitted by 10:30 p.m. (Mountain Time) on the designated date below with responses to classmates posted by 10:30 p.m. (Mountain Time) the following day.

- #13 – AA Motorcycles                    Tues., Sept. 18, 2018/Wed., Sept. 19, 2018

- #8 – McNair & Co: Effective Positioning & the Smart Creative Brief  
Thurs., Sept. 20, 2018/Fri., Sept. 21, 2018

- Watch the next online episode of AMC's "The Pitch". Each episode is approximately 45 minutes in length. After watching the episode, post your answers to the discussion questions in the designated area of the module. All postings must be submitted by 10:30 p.m. (Mountain Time) on Sat., Sept. 22, 2018.

### Week Five

- Read the online lecture and review the questions for Assignment #3 as posted online. Your assignment should be submitted by 10:30 p.m. (Mountain Time) on Mon., Sept. 24, 2018.

- Read and review the following case studies in your textbook. Complete the questions and respond to classmates as noted. Initial Discussion Board postings must be submitted by

10:30 p.m. (Mountain Time) on the designated date below with responses to classmates posted by 10:30 p.m. (Mountain Time) the following day.

#15 – Marshall Company’s New IMC Campaign      Tues., Sept. 25/Wed., Sept. 26, 2018

#17 – Bank of Ayden      Thurs., Sept. 27/Fri., Sept. 28, 2018

- Watch the next online episode of AMC’s “The Pitch”. Each episode is approximately 45 minutes in length. After watching the episode, post your answers to the discussion questions in the designated area of the module. All postings must be submitted by 10:30 p.m. (Mountain Time) on Sat. Sept. 29, 2018.

### **Week Six**

- Read the online lecture and review the questions for Assignment #4 as posted online. Your assignment should be submitted by 10:30 p.m. (Mountain Time) on Mon., Oct. 1, 2018.

- Read and review the following case studies in your textbook. Complete the questions and respond to classmates as noted. Initial Discussion Board postings must be submitted by 10:30 p.m. (Mountain Time) on the designated date below with responses to classmates posted by 10:30 p.m. (Mountain Time) the following day.

#22 – Venus Motor Sales      Tues., Oct. 2, 2018/Wed., Oct. 3, 2018

#33 – Polk, Fales & Crumley      Thurs., Oct. 4, 2018/Fri., Oct. 5, 2018

- Watch the next online episode of AMC’s “The Pitch”. Each episode is approximately 45 minutes in length. After watching the episode, post your answers to the discussion questions in the designated area of the module. All postings must be submitted by 10:30 p.m. (Mountain Time) on Sat., Oct. 6, 2018.

### **Week Seven**

- Book Report #2 Posting Due by 10:30 p.m. (Mountain Time) on Mon., Oct. 8, 2018.

- Read and review the following case studies in your textbook. Complete the questions and respond to classmates as noted. Initial Discussion Board postings must be submitted by 10:30 p.m. (Mountain Time) on the designated date below with responses to classmates posted by 10:30 p.m. (Mountain Time) the following day.

#34 – POP Advertising      Tues., Oct. 9, 2018/Wed., Oct. 10, 2018

#39 – Museum Board of California      Thurs., Oct. 11, 2018/Fri., Oct. 12, 2018

- Watch the next online episode of AMC’s “The Pitch”. Each episode is approximately 45 minutes in length. After watching the episode, post your answers to the discussion questions in the designated area of the module. All postings must be submitted by 10:30 p.m. (Mountain Time) on Sat., Oct. 13, 2018.

- Extra Credit Book Report Posting Due by 10:30 p.m. (Mountain Time) on Sat., Oct. 13, 2018.