

COMM 4335 Fall 2018 Advertising Campaigns Course Pacing

This course is delivered completely online. Students should review the pacing calendar to insure complete understanding of the daily and weekly deadlines. Please note that all times are based on Mountain Time.

Week One – August 27, 2018

- Read and review content in the “Getting Started” module to include the course syllabus and this pacing schedule. Take the Syllabus Quiz no later than **Tuesday, August 28, 2018** by 10:30 p.m. The quiz is worth up to 25 points.
- Introduce yourself to all your classmates in the designated area of the “Getting Started” module as early in the week as possible. Read through the postings from your classmates and respond to all of them by 10:30 p.m. on **Wednesday, August 29, 2018**. Your “Introduce Yourself” posting and responses to classmates is worth up to 25 points.
- Read and review chapters 1-2 in your textbook (Integrated Marketing Communication and IMC Marketing Plans) and the five posted lectures, “A Marketing Communication Plan”, “An Integrated Marketing Communication Strategy”, “Research Planning”, “Writing the Situation Analysis”, and “Knowing the Consumer”. After reading the two chapters and the lectures post your responses to the group discussion question in the designated area of the module. All postings must be submitted by 10:30 p.m. **Thursday, August 30, 2018**. Then read through your classmate’s postings and respond to all of them with your comments. This second posting is due no later than 10:30 p.m. on **Friday, August 31, 2018**. This discussion activity is worth up to 50 points.
- Read and review chapters 1-2 in your textbook and the appropriate posted lectures. Answer the ten questions as part of Assignment #1. Your assignment must be submitted on or before 10:30 p.m. on **Saturday, September 1, 2018**. This assignment is worth up to 100 points.

Week Two – September 3, 2018

- Read and review chapters 3 (Branding and Positioning) and 7 (Campaigns) in your textbook. Also you need to read through the lecture documents to include “Brand Positioning”, “Defining a Brand Personality”, “A Campaign Concept” and the “Key Consumer Benefit”.
- After reading the two chapters and the complementary lectures, post your responses to the group discussion question in the designated area of the module. All postings must be submitted by 10:30 p.m. **Wednesday, September 5, 2018**. Then read through your classmate’s postings and respond to all of them with your comments. This second posting is due no later than 10:30 p.m. on **Thursday, September 6, 2018**. This discussion activity is worth up to 50 points.

- Read and review chapters 3 and 7 in your textbook and the posted lectures. Answer the questions as part of Assignment #2. Your assignment must be submitted on or before 10:30 p.m. on **Saturday, September 8, 2018**. This assignment is worth up to 100 points.

Week Three – September 10, 2018

- Read and review chapters 4 (Creative Briefs), 5 (Creative Process) and 6 (Copywriting) in your textbook as well as the posted lecture and PowerPoint presentation. After reading through all of the materials post your responses to the group discussion question in the designated area of the module. All postings must be submitted by 10:30 p.m. **Wednesday, September 12, 2018**. Then read through your classmate's postings and respond to all of them with your comments. This second posting is due no later than 10:30 p.m. on **Thursday, September 13, 2018**. This discussion activity is worth up to 50 points.

- Read and review chapters 4, 5 and 6 in your textbook and the posted lecture. Answer the questions as part of Assignment #3. Your assignment must be submitted on or before 10:30 p.m. on **Saturday, September 15, 2018**. This assignment is worth up to 100 points.

- Test #1 will be available to you to take online on or before **Monday, September 17, 2018** by 10:30 p.m. You have only one attempt at the test and 120 minutes in which to complete your work. The test is worth up to 250 points.

Week Four – September 17, 2018

- Test #1 is due on or before **Monday, September 17, 2018** by 10:30 p.m. You have only one attempt at the test and 120 minutes in which to complete your work. The test is worth up to 250 points.

- Read and review chapters 9 (Newspaper Advertising), 10 (Magazine Advertising) and 13 (Out-of-Home and Transit Advertising) in your textbook as well as the posted lecture and PowerPoint presentation. After reading through all of the materials post your responses to the group discussion question in the designated area of the module. All postings must be submitted by 10:30 p.m. **Wednesday, September 19, 2018**. Then read through your classmate's postings and respond to all of them with your comments. This second posting is due no later than 10:30 p.m. on **Thursday, September 20, 2018**. This discussion activity is worth up to 50 points.

- Read and review chapters 9, 10 and 13 in your textbook and any posted lectures. Answer the questions as part of Assignment #4. Your assignment must be submitted on or before 10:30 p.m. on **Saturday, September 22, 2018**. This assignment is worth up to 100 points.

Week Five – September 24, 2018

- Read and review chapters 11 (Radio Advertising), 12 (Television Advertising) and 16 (Internet Marketing and Social Media) in your textbook as well as the posted lectures on Developing a Media Strategy and Interactive and New Media. After reading through all of the

materials post your responses to the group discussion question in the designated area of the module. All postings must be submitted by 10:30 p.m. **Wednesday, September 26, 2018**. Then read through your classmate's postings and respond to all of them with your comments. This second posting is due no later than 10:30 p.m. on **Thursday, September 27, 2018**. This discussion activity is worth up to 50 points.

- Read and review chapters 11, 12 and 16 in your textbook and any posted lectures. Answer the questions as part of Assignment #5. Your assignment must be submitted on or before 10:30 p.m. on **Saturday, September 29, 2018**. This assignment is worth up to 100 points.

Week Six – October 1, 2018

- Read and review chapters 17 (Mobile Media Marketing), 18 (Alternative Media Advertising) and 14 (Direct Marketing) in your textbook. After reading the three chapters and the accompanying lectures on Direct Response/Marketing and Non-Traditional Marketing and Advertising post your responses to the group discussion question in the designated area of the module. All postings must be submitted by 10:30 p.m. **Wednesday, October 3, 2018**. Then read through your classmate's postings and respond to all of them with your comments. This second posting is due no later than 10:30 p.m. on **Thursday, October 4, 2018**. This discussion activity is worth up to 50 points.

- Read and review chapters 17, 18 and 14 in your textbook and any posted lectures. Answer the questions as part of Assignment #6. Your assignment must be submitted on or before 10:30 p.m. on **Saturday, October 6, 2018**. This assignment is worth up to 100 points.

- Test #2 will be available to you to take online on or before **Monday, October 8, 2018** by 10:30 p.m. You have only one attempt at the test and 120 minutes in which to complete your work. The test is worth up to 250 points.

Week Seven – October 8, 2018

- Test #2 is due no later than **Monday, October 8, 2018** by 10:30 p.m. You have only one attempt at the test and 120 minutes in which to complete your work.
- Read and review chapters 8 (Public Relations) and 15 (Sales Promotion) in your textbook along with the accompanying lectures on Public Relations and Consumer Promotions.
- Review all of the key material through the textbook and chapters as a way to evaluate a posted campaign for Pizza Hut. Criteria for the review will be included and students should be prepared to develop a comprehensive report that addresses all of the stated criteria in the evaluation. This evaluation is worth up to 150 points and should be posted on or before **Friday, October 12, 2018** by 10:30 p.m.
- Your class officially concludes on Sunday, October 14, 2018.