

{January 15, 2023}

**THE UNIVERSITY OF TEXAS AT EL PASO
DEPARTMENT OF COMMUNICATION**

**COMM 3338: INTEGRATED MARKETING COMMUNICATIONS
(SPRING 2023) (3 Credits) (CRN: 22814)**

THIS CLASS DOES NOT ALLOW LATE REGISTRATION. ANYONE WHO MISSES THE FIRST WEEK WILL BE DROPPED AUTOMATICALLY.

In-Person Class Time: 10:30 am to 11:50 am (Fridays) [This is a hybrid class with ½ of the class time as self-study mode]

Classroom: COTTON MEMORIAL 207

e-Course Packet:

https://drive.google.com/drive/folders/1KR3J8TqxqW99CtIh02DqkPZZkt2baYOy?usp=share_link

[Class materials will be sent via the Blackboard platform (main, zipped) and Google Cloud Drive (supplementary, zipped, and unzipped). Please check the Blackboard regularly]

- To address any unanticipated network disruption, it is advisable to download all course materials to your laptop for offline reading. Make sure you have printed or downloaded the syllabus for offline reading.**
- Additionally, use this email (YANG.UTEP.TEACHING@GMAIL.COM) to contact me **only if** the UTEP server and network are down.**
- Please check [facebook.com/yang.utep](https://www.facebook.com/yang.utep) or UTEP YANG (on Twitter) for any class updates if network**

disruption should occur.

- **Please also include a non-UTEP email in the 1st week's survey.**

INSTRUCTOR:

Dr. Kenneth C. C. Yang

Email: cyang@utep.edu

Office Phone: 1-915-747-6517

Office: Room 208, Quinn Hall

Office Hours:

Virtual Office Hours: THURSDAYS: 9:00 am to 3:00 pm (via the Blackboard platform, email cyang@utep.edu,

Zoom, Skype, or Phone Call-Out) **(Please email Yang at cyang@utep.edu to make arrangements).**

Office Hours: FRIDAYS: 8:00 am to 9:00 am & 12:00 pm to 1:00 pm at Cotton Memorial 207.

OUR EMBEDDED LIBRARIAN:

Mr. Jacob Galindo

Instruction Librarian

University of Texas at El Paso

Library Room 216

Tel. 915-747-6702

Email: jrgalindo@utep.edu

Schedule an online appointment during the COVID-19 Pandemic: utep.libcal.com/appointments/galindo

[1st magic number: 2]

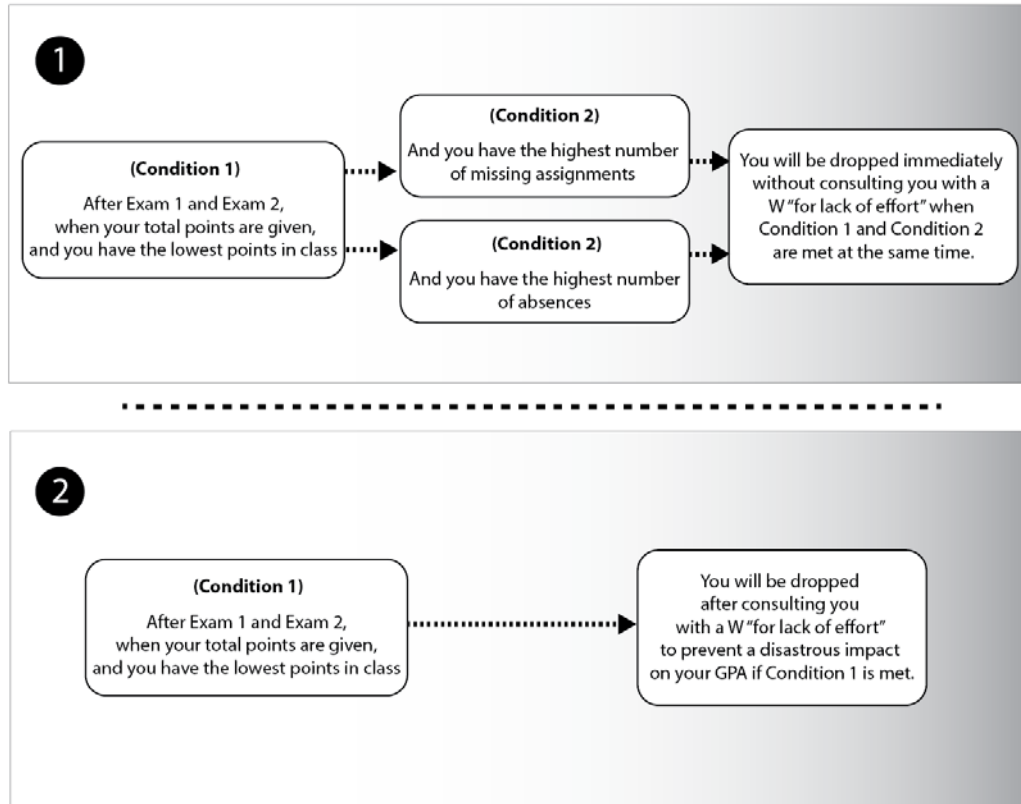
DROP POLICIES:

After Exam 1 & 2, you will be assessed by the following criteria to determine if you will be dropped from this class with a W for lack of effort. Please refer to the flow chart below to understand how this system works.

From my experience teaching this class, if you meet the criteria, you will likely fail this class with an F at the end of the semester. It is strategically to your benefit to drop this class and concentrate on other courses you are taking this semester.

How to Avoid being Dropped from this Class?

You will be dropped from the class at **two critical junctures** of this semester



[2nd magic number: 2]

COURSE OBJECTIVES:

This course is designed to help you understand the notion of integrated marketing communications (IMC) after more than several decades of development. This course emphasizes essential concepts and skills to assist you in planning, implementing, and assessing a successful IMC campaign. We will emphasize the logic/rationale/strategic side of developing an IMC campaign. As a continuation course of COMM. 2330 (a pre-requisite of COMM. 3338), this course provides a thorough understanding of IMC in terms of its concepts, components, strategy formulation, campaign planning, and assessment of different IMC campaigns to appreciate many of IMC's best practices. This course offers a solid theoretical foundation complemented by assessing, critiquing, and recommending improvements to a real-world award-winning IMC campaign.

PEDAGOGICAL APPROACHES:

- As a hybrid class, you must maintain the highest possible study-at-home self-discipline to succeed in this class. This hybrid class emphasizes self-learning, information-literacy skills, critical thinking, and scenario-based problem-solving capabilities. These skills will be helpful for you to succeed in your future career as an advertising and marketing communication professional.
- You are encouraged to form a small study group (no more than FIVE members in each group) and help each other. **Please click [here](#) to complete the survey (also counted as AS#1-1) (by the end of WEEK 1) to indicate your preferred team members ASAP. Otherwise, I will randomly assign you to one of the study groups in this class after JANUARY 29, 2023/SUNDAY.** All individual assignments and exams should be based on your efforts and must be submitted individually unless otherwise specified as a group task. **I encourage you to work with your study group, share your assignments, check the T/F answers, complete the problem-solving tasks, etc.**
- To accomplish these objectives above, we have relied on Blackboard, Google Cloud, and traditional email platforms to deliver course content and announcements. Please check all three platforms daily to receive class updates. **If the UTEP server and network are down, check emergency Facebook and Twitter accounts (page 1 of the syllabus) for class updates and contingency plans.**

- Please ensure you have previewed the course contents before each weekly online and self-study session. As a hybrid class, its advantage is that you can study at your own pace. However, please make sure you turn in your weekly assignments on time.

[3rd magic number: 8]

LEARNING OUTCOMES:

It is expected that you will become knowledgeable about the following aspects of IMC:

- Understanding the notion of IMC and its role in modern marketing communications;
- Becoming familiar with different IMC components, such as public relations & publicity, sales promotion, cause-related marketing, public relations, event marketing, sponsorship, and emerging media advertising;
- Acquiring the ability to assess, critique, and recommend improvements to an existing award-winning IMC campaign;
- Essential information literacy skills to help strategy-based decision-making;
- A preparation for careers in the integrated marketing communication industry as theory guides practice.

COURSE STRUCTURE:

To succeed in this hybrid course, please follow the recommendations below:

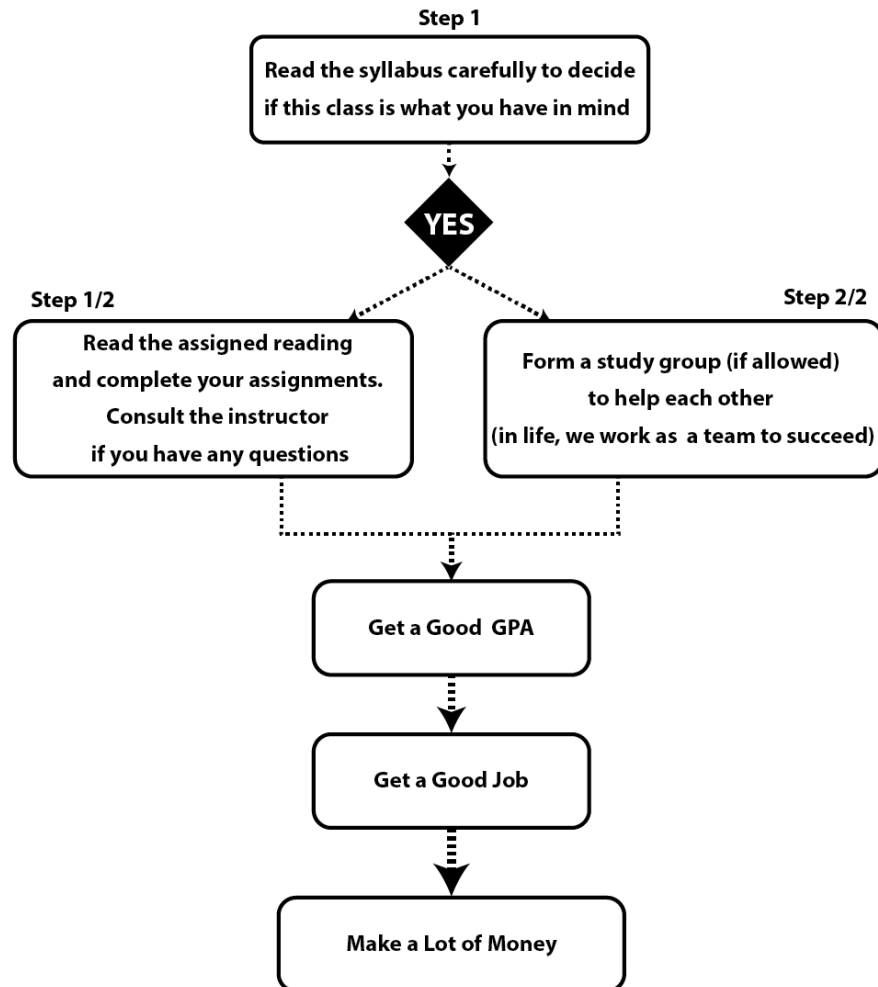
AT-HOME SELF-STUDY SESSION	
YOU MUST COMPLETE AS -1 (10 PTS) AND AS -2 (10 PTS) BEFORE EACH CLASS	
about 2 hours	Read the weekly reading assignments first. (Refer to the syllabus). You must purchase the textbook to succeed in this class (an e-copy will be fine). A team purchasing the e-textbook will be fine.
1 hour 15 minutes	Study the lecture slides (available simultaneously on the Blackboard and

	Google cloud drive). The pre-lecture slides include the lecture components of this hybrid class.
1 hour	Complete two pre-lecture assignments (AS -1 & AS -2) before the class. The assignments need to be uploaded to Blackboard (preferred) or sent to cyang@utep.edu (emergency only to meet the deadline time-stamp. Please continue to try Blackboard and upload your assignments).
15 minutes	Double-check if you have received a confirmation submission notice from Blackboard to ensure you have uploaded your weekly assignments. Please ensure your submissions are readable (in Word or PDF only, no Mac Page format) and submit the correct assignments. If you plan to email me your assignments (emergency only), as a rule of thumb, you need to name your assignments as "First name_Last name AS#?"
5 minutes	Read the weekly reading assignments first. (Refer to the syllabus). You must purchase the textbook to succeed in this class (an e-copy will be fine). A team purchasing the e-textbook will be fine.
FACE-TO-FACE & IN-PERSON CLASS SESSIONS AT COTTON MEMORIAL 207 (30 PTS TO BE EARNED)	
10:30-11:00 (FRIDAYS)	We will go over the class materials and your weekly assignments and answer any questions to clarify. Complete AS -3 (QUIZ) (10 PTS)
11:00-11:40 (FRIDAYS)	Complete scenario-based problem-solving, discussion, and presentation (AS -4/Team Work) (15 PTS)
11:40-11:50 (FRIDAYS)	Complete a short extra/exit assignment [usually AS# -5] to exit each session

	(5 PTS)
SUPPLEMENTARY INSTRUCTION PLATFORMS TO HELP YOU LEARN BETTER.	
9:00-15:00 (THURSDAYS)	Virtual Office Hours via Blackboard platform, email cyang@utep.edu , Zoom, Skype, or Phone Call-Out (Please email cyang@utep.edu to make arrangements)
8:00-9:00 (FRIDAYS) 12:00-13:00 (FRIDAYS)	In-Person Office Hours at Cotton 207
MONDAYS-SUNDAYS	Usually, I would respond to your email as soon as it comes in, so it can be similar to talking to me in person. However, if you do not receive my immediate responses, please allow about 5 hours to receive my responses.

[4th magic number: 1]

To visualize the strategies, please see the figure below:



REQUIRED READING MATERIALS:

- Belch, G. E., & Belch, M. A. (2021). *Advertising and promotion: An integrated marketing communications perspective* (12th ed.). Boston: McGraw-Hill. [ISBN/ISSN: 978-1-260-359-315] [Abbrev. Belch & Belch] [Available at the UTEP University Bookstore]. [The same book will be used for COMM. 3338: Integrated Marketing Communications in FALL 2021. An international edition is fine if the table of contents contains the same topics as in this edition. Please check the table of contents (<https://www.mheducation.com/highered/product/1260259315.html>) to ensure you read the same chapter and topics.] (Price of the book: USD 312.67. Cheaper options are available. Please check the link above.) [Please use this discounted ISBN for a better price: 978126415644] [Reading the assigned chapters before the class is essential for you to understand the slides, lectures, and a variety of class activities. The slides are not meant to replace the textbook and do not contain all information from the book chapters.][UTEP library also carries an older edition of this book. Make sure that you read the assigned chapter(s).] [This is the same book we used in COMM. 2330]
- This class will use Course Shell in Blackboard as the central content delivery platform. Please login to your UTEP account to access your Blackboard course shell. All course contents will be under COMM. 3338. In particular, look for Course Modules. Alert me immediately if you encounter any problems.
- We supplement the delivery of course materials via Google cloud drive. You are strongly advised to download a copy of all course materials installed on your computer as a backup. Google Drive E-Course Packet Link: https://drive.google.com/drive/folders/1KR3J8TqxqW99CtIh02DqkPZZkt2baYOy?usp=share_link

OUTCOME ASSESSMENT/GRADING:

- 1. Two Individual Open-Book/-Note Exams (200 points):** 100 points for each exam. Exam schedules are confirmed and are not subject to change. Exam 1 (online) will be available from 12:01 am MST, MARCH 3, 2023, until 11:59 pm MST, MARCH 10, 2023. Exam 2 (online) will be available from 12:01 am MST, APRIL 28, 2023, until 11:59 pm MST, MAY 4, 2023. The exams will test your understanding of the IMC theories, concepts, terms, and campaign examples we go over in this course. Exams are not accumulative in terms of what will be tested. There will be NO make-up exam for this online class, given that you have almost four days to complete this exam anytime and anywhere.
- 2. Individual Assignments (600 points) (Abbrev. AS):** [As a rule of thumb, two pre-lecture assignments will be due each Friday at 10 am before the in-person and face-to-face class. Late submissions will be rejected as the Blackboard will time-stamp all late submissions.]. A total of 12 assignments (50 points each) will be given throughout the semester to help you become more familiar with the theoretical concepts and professional practices. These assignments help you apply what you have learned each week to understand how a campaign is planned and think like an advertising professional. All assignments are to be completed and submitted (to the Blackboard) individually (even though discussions among your study group are allowed), except for problem-solving tasks (usually AS# -4) that you can submit as a group if you prefer and if you mark your Assignment as a group with all student names listed. There will be NO make-up assignments for this hybrid class. If you need to be out of town for any reason, please submit BEFORE, NOT AFTER, the deadline
- 3. Group IMC Campaign Project (200 points+50 points as AS9):** [This project will be divided into TWO submissions: A group e-draft (50 pts) due at 10:00 am MST, MARCH 24, 2023/FRIDAY, and a final group project (200 pts) due at 10:00 am MST, MAY 12, 2023/FRIDAY]. Your study group will comprise a maximum of FIVE students (maximum) and function as an advertising agency. You will be working for a hypothetical client (BRAND *Skippy*) to research and develop a new campaign (in the context of Jif's 2022 award-winning campaign). This project is expected to be done as a group project with your assigned group. Your group will be about 10-page (about 5,000 words) (APA 7th edition formatted, Single-Spaced, 12 Points, Time New Roman Font, Professionally Layout Design [See Sample Project Folder]). Students will apply what

they have learned in this class to develop a new *Skippy* IMC campaign in planning, strategy formulation, implementation, and effectiveness. See detailed project guidelines in the syllabus.

Please make sure each of you will contribute to the team project with a high-quality contribution. Your group project will be graded as a team so that some poorly-done sections could pull down your group grade. As a last resort, students who are not responsible will be removed from the team to complete the project alone or completely removed from the class with a W or an F.

[5th magic number: 4]

TOTAL POINTS=1000 POINTS

4. **Extra point opportunities (70 Points):** No make-up for this component.

4-1. **Exam 1 Survey [10 points]:** Along with your online Exam 1, complete the anonymous Exam 1 Survey, screenshot the completion page, and upload the screenshot to the WEEK 7 folder, along with Exam 1 [for emergency only, email the screenshot file to cyang@utep.edu] no later than **11:59 pm MST, MARCH 3, 2023/FRIDAY**. **Please name your file "FIRST NAME LAST NAME EXAM 1"**. Please upload your screenshot to the Blackboard under the WEEK 7 Folder (**DUE ON MARCH 3, 2023/FRIDAY**)

4-2. **Exam 2 Survey [10 points]:** Along with your online Exam 2, complete the anonymous Exam 2 Survey, screenshot the completion page, and upload the screenshot to the WEEK 13 folder, along with your Exam 2 [for emergency only, email the screenshot file to cyang@utep.edu] no later than **11:59 pm MST, APRIL 28, 2023/FRIDAY**. **Please name your file "FIRST NAME LAST NAME EXAM 2"**. Please upload your screenshot to the Blackboard under the WEEK 13 Folder (**DUE ON APRIL 28, 2023/FRIDAY**)

4-3. **Teaching Evaluation [10 points]:** Complete the online teaching evaluation online between **APRIL 24, 2023, and MAY 7, 2023**, screenshot the completion page, and upload the screenshot to the folder [for emergency only, email the screenshot file to cyang@utep.edu] no later than **11:59 pm MST, MAY 12,**

2023/FRIDAY]. Please name your file "FIRST NAME LAST NAME TEACHING". Please upload your screenshot to the Blackboard under the WEEK 17 Folder (**DUE ON MAY 12, 2023/FRIDAY**)

4-4. **Research Project Participation: [40 points]:** Complete the research participation extra points [40 pts]. Refer to the Week 1 Folder, Blackboard, for details no later than **6:00 pm MST, JANUARY 20, 2023/FRIDAY].**

[6th magic number: 7]

Your written assignments/sub-assignments will be graded using the rubrics below:

10-point Assignment	15-point Assignment	What does your grade mean?
2	7	Rubrics have not been followed strictly. It was poorly done. It did not show that you applied what you learned to your write-up.
4	9	Show some basic understanding of the course materials. However, it did not show that you applied what you learned to your write-up. Rubrics have been followed minimally.
6	11	Show an average understanding of the course materials. Show moderate efforts to apply what you have learned to your analysis. Rubrics have been followed to some extent.
8	13	Good job. Show a good grasp of all course materials. Show reasonable efforts in applying what you have learned to your analysis. Rubrics have been followed to a great extent. However, a full mark is reserved for those who have done the analysis excellently. Your assignments are graded competitively.
10 (Reserved for the top)	15 (Reserved for the top)	It was excellently done. Only 1/3 of the students in this class will be awarded this full mark. Show excellent understanding of all course contents.

1/3 of the class)	1/3 of the course)	Demonstrate excellent application of course concepts, theories, and approaches to your analysis. Follow the grading rubrics strictly. Excellent presentations of your thoughts, analyses, and formats.
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5. Class attendance is mandatory. Attendance will be taken at the beginning of the class each time. Depending on your attendance, points from your accumulated points (like a saving account in the bank) will be deducted using the following scheme. Because the class will be using a team-based learning approach, missing a course means that you will not be able to work with your team for various class activities and cannot accrue points. **My experience teaching this course is that severe attendance irregularity will lead to low grades and even failing this class.**

	1 st time	2 nd time	3 rd time	4 th time	5 th time	>6 th time Each occurrence
Late	0	0	-20	-25	-30	-35
Excused Absence	0	-20	-40	-60	-80	-100
Unexcused Absence	0	-40	-80	-120	-160	-200

[7th magic number: 9]

6. Your grade will be based on the total points accumulated throughout the semester. You are encouraged to take advantage of all extra point opportunities that will be counted toward your end-of-semester grade. The class does not use a curve system, and we do not adjust your grade.

- Grade A 900 points and above
- Grade B 800—899 points

Grade C	700—799 points
Grade D	600—699 points
Grade F	Under 599 points

CENTER FOR ACCOMMODATIONS AND SUPPORT SERVICE POLICY:

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Service (CASS) at 747-5148 or by email at cass@utep.edu. Due to the coronavirus pandemic, a dedicated portal is provided below: cassportal.utep.edu. If the pandemic situation improves, their office is at UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass. CASS staff are the only individuals who can validate and, if need be, authorize accommodations for students with disabilities. Consult CASS if you are not certain if you meet their criteria.

ACADEMIC MISCONDUCT STATEMENT:

The University of Texas at El Paso prides itself on its standards of academic excellence, and students are expected to uphold the highest standards of academic integrity. Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, submitting Work for credit that is attributable in whole or part to another person, taking an examination for another person, and any act that gives or attempts to give an unfair advantage. **Please follow APA or MLA rules to avoid any academic misconduct.**

PLAGIARISM AND ACADEMIC DISHONESTY:

In preparing your assignments, you must give credit to any sources of information that are not your ideas. Follow APA's in-text citation rules to credit your sources of information. You should paraphrase any information you obtained from another source and write the source according to the reference style published by the American Psychological Association (APA). APA Format Guideline is available on Purdue University OWL website (<https://owl.english.purdue.edu/owl/section/2/10/>). Unless you put them in "quotation marks", do not copy anything word by word. Violation of this guideline will constitute plagiarism and is serious academic dishonesty. In addition,

all projects or exams must represent an individual effort. An individual who copies another student's Work constitutes academic dishonesty. According to the UTEP Regulations, offenses will be reported to the Dean of Student Affairs. Penalties include a verbal warning, zero on Assignment, grade deduction, probation, or suspension.

MAKE-UP POLICY:

- All course assignments need to be completed as required by the instructor. This hybrid class does not allow make-up exams or late assignments. The Blackboard submission system will prevent you from uploading or completing assignments once you are late. Email submissions will be dated. Please plan your schedule accordingly. As a rule, you should always turn in your assignments early.

[8th magic number: 8]

DEADLINES:

- Punctuality is essential in the advertising industry. The class is designed to ensure you internalize punctuality as part of your work attitude.

NO FREE-RIDER POLICY:

At the end of each exam, free-rider(s) in a team will be identified after surveying the team members. An investigation will be conducted to clarify the free rider problems. The aforementioned free rider will be dropped from the class with a W or an F, or the person will become an individual agency to complete their Assignment. The advertising industry is a team enterprise. It would be best if you learned how to collaborate with other team members by completing the agreed-upon assignments you are responsible for.

DIVERSITY STATEMENT

It is my intent that students from all diverse backgrounds and perspectives be well served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that students bring to this

class be viewed as a resource, strength, and benefit. It is my intent to present materials and activities that are respectful of diversity: gender, sexuality, disability, age, socioeconomic status, ethnicity, race, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally or for other students or student groups. In addition, if any of our class meetings conflict with your religious events, please let me know so that we can make arrangements for you. (directly taken from University of Iowa College of Education, n.d.)

ACCESSIBILITY STATEMENT

This class also follows the principles of accessibility, equity, and accommodation to all students to share your concerns about individual differences in learning, barriers, and ways to maximize success in this class.

GROUP IMC PROJECT (200 POINTS):

By the end of the 2nd week, we will finalize a group assignment that will be the same as your group IMC campaign project team. Our competitor has launched its well-known "JIF" brand and its 2022 award-winning campaign (*Lil Jif Project*) (Click [here](#) to watch the case study) (click [here](#) to read the accolade of this successful campaign). *Skippy*, a competitor of the *Jif* peanut butter brand, hires your agency to **increase their market share (Campaign Objective #1), a cultural phenomenon (Campaign Objective #2), and brand liking (Campaign Objective #3)**. *Skippy* hires your agency to launch a similarly successful campaign in the U.S. [Campaign baseline: 6 months, national/U.S. campaign, budget (50 million dollars), multi-platforms, and IMC].

GUIDELINES TO PREPARE YOUR GROUP IMC PROJECT:

- In this project, imagine your agency is hired by *Skippy* in the context of *Jif*'s 2022 award-winning campaign by focusing on its **platform/media strategies and creative strategies**. Your agency/team is required to write a 10-page campaign for *Skippy* (single-spaced, 12 points, Time New Roman font, and 7th edition APA style (about 5,000 words), formatted in a professional and business style report. [See sample projects in your **IMC PROJECT**

FOLDER]) with a list of at least 20 references/APA formatted to cite your sources and to demonstrate your abilities to conduct library research.

- To write a good campaign project, always question the decisions made in the assigned Jif campaign to see if you can model *Skippy's* campaign (but without stealing Jif's ideas). Apply your knowledge and training as an IMC professional to support your recommendations for *Skippy*.
- When preparing your agency's/team's IMC campaign project for *Skippy* (200 points), demonstrate your knowledge about the planning, strategy formulation, implementation, and effectiveness metrics when planning an IMC campaign. **An excellent strategy to prepare this campaign project is to show what you have learned in this class by demonstrating the jargon (terms, decision-making models, and theories) you have learned in your training.** Also, learn to think like an IMC professional by showing your ability to see what makes an IMC campaign successful and explain why. Remember that a good and effective IMC campaign aims to solve clients' marketing problems. The strategy should be essential when writing your critical assessment and improvement recommendations.
- **Your agency/team should begin by briefly discussing target market selection, positioning strategy, pricing, product, and place strategies to set the foundation of your campaign). In your IMC campaign for *Skippy*, we will focus solely on creative strategies, media/platform strategies, and subsequent effectiveness metrics for improvement recommendations.** Therefore, a good organizing structure for this 12-page report will look like the following (these should become the headings in your report):
 1. **Campaign Overview** (1 page) [describe what *Jif's* campaign is about and summarize what your new campaign for *Skippy* aims to accomplish. Here you will talk about the positioning, target market, product, and price strategies for *Skippy*]
 2. **Marketing Problems and Objectives** (1 page) [describe the marketing problems and objectives the original *Skippy* campaign aims to address and provide a new list of marketing problems and objectives for your new campaign. The stated objectives from your client, *Skippy*, are to **increase their market share (Campaign Objective #1), a cultural phenomenon (Campaign Objective #2), and brand liking (Campaign Objective #3)**]

3. **Consumer Insights from Your Extra Marketing Research** (2 pages) [summarize what research has been done and generated insights for the *Skippy* campaign. Conduct your research to generate a list of consumer insights relevant to new consumer behaviors in purchasing the peanut butter products. It would be best if you used *Simmons Insights*. Click [here](#) to access the guides]
 4. **IMC Platform Decision** (3 pages with hand-drawn/Photoshop-created prototype images to demonstrate your concepts) [Show what new platforms need to be added and what you plan to do in your new *Skippy* campaign. You can also develop a new creative idea for this campaign's platform(s).]
 5. **Creative and Branding Decision** (4 pages with hand-drawn/Photoshop-created prototype images to demonstrate your concepts) [Show what new creative ideas and executions need to be added and what you plan to do in your new *Skippy* campaign]
 6. **Campaign Effectiveness Metrics** (1 page) [Since new platforms and creative ideas will be added to your new *Skippy* campaign, you need to adjust and include new effectiveness metrics for the newly-added platform(s)]
 7. **Appendices** (reference list, figures, tables...) (not counted as part of the 12 pages).
- You must use the above headings to break up your narratives/discussions and help the instructor when reading and assessing your critique. Your final IMC campaign for *Skippy* is due on **MAY 12, 2023, in the Blackboard** (Filename as **Group# IMC Project**). If you need to email your project to cyang@utep.edu, please follow the same file labeling rule and send it via your UTEP email to avoid SPAMMING. A confirmation will be sent to you within 24 hours. If you have not received my confirmation, please keep sending it until you receive one from me.

[9th magic number: 6]

<<COURSE SCHEDULE>>

BLACKBOARD LOCATION: COURSE MODULES	DATES	TOPICS	READING ASSIGNMENTS	ASSIGNMENT
WEEK 1 FOLDER		<p>You are encouraged to form a small study group (no more than four members in each group). Please click here to complete the survey (also counted as AS#1-1) to indicate your preferred team members ASAP. Otherwise, I will randomly assign you to one of the study groups in this class after JANUARY 29, 2023/SUNDAY</p>		
WEEK 1 FOLDER	<p>JANUARY 20, 2023 (FRIDAY)</p> <p>[We will meet at Main Library 204A today]</p>	<p>Course Introduction</p> <p>Make sure you know how to use the Blackboard</p> <p>Download the electronic course packet from Google cloud drive</p> <p>Set up your Zoom account</p> <p>Set up your Skype account</p> <p>What will you learn from this class?</p> <p>Course Introduction</p>	<p>Read COMM. 3338 Course Syllabus</p> <p>e-Course Packet WEEK 1 FOLDER</p> <p>Review the following links before the class: How to Use UTEP Library? [http://libguides.utep.edu/content.php?pid=210333&sid=1751171]</p> <p>How to Conduct a Research Project? [http://libguides.utep.edu/c</p>	<p>Assignment #1 (Due before 10:00 am, JANUARY 20, 2023/FRIDAY)</p> <p>Research participation extra points. Due before 10:00 am, JANUARY 20, 2023/FRIDAY.</p>

		<p>How to Work on Your Campaign Project?</p> <p>Group/Individual Campaign Project Assignment</p> <p>What is IMC?: A Brief Introduction</p> <p>Librarian Presentation (11:30-11:45 am)</p>	<p>content.php?pid=210333&sid=1751170]</p> <p>Blackboard WEEK 1 FOLDER</p>	
WEEK 2 FOLDER	JANUARY 27, 2023 (FRIDAY)	<p>What is IMC?</p>	<p>Read Belch & Belch, Chapter 1</p> <p>Read Blakeman, Chapter 1, "Integrated Marketing Communication," pp. 1-23 (Comm3338 WK2) in your in e-Course Packet</p> <p>e-Course Packet WEEK 2 FOLDER</p> <p>Blackboard WEEK 2 FOLDER</p>	<p>Assignment #2 (Due before 10:00 am, on JANUARY 27, 2023/FRIDAY)</p>

WEEK 3 FOLDER	FEBRUARY 3, 2023 (FRIDAY)	<p>How to Plan a Successful IMC Campaign? Critical Components in a Strategy-Based IMC Campaign Process</p> <p>Establishing Objectives for an IMC Campaign</p>	<p>Read Belch & Belch, Chapter 2</p> <p>Read Belch & Belch, Chapter 7</p> <p>e-Course Packet WEEK 3 FOLDER</p> <p>Blackboard WEEK 3 FOLDER</p>	<p>Assignment #3 (Due before 10:00 am, on FEBRUARY 3, 2023/FRIDAY)</p>
WEEK 4 FOLDER	FEBRUARY 10, 2023 (FRIDAY)	<p>IMC Platform Decision: Traditional Media and Support Media</p>	<p>Read Belch & Belch, Chapters 11, 12, & 13</p> <p>e-Course Packet WEEK 4 FOLDER</p> <p>Blackboard WEEK 4 FOLDER</p>	<p>Assignment #4 (Due before 10:00 am, on FEBRUARY 10, 2023/FRIDAY)</p>
WEEK 5 FOLDER	FEBRUARY 17, 2023 (FRIDAY)	<p>IMC Platform Decision: Sales Promotion</p>	<p>Read Belch & Belch, Chapter 16</p> <p>e-Course Packet WEEK 5 FOLDER</p> <p>Blackboard WEEK 5</p>	<p>Assignment #5 (Due before 10:00 am, on FEBRUARY 17, 2023/FRIDAY)</p>

			FOLDER	
WEEK 6 FOLDER	FEBRUARY 24, 2023 (FRIDAY)	IMC Platform Decision: Public Relations and Publicity	Read Belch & Belch, Chapter 17 e-Course Packet WEEK 6 FOLDER Blackboard WEEK 6 FOLDER	Assignment #6 (Due before 10:00 am on FEBRUARY 24, 2022/FRIDAY)
WEEK 7 FOLDER	MARCH 3, 2023 (FRIDAY)	NO IN-PERSON CLASS TODAY. Open-Book/- Note Exam 1 (100 Points) [Covering Week 1-Week 6 Materials] Go to The Blackboard to Access Your Exam 1 Exam 1 will be available from 12:01 am MST, MARCH 3, 2023, until 11:59 pm MST, MARCH 10, 2023		
WEEK 8 FOLDER	MARCH 10, 2023 (FRIDAY)	IMC Platform Decision: Sponsorship Marketing, Cause-Related Marketing (CRM), and Movement Marketing	Read Goodson, Chapters 1-2, Movement Marketing, pp. 13-42 (Comm3338 WK8-1), pp. 39-42 (Comm3338 WK8-2) e-Course Packet WEEK 8 FOLDER Blackboard WEEK 8 FOLDER	Assignment #7 (Due before 10:00 am, on MARCH 10, 2023/FRIDAY)

WEEK 9 FOLDER	MARCH 17, 2023 (FRIDAY)	NO IN-PERSON CLASS TODAY. SPRING BREAK (MARCH 12-17, 2023)		
WEEK 10 FOLDER	MARCH 24, 2023 (FRIDAY)	<p>Learn how to use <i>Simmons Insights</i> to generate consumer insights for your campaign project</p> <p>Instructional Video: https://youtu.be/QmFoLWqbUhs</p>	<p>Click here to read the user guide [https://libguides.utep.edu/c.php?g=793643&p=7220706]</p> <p>e-Course Packet WEEK 10 FOLDER</p> <p>Blackboard WEEK 10 FOLDER</p>	<p>Assignment #8 (Due before 10:00 am, on MARCH 24, 2023/FRIDAY)</p> <p>Upload your group e-draft (50 points) (Counted as AS#9) (Due before 10:00 am, MARCH 24, 2023/FRIDAY)</p> <p>Name your file "Group # Draft"</p>
WEEK 11 FOLDER	MARCH 31, 2023 (FRIDAY)	NO IN-PERSON CLASS TODAY. CESAR CHAVEZ HOLIDAY		
WEEK 12 FOLDER	APRIL 7, 2023 (FRIDAY)	NO IN-PERSON CLASS TODAY. SPRING STUDY DAY		

WEEK 13 FOLDER	APRIL 14, 2023, 2022 (FRIDAY)	IMC Platform Decision: Social Media, Immersion Marketing, and Other Emerging Media Platforms Using Different IMC Platforms to Enhance Consumer Experience	Read Belch & Belch, Chapter 15 e-Course Packet WEEK 13 FOLDER Blackboard WEEK 13 FOLDER	Assignment #10 (Due before 10:00 am, on APRIL 14, 2023/FRIDAY)
WEEK 14 FOLDER	APRIL 21, 2023 (FRIDAY)	IMC Campaign Effectiveness Testing Methods and Metrics	Read Belch & Belch, Chapter 18 e-Course Packet WEEK 14 FOLDER Blackboard WEEK 14 FOLDER	Assignment #11 (Due before 10:00 am, on APRIL 21, 2023/FRIDAY)
WEEK 15 FOLDER	APRIL 28, 2023 (FRIDAY)	An Overview of Popular Industry Platforms and Dashboards	e-Course Packet WEEK 15 FOLDER Blackboard WEEK 15 FOLDER	Assignment #12 (Due before 10:00 am, on APRIL 28, 2023/FRIDAY)
WEEK 16 FOLDER	MAY 5, 2023 (FRIDAY)/ LAST DAY OF THE CLASS IS ON MAY 4,	NO IN-PERSON CLASS TODAY. Open-Book/- Note Exam 2 (100 Points) [Covering Week 8-Week 15 Materials] Go to the Blackboard to Access Your Exam 2 Exam 2 will be available from 12:01 am MST, APRIL 28, 2023, until 11:59 pm		

	2023	MST, MAY 4, 2023	
WEEK 16 FOLDER	MAY 5, 2023 (FRIDAY)	NO IN-PERSON CLASS ON MAY 5, 2023 (FRIDAY). THE LAST DAY OF THE CLASS IS MAY 4, 2023 (THURSDAY).	
WEEK 17 FOLDER	MAY 12, 2023 (FRIDAY)	NO FINAL EXAMS YOUR GROUP CAMPAIGN PROJECT IS DUE TODAY	Upload your final group project (in professionally-looking format) (150 points) (Due before 10:00 am, MAY 12, 2023/ FRIDAY) Name your file as "Group #"
WEEK 17 FOLDER	MAY 12, 2023 (FRIDAY)	TEACHING EVALUATION DUE ON MAY 12, 2023 (FRIDAY) EARLY SUBMISSIONS OF ALL REMAINING GRADING COMPONENTS ARE ALWAYS WELCOME	

[10th magic number: 8]