

okang a
coll

|

|

Professors

| Name | Phone | Office | Email |
|----------------------|--------------|---------------|--------------|
| <input type="text"/> | | | |

Evaluation Procedure

| | |
|-----------|-----|
| Classwork | 20% |
| Exam #1 | 15% |
| Exam #2 | 20% |

Campaign Project

Course Schedule

| Dates | | Topic | Text-book | Project Activity |
|-------------------|----|--|-----------|----------------------|
| Week of Monday... | | Jan 3 Classes begin Family Day Feb 13, Reading Break Feb 14 to 17– no classes Good Fri. Mar 25 & Easter Mon. Mar 28 – no classes Tues. Apr 10 Last day of regularly scheduled classes | | |
| Jan | 2 | Course Overview – Integrated Marketing Communications (IMC) | Ch 1 | |
| | 9 | Branding, Positioning and the IMC Plan | Ch 2 | Project Introduction |
| | 16 | Buyer Behaviours | Ch 3 | |
| | 23 | Promotions Opportunity Analysis Marketing Communications Ethics & Regulations | Ch 4 | |

