

**Course Syllabus**  
**Fayetteville State University**  
**College of Business and Economics**  
**Department of Marketing and Business Education**

**FSU Policy on Electronic Mail:** Fayetteville State University provides to each student, free of charge, an electronic mail account ([username@uncfsu.edu](mailto:username@uncfsu.edu)) that is easily accessible via the Internet. The university has established FSU email as the primary mode of correspondence between university officials and enrolled students. Inquiries and requests from students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU email. Inquiries or requests from personal email accounts are not assured a response. The university maintains open-use computer laboratories throughout the campus that can be used to access electronic mail.

Rules and regulations governing the use of FSU email may be found at <http://www.uncfsu.edu/PDFs/EmailPolicyFinal.pdf>

## I. COURSE DESCRIPTION

A study of the principles of advertising, advertising media, and special problems of small business concerns, including appropriations and planning related to the development of advertising and the economic significance of advertising to both the consumer and the advertiser. **Prerequisite: MKTG 311. NOTE: MKTG 311 requires prerequisites of the SBE Core Courses.**

### Requirements and Expectations

This is the course covers the concepts and practices of advertising and promotion. As such, it requires extensive preparation to do well. You are required to read all assignments in advance, take written notes on your reading, take extensive notes about any lectures, use email to ask questions and engage in discussion, and provide ample time to study both sets of notes well in advance of your tests.

The assumption of this class is that you are training to become professionals and that you want the tools of this class to help you know more, do more, learn more, and be more employable than if you don't take this class. That assumption in turn is built upon the assumption that you are prepared to work as hard as necessary to meet your goals for professional success.

You are required to read this entire syllabus and the description of all assignments and expectations. You **MUST** email me a statement with the following statement **By Friday Jan 14, 5pm:**

*"I have read, understand and accept all the requirements for this course"*

Advertising and Promotion is a **time-intensive course**. The chapters in the textbook are detailed and may at times seem overwhelming. To do well, you **MUST** allocate enough time to read the chapters and take **NOTES** on your reading. Simply reading or skimming the chapters will not be sufficient. Plan on spending more time on this class than any business class you have taken so far. Specifically, it may take you **2 hours to read each chapter** and another **30 minutes to 1 hour to take notes** on your reading.

Take special care to note when each assignment and reading is due. You **MUST** read each assignment **BEFORE** attending lectures.

**The material is too detailed and complicated to simply “pick up” from lecture.**

A **minimum of three exposures** is required to be **prepared** to work with the concepts as business tools. So, you must: (1) READ the material, take active notes on the lecture over the material, (2) then take notes in lecture and discuss the material either in class or via email, (3) then study your notes extensively in preparation for the exams (studying notes should entail 4-5 days of studying in advance of the exam, 1-2 hours per day minimum. See “How to Study” Handout).

*A Special Note on Grades and Grading:*

*In general (i.e., in a traditional world, and for a traditional full-time resident student), your total study time for a class should be based on a ratio of 3 to 1, or 3 hours outside of class for each hour in class. That means, in a perfect world, you should study 9 hours a week for each 3 hour class you are taking. This is the benchmark upon which all college learning is based (i.e., not just FSU but everywhere). If you live on campus, then you should adopt this benchmark for your studies: 60 hours a week on studying. If you do not fit this model, it may be that you cannot allocate such hours due to your particular situation. That is understandable. I can only provide you with this benchmark, because you compete in the job market with those that operate under it. In such circumstances, you should either take fewer courses, perform at a higher level than might be expected, or accept lower outcomes but learning/knowing how to perform at a higher level in future circumstances because you have cataloged the information from the course for future reference.*

*To summarize: This syllabus is designed to provide an outline for how to be successful. It cannot anticipate whether your particular situation allows you to match the needs for your success.*

*To be more specific: if you are a full time residential student, success in a 15 hour, 5 course semester is based upon your willingness to*

*commit to a 60 hour work week for classes. If you are a non-traditional student, you must strategically weigh the needs you have to get through the program relative to the grades you wish to earn.*

*Some students can meet their expectations for higher grades with fewer hours on task than can others. For my part, I cannot say how it will be for you. I can only give you the general information above. I will support any decision you choose to attempt; but I can only promise you that I will truthfully evaluate your performance in that attempt. If you succeed, I will tell you so. But if you fail, I must tell you that as well.*

*I evaluate performance, not people. All of you are welcome in my course, regardless of how things turn out relative to grades. I am committed to working with you to help you improve, no matter your grade on any assignment. But you need to understand: there are no guarantees. If you do not meet the requirements of the course, you will not receive a passing grade. In this, there are no exceptions.*

**For group work is it up to you to make sure the group works as a team; YOU must figure out how the group will prepare and submit group work.**

### **How to Communicate with Me**

The best way to communicate with me is by email. Use email to ask questions about the course and the assignments. You can also call me at the office but I have found that written communication via email works best in this environment. The important thing is that we do communicate.

### **Email ID Requirements**

**Due to the threat from viruses, I delete most email unopened and unread. If your email does not properly identify you, it won't be read.**

When you send me an email, **your subject line MUST contain the following information:**

Course Number, Section Number, Group Number (if available),  
Your Name, Reason for message.

**Example:**

**"MKTG 322 02, Group 1, Jones, Smith, Taylor, Question on Chapter 1 Reading".**

## Submitting assignments by Email:

### Name your file the same as your subject line.

Example:

File name: "MKTG 322 02 Group 1, Jones, Smith, Taylor CHO2 Quiz"

Subject line: "MKTG 322 02 Group 1, Jones, Smith, Taylor CHO2 Quiz"

*If your subject line does not follow the correct format, your email will be deleted UNREAD and/or your assignment will not be graded.*

## How to Communicate with Each Other

Besides email, Blackboard has a number of features for communicating with the other students in this class. Use them. Become familiar with the chat room and discussion board features of Blackboard. Each group will have its own discussion board features, which you might use to work on the required discussion questions that are due each week.

## Academic Honesty

All students are expected to conduct themselves in accordance with the FSU Academic Regulations on Dishonesty in Academic Affairs, collectively referred to in this class as the Honor Code. Any student who commits an academically dishonest act such as plagiarism, cheating on an exam, submitting the work of another person as her or his own, or any other action that threatens the integrity of the degree or the high standards maintained by the other students in the class will receive an "F" in the course and may be subject to dismissal from the FSU program.

Submission by the student of any work to be graded, including projects, reports, and examinations carries with it the **explicit agreement** by the student to adhere to the FSU Academic Regulations on Dishonesty and sworn acceptance of the following statement:

**"I have neither given nor received unauthorized aid on this assignment."**

*Note: All written assignments are subjected to an online search engine that identifies matches between text submitted and online sources.*

## **Late Work**

No late work is accepted. If you fail to turn in an assignment on time you will receive a **zero** on that assignment.

## **Exams**

All exams must be taken on time. **Closed book, no notes, no help. All exams must be taken from memory.** All exams are given via online format in Blackboard. Please be careful.

If you crash the exam and you still have an Internet connection, you may close all Browsers, then open a new one, and re-enter the exam. You may then finish in the time allowed, but you will pick up where you left off – the timer continues to run.

**If you crash the exam because you did not use the interface correctly, you will not be allowed to re-take the exam.**

If a 3<sup>rd</sup> party, such as your ISP or Blackboard tech support, verifies in writing directly to me (it cannot be forwarded from you) that a crashed exam was due to interrupted service, you will be allowed to take the exam again. If you have problems, please contact tech support for Blackboard or the administrator of your ISP or other internet connection. It is up to each student to ensure that he or she has a good internet access – the Internet is NOT controlled by FSU.

## **Missed Exams**

If you have missed an exam, you will receive a zero on the exam. There is **NO** provision to make up an exam. Check your schedule now to ensure that you will be able to take the exam during the scheduled exam week.

However, if you miss an exam or exams during the semester, you may use the comprehensive exam during the final exam period as scheduled for this class and your grade on the comprehensive final will replace the zero you received on the missed exam or exams.

Please note that doing well on the comprehensive exam is harder than doing well on a class exam. So use this provision only if you have to.

If you are scheduled to miss class due to participation in a university sanction event, make arrangements with me to let you take an exam EARLY, before you leave for the event.

Quizzes and all other assignments not completed on-time cannot be made up or replaced. Be sure to complete all assignments on-time.

### **Extra Credit**

There is no extra credit option in this course. There are however, opportunities to earn bonus points in the course. Please see assignments below for details.

### **Attendance**

Attendance at all lectures and class meetings is expected but not required. However, a record of attendance will be kept, and attendance will affect your course participation grade. In general, for every week of classes missed, your participation grade will be automatically lowered on full grade point. If you miss a class or classes, it is up to you to obtain the information covered in the class from another student or from supplemental material provided in Blackboard. The professor will not cover the material for you from any class you did not attend, for any reason. You should get notes from another student (see next paragraph).

### **Lecture, Participation and Note-Taking**

All students should take extensive notes on in-class lectures. The objective of note taking is to create a transcript of everything that was said in lecture, either by the professor, a student asking a question, or other information as conveyed.

Students should realize that taking extensive notes is a form of learning. In particular, the active learning act of hearing and seeing information in one medium (such as spoken lecture or visuals on slides), then translating that information to another medium (notes), is extremely helpful in learning course concepts.

Studying notes so as to “re-create” the experience of lecture is also a process of rehearsal and translation. Your objective when studying your class notes is to “attend” the lecture again (and, perhaps, again and again) so as to practice or rehearse the information.

You should combine this approach to lecture note taking and studying with the information on the “How To Study” handout provided on the course website.

A student taking copious, transcription notes of lecture is participating more than a student who does not take extensive notes. A student who does not take notes is considered as not participating in the lecture.

### **Group Work Policy and Firing a Group Member**

Organization, maintenance, and enforcement of group work policy is entirely up to the members of the group. You **must** create **formal, written** responsibilities for each member (a job description) and designate a group leader, president, or CEO. You may choose to designate other officials as well, such as a director of research, a vice president, or any and all positions you deem necessary. You should also clearly identify the written rules your group will follow regarding submission of work to the group leader prior to the due dates and who will be responsible for what part or part(s) of each project. For members to receive credit on an assignment, the names of all contributors must be in the header of a word file or on the cover page of a PowerPoint file. If a group member’s name is omitted due to non-contribution, the group leader must document that fact and include it in an email submission of the assignment. The group should also cc that email to the excluded group member.

The group leader is responsible for submitting all group work to the instructor. All work submitted should be in MS Word format and sent as an email attachment.

All group members are expected to contribute to the group’s overall performance. Any group member who fails to meet the formal, written rules of the group can be “fired” or deleted from the group, provided all remaining group members agree. If a group must fire one or more members, the following professional, written process **MUST** be followed. Do not make any personal comments nor confront the group member subject to action in any way. Simply complete a one-sentence statement of fact that a deadline was missed (do not discuss why or how others feel about it).

#### *Procedure for Firing a Group Member*

A group member can be fired upon the third failure to meet a group work deadline. A deadline can be written work, such as an answer to a set of group discussion questions, or it can be ANY group-designated

activity, such as a meeting or an online exchange. I STRONGLY encourage you to set early and frequent work deadlines and/or group meetings of NO SIGNIFICANCE to establish if there are any problems that must be fixed. To fire a group member, the group must:

- Send the group member a notice missed group for a first missed deadline (cc: the instructor). This notice should be an email message and include the names of all contributing group members (if two or more group members fail to contribute, the remaining contributing members may send the same email to all offending group members). The notice MUST use the REQUIRED SUBJECT LINE FORMAT for this course.
- Send the group member a notice missed group for a second missed deadline (cc: the instructor; same format as above).
- Upon a third missed deadline, the group may simply send a notice of termination (cc: the instructor; same format as above).

Any member “fired” from a group will be placed in a new group of other fired members. Those students may choose to work together on the remaining group projects or they may complete all remaining group assignments individually.

### **Technology Requirements for This Course**

This course in the business curriculum assumes prior competence in standard business software tools.

**SPECIAL NOTE: THE PROFESSOR IN THIS COURSE WILL NOT PROVIDE INSTRUCTION OR TECHNICAL SUPPORT FOR ANY OF THE ASSUMED SOFTWARE COMPETENCIES. THE COURSE ASSUMES YOU ALREADY HAVE A DEMONSTRATED COMPETENCE IN EACH OF THE SOFTWARE ITEMS LISTED BELOW.**

Your participation in the course assumes you are competent in the use of the following.

**Blackboard Interface.** Your local institution is responsible for training you in the use of blackboard. You should be familiar with ALL aspects of blackboard, including the use of mailing lists, digital drop boxes, and how to use communication tools to send and receive assignments and group work to the professor and to other class members as needed.

**The Internet.** You must be capable of using the Internet, especially for purposes of getting course-related information from the web page of the textbook hosted by the publisher. The professor may also send you email updates requiring that you visit selected web sites as part of the participation portion of the course.

**Email Services.** You must be proficient in sending and receiving email, including the use of attachments. All class assignments to be “handed-in” must be sent as email attachments and saved in the appropriate software file format.

**Microsoft Office Professional 2007.** You are expected to be competent in the use of Microsoft Office Professional 2007 and to have access to all its programs, either on your hard drive or on a network server. Command of MS Office Professional 2007 is necessary because all work submitted for grade must be in Word, Excel, or PowerPoint format and submitted electronically.

II. **Disabled Student Services:** In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1990, if you have a disability or think you have a disability to please contact the Center for Personal Development in the Spaulding Building, Room 155 (1<sup>st</sup> Floor); 910-672-1203.

III. TEXTBOOK

Arens, et al. *Essentials of Contemporary Advertising*, 2<sup>nd</sup> ed. 2009.

Burr Ridge: McGraw-Hill/Irwin.

ISBN-13: 978-0-07-338097-1

ISBN-10: 0-07-338097-0

Publisher's Web Site:

[http://highered.mcgraw-hill.com/sites/0073380970/information\\_center\\_view0/](http://highered.mcgraw-hill.com/sites/0073380970/information_center_view0/)

IV. STUDENT LEARNING OUTCOMES

Upon completion of this course, students will be able to:

- (1) Define, describe, and defend the IMC process
- (2) Identify the key ethical issues that pertain to IMC.
- (3) Distinguish among the tools of IMC.

(4) Develop a comprehensive advertising/IMC campaign plan.

(5) Describe the role of other promotional tools relative to advertising and to the rest of the marketing mix.

## V. COURSE REQUIREMENTS AND EVALUATIVE CRITERIA

### a. Grading Scale and Required Pre-requisites

As required by the University, the posted grading scale for this course is the following:

90%-100% (900+)	<b>A</b>
80%-89.9% (800+ <900)	<b>B</b>
70%-79.9% (700+ <800)	<b>C</b>
60%-69.9% (600+ <700)	<b>D</b>
<60% (<600)	<b>F</b>

**Requirements to be met PRIOR to taking this course:**

- **You must have completed the lower division core courses.**
- **You must have completed MKTG 311, Principles of Marketing.**
- **You must be at least a junior in academic standing.**

*ANY and ALL Students who do not meet the requirements for the course above must have the written permission of the instructor or they will be dropped from the course.*

b. Attendance. Attendance is expected. Attendance, note taking, and contribution to lecture are graded assignments.

c. Graded Assignments and

d. the Value of Each Assignment.

**Exams.** 60%. Individual. 6 exams at 10% each.

**Quizzes.** 10% Individual. (10 points each, ten chapters). Open book, multiple attempts, timed

blackboard quizzes over individual chapters.  
Grade is the average of all attempts.

**Group Work.** 10% Group. (10 points each, ten chapters).  
See course schedule below for specific assignments.

**Term Project.** 15%. Group. (10% written; 5% presentation).  
Create an IMC plan for the client.

**Participation.** 5%. Individual. (1.5% Syllabus; 3.5% Class participation)

**Final Exam.** Individual. Replace missed work /BONUS POINTS.

Exams - 6	100 points each = 600 Total
Chapter Quizzes	100 points (10 Quizzes @ 10 points each)
Group Plan Exercises	100 points (10 Exercises @ 10 points each)
Term Project Written Plan	100 Points
Term Project Class Presentation	50 Points
Participation. Syllabus Acceptance Statement	15 POINTS
Participation. Class participation (Attendance, Note Taking, Group Organization, Verbal Contribution to Lecture)	35 POINTS
Final Exam	Replace Missed Work <OR> 100 BONUS POINTS.

- e. **Policy on Missed or Late Assignments.** No late work is accepted. Missed exams are counted as a zero until the final exam is recorded. The percentage correct on the final exam will be multiplied times the points available on any missed exams and that product will become the point value used to replace the zero.

*Remember: the final exam can only replace missed exams. All other missed assignments receive a zero.*

- f. **Other**

Your grade in the course is determined by dividing your total points by 1000. It is ***possible to EARN up to 100 bonus points*** (up to 1100 total points). Bonus points offer the potential to improve your final grade by a full grade point. *Determining your grade at any point during the course is a simple calculation – do not ask the professor to do it for you.*

**Note: There is no “rounding” of grades. Your grade must be within the range established above. For example, if you get a 79.9 average in the course, you will get a C, not a B.**

VI. **Academic Support Resources.** Course support, documents, syllabus, online exams are available online at the Blackboard Course Site. Students enrolled in this class are automatically enrolled in the Blackboard course site.

VII. COURSE OUTLINE AND ASSIGNMENT SCHEDULE

*Make a note of all **key assignment deadlines** and **place them in your online calendars NOW**. You are strongly advised to study key term flashcards five times a day before an exam. See the “How to Study” handout under Course Documents. **Do not wait until the day before the exam to begin studying.***

***Hint: Create study materials on the days when readings are assigned and study that information daily during the period before the exam.***

Date	Assignment
<p><b>Week 1</b></p> <p>Jan 11, Tue</p>	<p>Initial Meeting, Review of Syllabus. Introduction to Publisher’s Web Site: Key Features <a href="http://highered.mcgraw-hill.com/sites/0073380970/information_center_view0/">http://highered.mcgraw-hill.com/sites/0073380970/information_center_view0/</a></p> <p><b>All Students: <b>Hand in via email by Friday, Jan 14, 5pm:</b></b></p> <ul style="list-style-type: none"> <li>• <b>Syllabus Acceptance Statement Using Required Subject Line Format.</b></li> <li>• <b>Email: Assignments to be “turned in” must be attached as a file to an email. Subject line and file name must be the same and must conform to requirements of the syllabus. Email that does not meet the requirements is deleted, unread, ungraded. DO NOT USE Digital Drop Box – it will not count.</b></li> </ul>

Jan 13, Thu	<p>Discussion of Term Project (Note: Possible Client Visit)</p> <p><b>Note: All Exploring Advertising Homework that can be adapted to the term project should do so.</b></p>
<p><b>Week 2</b></p> <p>Jan 18, Tue</p> <p>Jan 20, Thu</p>	<p>Lecture Chapter 1  READ BEFORE CLASS: Chapter 1  Discuss Assignment to Term Work Groups [?]</p> <p>Lecture Chapter 2  READ BEFORE CLASS: Chapter 2  Assignment to Term Work Groups</p> <p><b>Homework Due by Friday, Jan 21, 5pm:</b></p> <ul style="list-style-type: none"> <li>• CH 2 Exploring Advertising, Q1</li> <li>• Chapter 2 BB Quiz</li> <li>• Group Organizational Chart &amp; Job Descriptions</li> </ul>
<p><b>Week 3</b></p> <p>Jan 25, Tue</p> <p>Jan 27, Thu</p>	<p>Lecture Chapter 3  READ BEFORE CLASS: Chapter 3  <b>Groups: Prep for CH 3 Exploring Advertising, Q1 &amp; 2, Before Next Class!</b></p> <p>Group Work Day: <b>CH 3 Exploring Advertising, Q1 &amp; 2 Due By End of Class (5pm):</b></p> <ul style="list-style-type: none"> <li>• CH 3 Exploring Advertising, Q1 and 2</li> </ul> <p><b>Homework Due by Friday, Jan 28, 5pm:</b></p> <ul style="list-style-type: none"> <li>• Chapter 3 BB Quiz</li> </ul> <p><b>&lt;&lt;Begin Studying for Exam 1&gt;&gt;</b></p>
<p><b>Week 4</b></p> <p>Feb 1, Tue</p>	<p><b>Exam 1: Chapters 1-3</b></p>

Feb 3, Thu	<p>Lecture Chapter 4  READ BEFORE CLASS: Chapter 4</p> <p><i>Homework Due by Friday, Feb 4, 5pm:</i></p> <ul style="list-style-type: none"> <li>• <i>Chapter 4 BB Quiz</i></li> </ul>
<p><b>Week 5</b></p> <p>Feb 8, Tue</p> <p>Feb 10, Thu</p>	<p>Lecture Chapter 5  READ BEFORE CLASS: Chapter 5</p> <p>Lecture Chapter 5, cont.  <i>Prep for CH 5, Review Q 1-5; Exploring Advertising, Q1,</i></p> <p><i>Homework Due by Friday, Feb 11, 5pm:</i></p> <ul style="list-style-type: none"> <li>• <i>CH 5 Review</i> <ul style="list-style-type: none"> <li>○ <i>Q 1-5</i></li> <li>○ <i>Exploring Advertising, Q1</i></li> </ul> </li> <li>• <i>Chapter 5 BB Quiz</i></li> </ul> <p><i>&lt;&lt;Begin Studying for Exam 2&gt;&gt;</i></p>
<p><b>Week 6</b></p> <p>Feb 15, Tue</p> <p>Feb 17, Thu</p>	<p><b>Exam 2: Chapters 4,5</b></p> <p>Group Work Day  Review Client Marketing Plan, begin IMC Implementation Planning</p>
<p><b>Week 7</b></p> <p>Feb 22, Tue</p> <p>Feb 24, Thu</p>	<p>Lecture Chapter 6  READ BEFORE CLASS: Chapter 6</p> <p>Lecture Chapter 7  READ BEFORE CLASS: Chapter 7</p> <p><i>Prep for CH 6 Exploring Advertising, Q3 &amp; 4; and CH 7, Exploring Advertising, Q1!</i></p>

	<p><b>Homework Due by Friday, Feb 25, 5pm:</b></p> <ul style="list-style-type: none"> <li>• <b>CH 6 Exploring Advertising, Q3 and 4</b></li> <li>• <b>CH 7 Exploring Advertising, Q1</b> <ul style="list-style-type: none"> <li>○ <b>SWOT Outline for Your Ad Plan Topic</b></li> </ul> </li> <li>• <b>Chapter 6 &amp;7 BB Quiz</b></li> </ul> <p><b>&lt;&lt;Begin Studying for Exam 3&gt;&gt;</b></p>
<p><b>Week 8</b></p> <p>Mar 1, Tue</p> <p>Mar 3, Thu</p>	<p><b>Exam 3. Chapters 6-7.</b></p> <p>Lecture Chapter 8  READ BEFORE CLASS: Chapter 8  <b>Prep for CH 8 Exploring Advertising, Q3 and 4 adapted to your term plan</b></p> <p><b>Homework Due by Friday, Mar 4, 5pm:</b></p> <ul style="list-style-type: none"> <li>• <b>CH 8 Exploring Advertising, Q3 and 4 adapted to your term plan</b></li> <li>• <b>Chapter 8 BB Quiz</b></li> </ul>
<p><b>Week 9</b></p> <p>Mar 8, Tue</p> <p>Mar 10, Thu</p>	<p><b>Spring Break. No Classes Week 9.</b></p>
<p><b>Week 10</b></p> <p>Mar 15, Tue</p> <p>Mar 17, Thu</p>	<p>Lecture Chapter 9  READ BEFORE CLASS: Chapter 9</p> <p>Lecture Chapter 10  READ BEFORE CLASS: Chapter 10  <b>Groups: Prep for :</b></p> <ul style="list-style-type: none"> <li>• <b>CH 9 Exploring Advertising, Q3 and 4</b></li> <li>• <b>CH 10 Exploring Advertising, Q1-3, 6, 7</b></li> </ul> <p><b>Homework Due by Friday, Mar 18, 5pm:</b></p> <ul style="list-style-type: none"> <li>• <b>CH 9 Exploring Advertising, Q3 and 4</b></li> <li>• <b>CH 10 Exploring Advertising, Q1-3, 6, 7</b></li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Chapters 9 and 10 BB Quiz</b></li> </ul> <p>&lt;&lt;Begin Studying for Exam 4&gt;&gt;</p>
<p><b>Week 11</b></p> <p><b>Mar 22, Tue</b></p> <p><b>Mar 24, Thu</b></p>	<p><b>Exam 4: Chapters 8-10</b></p> <p>Lecture Chapter 11  READ BEFORE CLASS: Chapter 11  <i>Prep for CH 11, Review Q 1-3</i></p> <p><i>Homework Due by Friday, Mar 25, 5pm:</i></p> <ul style="list-style-type: none"> <li>• <b>CH 11 Review Questions 1-3</b></li> <li>• <b>Chapter 11 BB Quiz</b></li> </ul>
<p><b>Week 12</b></p> <p><b>Mar 29, Tue</b></p> <p><b>Mar 31, Thu</b></p>	<p>Lecture Chapter 12  READ BEFORE CLASS: Chapter 12  <i>Groups: Prep for CH 12, Review Q 1-3</i></p> <p>Lecture Chapter 13  READ BEFORE CLASS: Chapter 13</p> <p><i>Homework Due by Friday, Apr 1, 5pm:</i></p> <ul style="list-style-type: none"> <li>• <b>CH 12 Review Questions 1-3</b></li> </ul>
<p><b>Week 13</b></p> <p>Apr 05, Tue</p> <p>Apr 07, Thu</p>	<p>Lecture Chapter 14  READ BEFORE CLASS: Chapter 14</p> <p>Lecture Chapter 16  READ BEFORE CLASS: Chapter 16  <i>(Note: CH16 is not on Exam 5, it is on Exam 6)</i></p> <p>&lt;&lt;Begin Studying for Exam 5&gt;&gt;</p>
<p><b>Week 14</b></p> <p><b>Apr 12, Tue</b></p> <p><b>Apr 14, Thu</b></p>	<p><b>Exam 5: Chapters 11-14</b></p> <p>Group Work Day  <b>IMC Client Plan</b></p>

<b>Week 15</b>	
<b>Apr 19, Tue</b>	Lecture Chapter 17 READ BEFORE CLASS: Chapter 17
<b>Apr 21, Thu</b>	<b><i>Homework: Turn In Final Plan by Friday, Apr 22, 5pm:</i></b>  <b><i>&lt;&lt;Begin Studying for Exam 6&gt;&gt;</i></b>  <b><i><u>**Graduating Seniors MUST Schedule Early Final Exam This Week! Email to sign up. Graduating Seniors only</u></i></b>  <b><i><u>Graduating Seniors Early Final Exam is Apr 28 during classtime. Online Final.</u></i></b>
<b>Week 16</b>	<b><i><u>**Graduating Seniors MUST TAKE Early Final Exam This Week! Graduating Seniors Early Final Exam is Apr 28 during classtime. Online Final.</u></i></b>
<b>Apr 26, Tue</b>	<b>Exam 6. Chapters 16-17.</b> (Presentation Alternate possible)
<b>Apr 28, Thu</b>	<b><i>Senior Exams</i></b>
<b>Week 17</b>	<b>Final Exam Week</b> <b>Final Examination, Tuesday, May 03, 2011, 4-550pm</b> <b>Online</b>  <b>Attendance at Final Examination is <i>Required</i>.</b> <b><u>Students Failing to take Final Examination as Scheduled Will Receive an "F" in the Course.</u></b>
	<b>Commencement, Saturday May 07, 2011</b>

## VIII. TEACHING STRATEGIES

The primary teaching strategy for this class is in-class lecture. The professor will provide lectures on each topic and assignment.

The lecture-based strategy for this course will be supplemented by use of in-class lecture/discussion, web-enhancements to lecture available to the student via the Blackboard Course Site for this course, use of appropriate business related software specific to the course, and use of case video information as appropriate to help illustrate key concepts.

When the typical course schedule is interrupted by holidays, weather cancellations, and/or university events, lecture will be the primary means for keeping the course on schedule.

IX. BIBLIOGRAPHY. Additional readings: None.