



VCU

INTEGRATED MARKETING COMMUNICATIONS (MKTG 330, Sections 001 and 002)

Fall 2019

Snead Hall B3114, Section 001: MW 2:00-3:15 p.m. and Section 002: MW 12:30-1:45 p.m.

Tentative Class Schedule

Date	Topic	Notes
Wednesday 8/21	First class – Introductions	Syllabus and course overview Discussion of projects and Google Ads Certification <i>Group formation for team project</i>
Monday 8/26	Ch1 – Introduction to IMC	Discussion and overview - project part 1
Wednesday 8/28	Ch1 – Introduction to IMC	Finalize group rosters <i>Team assignment: Project ideas memo due by 8:00 a.m. (8/28) via Blackboard submission</i>
Monday 9/2	Labor day holiday	No class
Wednesday 9/4	Ch4 – Perspectives on CB	<i>Individual assignment: Personal index cards due in class</i> <i>Team assignment (only if requested): Revised group project ideas memo due by 8:00 a.m. (9/4) via Blackboard submission</i>
Monday 9/9	Ch4 – Perspectives on CB	
Wednesday 9/11	Ch4 – Perspectives on CB	<i>Individual assignment: In class Quiz 1</i>
Monday 9/16	Ch2 – Role of IMC in MKTG	Discussion and overview - project part 2 and 3
Wednesday 9/18	Ch2 – Role of IMC in MKTG	<i>Team assignment: Project part 1 draft due by noon (9/18) via Blackboard submission</i>
Monday 9/23	Ch3 – Organizing for Advertising	
Wednesday 9/25	Ch7 – Establishing Objectives	
Monday 9/30	Ch7 – Establishing Objectives	
Wednesday 10/2	Ch5 – Communication Process	Discussion and overview - project part 4 and 5 <i>Individual assignment: In class Quiz 2</i>
Monday 10/7	Ch5 – Communication Process	<i>Team assignment: Project parts 2 and 3 draft due by noon (10/7) via Blackboard submission</i>

Date	Topic	Notes
Wednesday 10/9	Ch5 – Communication Process	<i>Exam review</i>
Monday 10/14	EXAM 1	<i>Topics from chapters 1, 2, 3, 4, 5, and 7</i>
Wednesday 10/16	Ch6 – Source, Message and Channel Factors	
Monday 10/21	Ch6 – Source, Message and Channel Factors	Discussion and overview - project part 6
Wednesday 10/23	Ch6 – Source, Message and Channel Factors	<i>Individual assignment: Google Ads Fundamentals Certification due by noon (10/23) via Blackboard submission</i>
Monday 10/28	Ch9 – Creative Strategy	<i>Team assignment: Project parts 4 and 5 draft due by noon (10/28) via Blackboard submission</i>
Wednesday 10/30	Ch9 – Creative Strategy	<i>Individual assignment: In class Quiz 3</i>
Monday 11/4	Ch10 – Media Planning and Strategy	1-on-1 group meetings with professor - all week <i>Team assignment: Project part 6 draft due by noon (11/4) via Blackboard submission</i>
Wednesday 11/6	Ch10 – Media Planning and Strategy	1-on-1 group meetings with professor - all week
Monday 11/11	Ch11, 12, 13 Combined - Evaluating media	<i>Individual assignment: In class Quiz 4</i>
Wednesday 11/13	Group presentations	<i>Team assignment: Final projects due in class for all groups Groups 1, 2, and 3 present</i>
Monday 11/18	Group presentations	<i>Groups 4, 5, and 6 present</i>
Wednesday 11/20	Group presentations	<i>Groups 7, 8, and 9 present</i>
Monday 11/25	Thanksgiving day holiday	No class
Wednesday 11/27	Thanksgiving day holiday	No class
Monday 12/2	Ch11, 12, 13 Combined - Evaluating media	
Wednesday 12/4	Ch11, 12, 13 Combined - Evaluating media	
Monday 12/9	Ch14 – Direct Marketing	<i>Final exam review and course wrap-up Individual assignment: "Second" Google Ads Certification due by noon (12/9) via Blackboard submission</i>

FINAL EXAM

Dates and times will be announced in class

IN CLASS

Topics from chapters 6, 9, 10, 11, 12, 13, and 14

Last revised on: Monday, August 12, 2019