

Syllabus Part II

Edison State Community College

MKT 219S Integrated Marketing Communications

3 Credit Hour

Term: MKT 219S-801FS
Instructor: Linda Carpenter, Adjunct Faculty
~Masters: Educational Leadership-Wright State University, 2005
Location: Online
Class: MKT 219 Integrated Marketing Communications (Online)
Email: lcarpenter@edisonohio.edu
Office: Please note that I do not have an office on campus.
If you need to meet with me I am happy to make an appointment with you to do so.

COURSE DESCRIPTION

This course examines integrated marketing communication, the principles of advertising and promotion, including production of advertisements, selection of the media, and budget preparation. Students will plan and execute a comprehensive promotional campaign.

COURSE GOALS

1. Describe the role of promotion management in the business environment.
2. Explain how the varied media choices are selected and integrated for a successful ad campaign.
3. Evaluate the effectiveness of an ad campaign.
4. Appraise current and future environmental, ethical and regulatory issues in marketing communications.
5. Evaluate the role of sales promotion, public relations, direct marketing, point-of-purchase communication and personal selling.
6. Relate the ways in which behavioral foundations impact marketing communications.
Select language and organize communication in ways which promote rhetorical effectiveness in particular situations.
7. Demonstrate an understanding of career opportunities in advertising.

REQUIRED TEXT

INTEG MARKETING COMM - LINDA CARPENTER



Advertising and Integrated Brand Promotion

ACCESS EBOOK

by Angeline Close Scheinbaum, Thomas O'Guinn, Richard J. Semenik

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- All course assignments, resources, and non-textbook readings are available on **Blackboard**.

Because of the video content of this course, a broadband or cable internet connection is required.

OTHER MATERIALS

- Online access to the Blackboard website (your username and password available at the Helpdesk in the Edison Library) at <https://4learning.edisonohio.edu> to view the grade book
- A positive attitude and a willingness to get out of your comfort zone
- An ability to think creatively and independently

STUDENT ASSIGNMENTS

1. PROMOTIONAL PLAN PROJECT STEPS

The final project for Marketing 219S is adapted from the text *Creative Strategies in Advertising*. The project itself is titled *Build a Campaign Step By Step*. Students will be asked to choose a client who is looking for a new advertising agency. A list of client choices will be provided. Students will then build a new campaign that will impress the client enough to have them switch their business to the student's agency. Students will complete 14 steps throughout the course and build a portfolio of their work throughout the process. That portfolio will be presented to the instructor through a PowerPoint presentation that the student will upload. Each step in the campaign will receive a grade including a presentation grade for step 14.

2. DISCUSSIONS

Each week, there will be **one discussion forum** for students to participate in. The topics are based on assignments, steps in your Promotional Plan, and topics from the text readings. You will be asked to post your initial response and then comment on two other classmates' posts.

- **Think of the discussions as "coming to class."**
- **Discussion deadlines will be strictly enforced.** In each forum, initial postings (your answer to the questions posed in the forum) are due by Wednesdays at midnight; second/response postings will be due by Sundays at midnight.

3. MINDTAP

You are responsible for the purchase of MindTap access along with your textbook. There will be Quizzes to complete each week.

4. TESTING YOUR FAITH ACT POLICY

Edison State Community College is committed to providing an environment respectful of students' beliefs. Students are permitted to be absent for up to 3 days each semester based on their faith, religion, or spiritual belief system with no academic penalty. Students must complete the Testing Your Faith Act Accommodations Form, <https://www.edisonohio.edu/services-support/registration-records>, located in "Forms" and provide a copy to their individual faculty within 14 days from the start of the course. The entire policy can be found in the student handbook at <https://www.edisonohio.edu/services-support/student-resources>.

STUDENT AND INSTRUCTOR GENERAL EXPECTATIONS

As a contract that is entered into willingly by both parties, a course carries with it obligations for both the students and the instructor. As students, you are expected to be regularly **engaged** in

activities and discussions, **concerned** about and **committed** to your own success in the course, **approachable**, and **respectful** of all others in the class. Likewise, you can expect your instructor to be prepared, regularly engaged in activities and discussions, concerned about and committed to your success in the course, approachable and available to you, and respectful of all student

"CHECK YOUR EDISON EMAIL DAILY". EDISON EMAIL IS OUR OFFICIAL MEANS OF COMMUNICATION IT IS **YOUR** **RESPONSIBILITY** TO READ YOUR EMAIL."

Spring Semester	Assignments
Week 1 August 24-30	- Readings, MindTap, Discussions, Mid-term, Final Project-check these out in the various tabs. - Read Chapters 1, 2 - Complete MindTap assignments for chapters 1 & 2 (due 10/04) - Discussion/Reply comments (Initial post due Wednesday, Comment/Reply due Sunday)
Week 2 Aug 31-Sept 6	- Choose client for final project. - Complete Steps 1 & 2 (Due 9/6) - Discussion/Reply comments (Initial post due Wednesday, Comment/Reply due Sunday)
Week 3 Sept 7-13	- Read Chapters 3 and 4 - Complete MindTap Assignments for chapters 3 & 4 (due 10/04) - Discussion/Reply comments (Initial post due Wednesday, Comment/Reply due Sunday)
Week 4 Sept 14-20	- Steps 3 & 4 (due 9/20) - Read Chapter 5 - Complete MindTap assignments for chapters 5 (due 10/04) - Discussion/Reply comments (Initial post due Wednesday, Comment/Reply due Sunday) - Begin working on Swipe File (due 10/04)
Week 5 Sept 21-27	- Read chapters 6 & 7 - MindTap assignments for chapters 6& 7 (due 10/04) - SWIPE FILE-continue working on it (due 10/04) - No Discussion Post
Week 6 Sept 28-Oct 4	- Swipe file Assignment Due (Sunday 10/04) - Discussion Post for this week (Initial post due Wednesday, Comment/Reply due Sunday)
Week 7 Oct 5-11	- Read chapters 8 & 9 - Complete MindTap assignments for chapters 8 & 9 (due 11/22) - An extra reading about Creative Briefs can be found in this week's assignments to help if needed. You will do Step5 (Creative Brief) next week. - Discussion/Reply comments (Initial post due Wednesday, Comment/Reply due Sunday)

Week 8 Oct 12-18	• Read chapters 10 and 11 • Complete MindTap assignments for chapters 10 & 11 (due 11/22) • Steps 5 & 6 (due 10/18) • Discussion/Reply comments (Initial post due Wednesday, Comment/Reply due Sunday)
Week 9 Oct 19-25	• Read chapters 12 and 13 • Complete MindTap assignments for chapters 12 & 13 (due 11/22) • Complete Steps 7 and 8 of the Promotional Plan Project (due 10/25) No Discussion Post
Week 10 Oct 26-Nov 1	• Read chapters 14 and 15 • Complete MindTap for chapters 14-15 (due 11/22) • Discussion/Reply comments (Initial post due Wednesday, Comment/Reply due Sunday)
Week 11 Nov 2-8	• Read chapter 16 • Complete MindTap assignments for 16 (due 11/22) • Steps 9 & 10 (resources via a website are provided to help write your script in the week 11 module (due 11/08) • Discussion/Reply comments (Initial post due Wednesday, Comment/Reply due Sunday)
Week 12 Nov 9-15	• Read chapters 17 • Complete MindTap assignments chapter 17 (due 11/22) • Complete Steps 11 and 12 of the Promotional Plan Project. (due 11/15) • Discussion/Reply comments (Initial post due Wednesday, Comment/Reply due Sunday)
Week 13 Nov 16-22	• Read Chapter 18 • Complete MindTap assignments for chapter 18 (due 11/22) • You may upload your project for review if you are ready and earn 50 extra credit points. (due 11/29) • Discussion Post (Initial post due Wednesday, Comment/Reply due Sunday)
Week 14 Nov 23-29	Final Promotional Plan Review-you can have your project reviewed for 50 extra Credit Points Discussion Post
Week 15 Nov 30-Dec 6	Final Project Due by 12/06

Week 16 Dec7-12	Finals Week Last day to turn any missing work in: Saturday 12/12/26
December 15, 2026	Final Grades Must Be Calculated

**Percentage Points can be calculated by taking the total points accumulated and dividing by points possible

Please Note: Students must complete the IMC campaign project in order to pass this course. Grades for this course will be calculated according to a 1701 point scale, which is divided as follows:

Final grades will be assigned on the following basis:

Task	Points
Promotional Plan Steps	700 Points
MindTap	361 Points
Swipe File Presentation	100 Points
Discussion Posts	390 Points
Final Promotional Plan Presentation	150 Points
Total	1701 Total does not include extra credit

Grading Scale and Point Totals:

Grade	Percentage	Points
A	90-100	1531-1701
B	80-89	1361-1530
C	70-79	1191-1360
D	60-69	1021-1190
F	0-59	0-1020

ACADEMIC HONESTY POLICY

Cheating, plagiarism, or use of AI will not be tolerated in this course. Use of any of these will result in receiving a zero in the assignment. Furthermore, all incidents of academic dishonesty will be

reported to the Academic Honesty Committee. For a detailed description and discussion of plagiarism and how to avoid it, please refer to the following websites:

http://owl.english.purdue.edu/handouts/research/r_plagiar.html
<http://ec.hku.hk/plagiarism/introduction.ht>

ATTENDANCE POLICY

To withdraw from the class and receive a full refund, you must officially withdraw by close of business on September 7, 2026. There are no refunds after that date. You may still withdraw from the class and receive a grade of "W" 11/02/2026, but will not receive any refund. After that date, there are no withdrawals without special petition for extenuating circumstances.

In order to officially withdraw from the course, you **MUST** complete the appropriate form at Enrollment Services, the Darke County Center, on-line through Web Advisor or contact the instructor by e-mail to authorize the withdrawal. Failure to do so will result in a grade of F and may impact current or future Financial Aid.

To do well in this class, you must be self-disciplined, a good reader, an active learner, and able to work both independently and collaboratively. You will be asked to submit assignments individually as well as participate in discussions with other class members about the case studies in the videos and text. If you fail to be in contact for more than 10 days, the last day of contact (meaning the last time you signed on to the course Blackboard site) will be recorded as the "Last Date of Attendance."

It is also your responsibility to use your Edison student email frequently so that you have access to information e-mailed to you by your instructor. You are responsible for notifying the instructor immediately to report a technology failure that impacts your work so that alternate arrangements can be made until the problem is corrected.

OTHER INFORMATION / FAQs

WHEN DO I HAVE TO BE ONLINE?

There is not a set time to be online; in fact, it will be very seldom that class members are online at the same time. That does not mean it is a self-paced class. In order to successfully complete the class and participate in discussions, the assignments need to be completed within the time frames stated in the syllabus. **You should plan to access the course site a minimum of 3 times per week, and check your Edison student email at least 3 times per week as well.**

HOW MUCH TIME WILL I NEED TO SPEND ON THE CLASS?

The realistic bare minimum is 12 hours a week; an average is 16-18 hours. This includes time for reading assignments, studying for tests, participation on the discussion board, and writing assignments. One of the things you need to keep in mind is that your participation in the class is by the written word, which takes longer than an in-person conversation. If you are not exactly a world-class typist, then it is going to take more time.

HOW QUICKLY WILL MY INSTRUCTOR RESPOND TO ME?

It is reasonable to expect **up to 48 hours response time from your instructor, particularly on weekends**. While you may receive a response to a question within hours, your instructor is not always immediately at your disposal. Please use your Edison e-mail to send messages to your

instructor, since this will insure that your email does not land in a spam folder. If you have an urgent question or need to speak to your instructor, the best course is to phone the instructor's Edison office number during the day or home phone number in the evening.

DISABILITY STATEMENT:

*Any student who feels **she/he** may need assistance based **upon the impact of a disability** should contact the Coordinator of Disability Support Services, **Room 160, 778-7837** to coordinate accommodations for students with documented disabilities*

Student Wellness Center

College is stressful! Feeling burnt out, anxious, frustrated? When challenges arise, it's helpful to have someone to talk to. We have partnerships established with many local mental health providers and can connect you with area resources.

The Student Wellness Center helps students navigate obstacles which might cause issues or create a sense of distress during your school year. Edison State has built a network of health professionals to support students. With these partnerships, the Student Wellness Center can assist students who need support in areas such as:

- Recovery and Counseling referral
- Housing
- Food
- Physical well-being

Information and education are also provided on the topics of:

- Alcohol and drug abuse and prevention
- Sexual assault prevention and awareness
- Building healthy relationships
- Inclusion and belonging
- Survivor support
- Self-care
- Anti-Hazing

If you are struggling and need to speak with someone in person, please reach out to Dr. J. Passmore, Dean of Student Affairs, at jpassmore@edisonohio.edu, 937-778-7895, RM 160 (stop at the front desk).

Walk in hours on campus are Tuesday, Wednesday, Thursday, 8am-5pm. Hours may vary according to the college schedule or events. You may schedule an appointment by clicking [here](#).

If this is a medical emergency, please call 911. If this is a mental health emergency, please call 988.

Please note that the Charger Station Food Pantry has been relocated to Room 060 (next to the cafeteria).

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