BUS 453
Marketing Communications Campaigns (3 Credits)

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Course Description
A comprehensive course requiring application of marketing communication knowledge and skills to solve marketing problems. Students will create, from a managerial perspective, a comprehensive Integrated Marketing Communication (IMC) plan for a client. At the conclusion of the course, students will present a formal presentation to the client. There will be few formal lectures. Conceptual thinking and practice will be emphasized.

This course is a requirement of the Bachelor of Arts, Professional Studies in Business, Marketing Emphasis.

Text (Required)

Course Objectives
Upon successful completion of the course, students will have demonstrated the knowledge and skills outlined by the objectives of the major:

- Uses analytical and creative thinking skills to gather and analyze information, to identify and solve problems, to determine potential outcome alternatives, and to make appropriate decisions.
- Demonstrate knowledge and understanding of the theories of marketing and the ability to apply those theories to situations in the work-place.
- Demonstrate knowledge and understanding of the ethical and legal issues involved in marketing.
- Demonstrates knowledge and understanding of the various components of a business enterprise and the interrelationships of those components.
- Demonstrates an understanding of the nature of change and a willingness to anticipate, adapt, and respond effectively to change.
- Demonstrate the ability to tailor the nature of the communication to maximize understanding in the intended audience, including those with different levels of education and different cultural backgrounds.

Learning Strategies
- Students will utilize an online simulation to demonstrate decision-making in a work team based on the objectives of the major.
- Students will create a Letter To Stakeholders to illustrate applied management theory. The statement will include business results, a company overview, and management philosophy.
- Students will write a thorough autobiography, which emphasizes those people and experiences (personal, professional, and educational), which have had a significant impact on their development as a human being.
• Students will read the Wheatley text and write a journal to demonstrate critical thinking on management theory and change.
• Students will present their biographies, business results, and other company information in an engaging one-hour presentation.

Methods for Assessment
• Authentic engagement with the online simulation will be assessed through faculty analysis of the decisions made in each round. The actual results will not be a determining factor; rather, student ability to assess and understand the results will be assessed.
• The ability of students to interact, communicate, and effectively work with team members will be assessed through faculty observation and student evaluations. Three peer evaluations will be completed throughout the simulation.
• Letters to Stakeholders will be assessed based on consideration, documentation, and relevance to operations.
• Autobiographies will be assessed on grammar, punctuation, and a sincere effort to describe and analyze the people and experiences in correlation to human growth and development. The content of the autobiography will not be judged (no person has the right to judge the life of another).
• Wheatley journals will be assessed through faculty analysis of student reflections which must indicate a reading of the text and a sincere attempt to confer insights and critical thought. (Grammar, punctuation, style, etc. will not be assessed.)
• The final presentation will be assessed by the faculty member, the campus director, and the department chair. These assessments will consider student demonstration of the major objectives, creativity, innovation, participation, and team cohesiveness.

Policies
• Attendance - This class is experiential, participative, and collaborative. We are in this together. The absence of any one person will be felt by all so please plan to attend all class sessions. If you need to miss a class, contact me prior to the class.
• Grading - Students will earn a final grade of A+, A, B+, B, C+, C, D+, D, or F based on the average of assessments of all assignments. Assessments made by the undergraduate coordinator and assistant to the dean will apply toward the final assessment as a minority percentage analysis of the final presentation (the faculty member’s assessment will be applied as the majority grade).
• Late Assignments - Assignments turned in after the due date will be accepted IF the student contacts the faculty member prior to the assignment due date.
• Academic Integrity - Respect others and always cite the source of any ideas or words which are not your own. This is a strict policy but, more importantly, it is the right thing to do.

Please refer to the online catalog for all other policies.