

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	

