

Evaluation Procedure

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| Classwork | 20% |
| Project | 40% |
| Exams* | 40% |
| Total | 100% |

* Students must earn at least half of the total exam marks to pass the course

Notes

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| Students are required to <u>complete all assigned work in each area</u> and must have an average passing grade of 50% or greater for the exam portion of the grade in order to pass the course. |
| Course work may include participation in quizzes, activities, and discussions in both online and in-class formats. (20%) |
| The Project is an Integrated Marketing Communication Plan that is detailed in a guide that includes the specific requirements and marketing value of each area of the plan. This is a team project that is subject to participation in class exercises that move towards project completion in determining the final individual marks. (40%) |
| Students will often have to do advanced reading to better understand topics relevant to the areas currently being worked on for their project. |

Optional: Texts/Resources

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| <i>Advertising & IMC: Principles & Practice</i> . 11 th edition (2019). Moriarty, Mitchell, Wood, Wells. (Pearson) ISBN 978-0-13-448043-5 |
| Weekly assigned readings. |

Course Schedule

| Dates | Topic | Textbook | Project Activity |
|---------|--|----------|------------------|
| Week of | Monday, January 7 - Classes Start Monday, February 18 – Family Day (no classes) Tues., Feb. 19 – Fri., Feb. 22 – Reading Week (no classes) | | |

