

Evaluation Procedure

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

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

Notes

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

<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)		

