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| **MRKT 170**  **Fundamentals of Advertising**  **CRN: 71246 Section 001**  **Tu Th 11:10 AM- 12:25 PM**  **MUB 270**  **mgooman@ccsf.edu - email CCSFmarketing.com - website** | | |
| **Week Ending:** | **Chapter** | **Assignment** |
| August 21, 23 | Class Introduction  Chapter 1: Integrated Marketing Communications | Syllabus Review:  ccsfmarketing.com |
| August 28, 30 | Chapter 1: Integrated Marketing Communications |  |
| September 4, 6 | Chapter 2: Brand Management |  |
| September 11, 13 | Chapter 3: Buyer Behaviors | **Research Paper #1: Build a Brand** *(Sep. 13)* |
| September 18, 20 | Chapter 4: IMC Planning Process |  |
| September 25, 27 | Chapter 4: IMC Planning Process | **Exam 1: Chapter 1 – 4 *(9/27*)** |
| October 2, 4 | Chapter 5: Advertising Management | **Research Paper #2: New Campaign for CCSF** ***(Oct 4)*** |
| October 9, 11 | Chapter 6: Advertising Design |  |
| **October 16**  October 18 | **FLEX DAY – NO CLASS**  Chapter 6: Advertising Design | **Exam 2: Chapter 5 – 6 *(Oct. 18)*** |
| October 23, 25 | Chapter 7: Traditional Media Channels | **Research Paper #3: Brand Campaign *(10/25)*** |
| October 30, Nov 1 | Chapter 8: Digital Marketing |  |
| November 6, 8 | Chapter 9: Social Media |  |
| November 13, 15 | Chapter 10: Alternative Marketing | **Exam 3: Chapter 7 – 10** ***(11/15)*** |
| November 20,  **November 22** | Chapter 11: Database & Direct Response Marketing and Personal Selling  **THANKSGIVING HOLIDAY – NO CLASS** |  |
| November 27, 29 | Chapter 12: Sales Promotions | **Research Paper #4:** Febreze |
| December 4, 6 | Chapter 13: Public Relations |  |
| December 11 | Make-up Week | **Exam #4: Chapter 11 -13**  ***(12/ 11)*** |