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| **MRKT 170**  **Fundamentals of Advertising**  **CRN: 71246 Section 001**  **Tu Th 11:10 AM- 12:25 PM**  **CLOUD 102**  **mgooman@ccsf.edu CCSFmarketing.com** | | |
| Week Ending: | Chapter | Assignment |
| August 20,22 | Class Introduction  Chapter 1: Integrated Marketing Communications | Syllabus Review:  ccsfmarketing.com |
| August 27, 29 | Chapter 1: Integrated Marketing Communications  **Class Cancelled (8/29)** |  |
| September 3, 5 | Chapter 2: Brand Management |  |
| September 10, 12 | Chapter 3: Buyer Behaviors | **Research Paper #1: Build a Brand** (Sep. 12) |
| September 17, 19 | Chapter 4: IMC Planning Process |  |
| September 24, 26 | Chapter 4: IMC Planning Process | **Exam 1: Chapter 1 – 4**  (Sep. 26) |
| October 1, 3 | Chapter 5: Advertising Management | **Research Paper #2: New Campaign for CCSF** (Oct 3) |
| October 8, 10 | Chapter 6: Advertising Design |  |
| October 15, 17 | **Flex Day – No Class (10/15)**  Chapter 6: Advertising Design | **Exam 2: Chapter 5 – 6** (Oct. 17) |
| October 22, 24 | Chapter 7: Traditional Media Channels | **Research Paper #3: Brand Campaign** (Oct 24) |
| October 29, 31 | Chapter 8: Digital Marketing |  |
| November 5, 7 | Chapter 9: Social Media |  |
| November 12, 14 | Chapter 10: Alternative Marketing | **Exam 3: Chapter 7 – 10** (Nov. 14) |
| November 19, 21 | Chapter 11: Database & Direct Response Marketing and Personal Selling |  |
| November 26  November 28 | Chapter 12: Sales Promotions  **Thanksgiving Holiday** | **Research Paper #4:** Febreze |
| December 3, 5 | Chapter 13: Public Relations |  |
| December 10, 12 | Make-up Week | **Exam #4: Chapter 11 -13**  (Dec. 12) |