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| **MRKT 170****Advertising and Integrated Marketing Communication****CRN: 71246 Section 001****Tu Th 11:10 AM- 12:25 PM****CLOUD 102****REVISED****Email: mgooman@ccsf.edu Class website: CCSFmarketing.com** |
| **Week Ending:** | **Chapter** | **Assignment** |
| October 15, 17 | **Flex Day – No Class (10/15)**Chapter 6: Advertising Design |  |
| October 22, 24 | Chapter 7: Traditional Media Channels | **Exam 2: Chapter 5 – 6** (Oct. 22) |
| October 29, 31 | Chapter 8: Digital Marketing |   |
| November 5, 7 | Chapter 9: Social Media | **Research Paper #3: Brand Campaign** (Nov 7) |
| November 12, 14 | Chapter 10: Alternative Marketing |  |
| November 19, 21 | Chapter 11: Database & Direct Response Marketing and Personal Selling | **Exam 3: Chapter 7 – 10** (Nov. 19) |
| November 26November 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) |