

MKTG 483: INTEGRATED MARKETING COMMUNICATIONS

MKTG 483 Term: Winter 2023 Dates: 01/05 – 03/17 Time: T/R 4 pm – 5:50 pm Classroom: IS 244	Dan Purdy daniel.purdy@wwu.edu PH 206d Office Hours: M/W 12:30 pm – 1:45 pm Office Hours on Zoom : PW: 879931
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Course Objectives

This course is designed to provide you with a thorough knowledge of Integrated Marketing Communications (IMC), including key IMC concepts, terminology, decision-making areas, and trends. An important objective is to further your understanding and appreciation of the basic communication and management tools used in planning and implementing an integrated marketing communications strategy. The course will be taught from a managerial perspective, with emphasis on the process and management of promotion within overall marketing planning. With this in mind, you will be required to prepare a comprehensive document, utilizing the knowledge gained in the course to develop an IMC plan for an actual product (good, service, idea).

Learning Objectives	Assessment Methods
1. Knowledge of key IMC concepts, terminology, decision-making areas, planning process , & trends	1. Individual Professional Brand Project, Group IMC Projects, Spotify Ad Certification , Professional Assessment
2. Understanding of where IMC 'fits' within overall strategic and tactical marketing planning	2. Individual Professional Brand Project, Group IMC Projects, Spotify Ad Certification , Professional Assessment
3. Ability to think strategically ; ability to develop creative and media strategies using media planning & buying	3. Individual Professional Brand Project, Group IMC Projects, Spotify Ad Certification , Professional Assessment
4. Ability to use & apply market research & consumer insights to identify needs of a unique target market.	4. Individual Professional Brand Project, Group IMC Projects, Spotify Ad Certification , Professional Assessment
5. Learn how to develop a Creative Brief for use in designing and directing a Creative Strategy	5. Individual Professional Brand Project, Group IMC Projects, Spotify Ad Certification , Professional Assessment
6. Learn to execute a creative strategy through the content marketing media production process .	6. Individual Professional Brand Project, Group IMC Projects, Spotify Ad Certification , Professional Assessment
7. Application of Marketing Management skills in the development of IMC Creative Executions .	7. Individual Professional Brand Project, Group IMC Projects, Spotify Ad Certification , Professional Assessment
8. Development of oral & written communication skills for use in content marketing, advertising, media production & professional communications .	8. Individual Professional Brand Project, Group IMC Projects, Spotify Ad Certification , Professional Assessment

IMC Resume Skills List

IMC Strategy

- IMC Strategy
- Brand Strategy
- Creative Strategy
- Creative Brief

- Positioning
- Media Planning
- Marketing Management
- Strategic Planning

IMC Execution

- Content Marketing
- Content Development
- Creative Execution
- Brand Development
- Media Production Process
- Product Development Lifecycle (PDLC)
- Social media Promotions

- Programmatic advertising
- Copywriting
- Editing
- Web Design
- Wireframing
- Blog Development
- Editorial Calendar

Project Management

- Agile Project Management
- Sprint Development Lifecycle (Scrum)
- Sprint Planning
- Kanban

- Sprint Review
- Sprint Retrospective
- Lean Meetings (Lean Coffee)

Analytics

- Market Analysis
- Consumer Insights
- Secondary Market Research

- Web Analytics
- Media Analytics
- Analytics → Analysis → Recommendations (AAR Cycle)

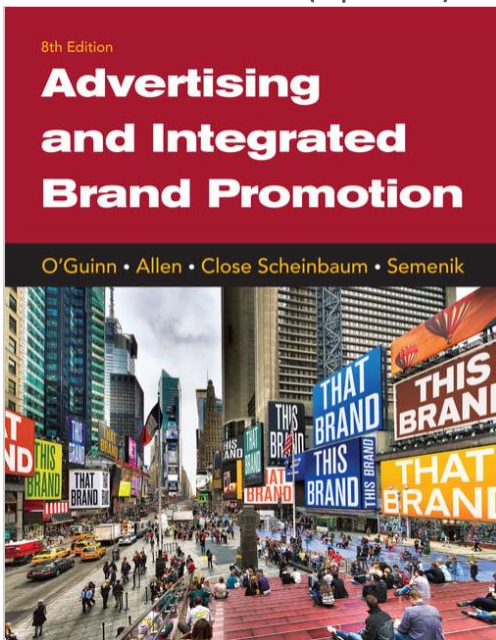
Marketing Software

- Trello
- MSFT Teams
- Spotify Ad Studio
- Wordpress
- Illustrator
- Canva
- HubSpot
- Hootsuite

- LinkedIn
- Instagram
- Twitter
- Facebook
- Tik Tok
- YouTube
- Anchor (video podcasting on Spotify)
- Riverside (video podcasting on Spotify)

Learning Materials

Recommended Text (Optional)



Thomas O'Guinn, Chris Allen, Richard J. Semenik, Angelina Close

Advertising & Integrated Brand Promotion, 8th edition

[Companion Website](#)

Cengage

ISBN: 978-1-337-11021-1

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Daily Readings

In addition to readings out of the textbook, there may be daily readings found in Canvas. I will release these in the days before a class so be sure to continuously check in to the modules section for new information. All are provided at no additional cost.

Spotify Advertising Certification

The Spotify Ad Certification can be found at: [Spotify Advertising Certification Course](#).

Product Manager Blog Posts & Coaching

Product Managers from the Applied IMC Section will be providing coaching on Creative Briefs, Creative Strategy, Website Portfolio Development & Agile philosophy & methods. This coaching will be in the form of guidance during project meetings as well as structured Blog Posts the Product Managers will release throughout the quarter.

Professionalism: In-Class Discussions, Execution & Attendance

This class will be conducted as a professional workshop. There will be continuous discussion during class about the process of Integrated Marketing Communications Planning & Execution. You should make the effort to contribute as much as possible during every class period. Attendance will also be taken every class period so make sure to show up and be ready to contribute. **You will be evaluated on the quality and quantity of your participation.** The more you contribute and the more your contributions add to the class discussion the better your overall grade will be. The rationale for this approach is that business is a team sport and as such you must learn to extemporaneously express your thoughts on a wide range of marketing topics to be taken seriously in the business world.

Assignments

Individual Assessments: Professional Process & Participation

Assignment Purpose

It is designed to help yourself be accountable for your work process while learning how to work as a professional. It will give you feedback on your efforts in the class and provide opportunities for us to discuss the way you work instead of just the work you do.

Success in business is about being present and being heard. You must do both to PARTICIPATE in what is a team sport.

Assignment Description

The Personal Assessments are based on your process of participation. I will give you a grade based on what I observe of your participation in class and with your team. Points are accumulated throughout the course.

Participation is expected as is attendance. We cannot participate in classes that we don't attend so make sure to attend 100% of the scheduled classes. You must notify me at the earliest opportunity if you are going to miss a class, ideally before you miss the class.

The exact translation of class participation points to course points is at the instructor's discretion using the following guideline. Your overall assessment will be on a 1-5 scale on the following dimensions where 1 = Poor and 5 = Excellent.

- | | |
|--------------------|---------------|
| 1. Presence | 5. Production |
| 2. Punctuality | 6. Empathy |
| 3. Professionalism | 7. Execution |
| 4. Preparation | 8. Effort |

Individual Assignment: Paid Media: Spotify Advertising Certification

Assignment Purpose

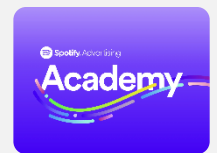
The Advertising Certificate is designed to give you exposure to the Paid Media aspect of the Media Cycle. The goal is for you to gain confidence from working with a programmatic advertising platform like Spotify Ad Studio so that you can prove to future employers you have skill in setting up programmatic advertising campaigns.

Assignment Description

Complete the Spotify Advertising Certification at the link below. You'll have to sign up for a free Spotify account if you don't already have one to complete the certification. If you have a current Spotify Account, you can use that.

Assignment Process:

1. Complete the Pre-Test before completion of the Advertising Certificate
2. Take the online coursework at: [Spotify Advertising Certification Course](#)
3. Once complete upload a screenshot of your completed certification to Canvas
4. Complete the Canvas Quiz(es) for the certification
5. Take the Post-Test After completion of the project component of the Spotify Advertising Certificate (the class project).
6. There will be a focus group for you to participate in to provide quantitative feedback on the certification process.



Individual Project: Professional Brand Creative Strategy

Assignment Purpose

The Creative Strategy for your Individual Professional Brand Project is designed to help you learn to step through the process of developing a Creative Strategy by using a Creative Brief as a foundation to translate research and creativity into a Creative Strategy.

Assignment Description

Use the outline, guidelines, and class discussion for the Creative Brief Template (found on Canvas) and the elements of a Creative Strategy (found on Canvas) to develop the following for your Individual Professional Brand.

Creative Strategy = Creative Brief + Message Strategy Methods + Sample Content Executions

Creative Brief

1. Brand Name
2. Creative Brief Purpose
3. Brand Purpose
4. People
5. Problem w/User Story
6. Product/MKTG Mix w/ value proposition
7. Positioning Statement
8. Potential: MKTG Objectives + Comm. Objectives
9. Persuasion: Brand Tagline
10. Brand Elements

Message Strategy Method(s)

1. For Awareness?
2. For Knowledge?
3. For Liking?
4. For Preference?
5. For Trial?

Sample Content Executions

1. Example of content marketing execution
 1. Content Pillar
 2. Content Pillar "Slice"
 3. Content Pillar Distribution
2. Screenshots are best to demonstrate the "idea" to the client
3. Sample content helps get approval by the client for large scale development

Individual Project: Professional Brand Portfolio

Assignment Purpose

The Professional Brand Portfolio assignment objective is to give you professional experience in using marketing tools to build platforms for marketing yourself as a professional. The more marketing tools you are experienced with, the more credibility you will have with employers during your job search upon graduation.

You will at the end of the class have an online portfolio for examples of your professional marketing work as well as your professional brand, resume, cover letter, links to professional social media, etc.

Assignment Description

The Professional Brand Portfolio will consist of Owned Media and marketing collateral needed for success in your career in marketing and business. The following requirements will be professionally branded and integrated through your IPB Portfolio Website and should reflect the Principles of IMC we discussed in class.

IPB Website (125 points)

You will develop a professionally branded website to host your entire professional portfolio including creative executions. This website should reflect **the practical application of your Creative Strategy** including all the elements in your **Creative Brief, Message Strategy Methods, & final versions of the Sample Creative Executions.**

Individual Professional Brand Creative Executions (125 points)

1. Professional **Logo** used on your website and on all professional communications
2. Professional **Brand Purpose & Values** featured on your website
3. Individual Professional Brand **Creative Strategy** (in addition to the submission through Canvas to be graded).
4. Professionally **Branded Blog** with at least 3 original Blog Posts about IMC (not republished digital marketing blogs).
5. Professionally **Branded social media** e.g., LinkedIn, Instagram, YouTube, etc. with which you will share your content.
6. Professionally **Branded Resume** posted to website as web page AND as download
7. Professionally **Branded Cover Letter** posted to the website as web page AND as download
8. Professionally **Branded Business Card** visible on the website (extra credit for physically printed cards given to Dan)
9. Professionally **Branded Explainer Video** posted to your homepage & YouTube (don't forget to integrate YouTube)
10. Professionally **Branded Press Release** on upcoming graduation posted to your website
11. Professional **Portfolio page** that will display your work product(s) as images and downloads of reports/plans completed as part of the WWU Marketing Program

Team Assignment: Content Marketing Project

Assignment Purpose

The purpose of the Content Marketing Project is to provide hands-on in experience developing an Integrated Marketing Communications Campaign using Content Marketing for a real-life client.

Assignment Description

A “content as product” approach will be used to develop a “product” for the client’s target market. Examples include:

- Clients Video Podcast Series: Marketing by the Minute
- Client Blog: The Western Marketing Blog
- Client Website: Product Landing Pages, Career Advising Pages, Academic Advising Pages, Alumni Pages, etc.
- Client YouTube Channel:
- Client Social Media Channels: LinkedIn, Instagram, Facebook & Twitter
- Client Email Marketing: Mail Chimp, Hubspot, LinkedIn Newsletter
- Client Physical Promotions: Posters, Signs, Flyers, etc.

You will use an agile product development process to:

1. Research the client’s Target Market(s) & brand to develop a content marketing “product” campaign to meet the needs of the chosen target market.
2. Build the chosen content marketing product.
3. Distribute the chosen content marketing product.
4. Promote the chosen content marketing product using an IMC campaign approach.
5. Evaluate the results of the IMC campaign.
 - a. Iterate & improve each version of content marketing product (version #1, 2, 3, etc.) using agile methodologies.
6. Document the agile process through tracking of sprint cycle and Kanban progress.

Class Assignment: Spotify Advertising Campaign Class Project

Assignment Purpose

The purpose of the Spotify Class Project is to provide hands-on experience in developing a Digital Advertising Campaign using Integrated Marketing Communications for a real-life client. It will serve as the project component of the Spotify Advertising Certificate.

Assignment Description

The class will work together for a single client to develop and execute a Spotify Advertising Campaign.

- Executive Team, in collaboration with Product Owners, will develop a Creative Strategy for Client.
- Each team will develop two ad executions based on the Client Creative Brief.
- Executive Team, in collaboration with client will select one ad from each team to run in campaign.
- Each team will set up their ad executions to run on Spotify within an overall ad campaign format.
- Each team, with advisement of Executive Team, will evaluate the results of the campaign in the context of Communication Objectives.
- Each team, with collaboration of Executive Team, will report findings of campaign to client.

Grading (out of 1,000 points)

Assignment	Percentage	Points
Individual Professional Assessment	20%	200
Individual Professional Brand Creative Strategy	15%	150
Individual Professional Brand Portfolio (website)	15%	150
Individual Spotify Advertising Certification	10%	100
Content Marketing Team Project	30%	300
Spotify Ad Campaign Class Project	10%	100
Total	100%	1000

Letter Grades

Letter Grades will be assigned according to the following grade scale.

Grade Scale		
Percentage	Grade	Explanation of grade
93 - 100	A	Exceptional work (100 = perfect) – got the point, linked concepts
89 - 92.9	A-	Exceptionally good work but missing a minor issue or link
86 - 88.9	B+	Very good work but missing more than one minor issue
83 - 85.9	B	Very good work but missing several minor issues
80 - 82.9	B-	Very good work but missing a major issue or several minor ones
76 - 79.9	C+	Good work but missing several major issues
73 - 75.9	C	Good work – adequate
69 - 72.9	C-	Ok but needs a lot of help
66 - 68.9	D+	Clearly below expectations
63 - 65.9	D	
59 - 62.9	D-	
< 59	F	

Dynamic Sprint Schedule: Will Be Revised Based on Progress of Course

The schedule for the Applied IMC Series (MKTG 483 & MKTG 488) are integrated across both classes to facilitate the collaborative framework for creating and releasing content marketing products throughout the quarter.

The dynamic schedule reflects the agile nature of the class and will be adapted as the course progresses. The schedule is designed around six sprints to simulate working in an agile marketing environment. Expect the schedule to change including topics, workshops, learning resources & assignments due dates.

See the modules section of Canvas for learning resources and the assignments section of Canvas for due dates. This schedule is best used as a dynamic checklist that can provide you with a blueprint for the class. Check items off as we go along. But like any building process, the blueprint is likely to change as conditions change so – Stay Agile My Friends.

Sprint #0 - 01/04 – 01/09			
Sprint Purpose:		Orientation Sprint	
Session #	Date	Topic(s)	Learning Resources
1.	R. 1/5	Welcome & Overview of Course How We'll Work: Agile Methods	<input type="checkbox"/> Ch. 1 <input type="checkbox"/> Materials on Canvas <input type="checkbox"/> Syllabus
2.	T. 1/10	A Deep Dive into IMC	<input type="checkbox"/> Watch Briefly Video <input type="checkbox"/> Ch. 6 <input type="checkbox"/> Ch. 8 Pg. 170 - 174 <input type="checkbox"/> Ch. 11: Pg. 229 – 230 <input type="checkbox"/> Materials on Canvas
Assignments (Check Canvas for Due Dates)			
	Activity	→	Deliverable
Individual Assignment	Begin Draft Creative Strategy for IPB	→	Draft Creative Strategy for Individual Professional Brand (IPB)
Team Assignment	Team Formation	→	Complete the Team Formation Survey
Team Assignment	Team Meetup	→	IF teams organized, meet with PM & team

Sprint #1 - 01/10 – 01/23

Sprint Purpose:		Research & Development	
Session #	Date	Topic(s)	Learning Resources
3.	R. 1/12	Creative Strategy: The Creative Brief I	<input type="checkbox"/> Ch. 11: Pg. 229 – 230 <input type="checkbox"/> Ch. 6 <input type="checkbox"/> Ch. 8 Pg. 170 - 174 <input type="checkbox"/> Ch. 10 Pg. 206 Ex. 10.2 <input type="checkbox"/> Ch. 15 Pg. 320-324 <input type="checkbox"/> Ch. 16: 338 - 346 <input type="checkbox"/> Materials on Canvas
4.	T, 1/17	Creative Strategy: The Creative Brief II	
5.	R. 1/19	Creative Strategy: The Creative Brief III	
6.	T. 1/24	Creative Strategy: The Creative Brief IV	

Assignments (Check Canvas for Due Dates)

	Activity	→	Deliverable
Individual	Continue Draft of IPB Creative Strategy	→	Draft Creative Strategy for Individual Professional Brand (IPB)
Individual	Pretest Spotify Ad Platform	→	Complete Spotify Ad Platform Pretest on Canvas
Individual	Spotify Ad Certification	→	Complete the Spotify Ad Certification & Submit Screenshot on Canvas
Team	Sprint #1 Planning Meeting	→	Pre-Roll: Starting Sprint Backlog Kanban: Submitted by PM
Team	Sprint #1 Execution	→	Mid-Roll: Midpoint Sprint Backlog Kanban: Submitted by PM
Team	Sprint #1 Sprint Review & Retro	→	Post-Roll: Finished Sprint Backlog Kanban: Submitted by PM
Team	Creative Strategy (includes CB)	→	Product Creative Strategy: Submitted by PM
Team	Media Mix	→	Product Media Mix (PM): Submitted by PM
Class	Ideate Spotify Ad ideas		Draft Spotify Ad Executions due in Sprint #2

Sprint #2 - 01/24 – 02/06

Sprint Purpose:		Product Development & Distribution (V1)	
Session #	Date	Topic(s)	Learning Resources
7.	R. 1/26	Brand Association Workshop: The Logo	<input type="checkbox"/> Canva Graphic Design <input type="checkbox"/> Adobe Illustrator in Class <input type="checkbox"/> STC Workshop for more <input type="checkbox"/> Materials on Canvas
8.	T. 1/31	Creative Strategy: Method Strategy Methods & Executions I	<input type="checkbox"/> Ch. 10 <input type="checkbox"/> Ch. 11 Pg. 230 – end <input type="checkbox"/> Ch, 15 Pg. 314 - 329 <input type="checkbox"/> Materials on Canvas
9.	R. 2/02	Creative Strategy: Method Strategy Methods & Executions II	
10.	T. 2/07	Creative Strategy: Method Strategy Methods & Executions III	

Assignments (Check Canvas for Due Dates)

	Activity	→	Deliverable
Individual	Continue Draft of IPB Creative Strategy	→	Draft Creative Strategy for Individual Professional Brand (IPB)
Individual	Develop Draft IPB Elements: colors, fonts, imagery & logo	→	Draft IPB Brand Elements for Creative Strategy & IPB Portfolio
Individual	Ideation of IPB Creative Message Strategy Methods & Creative Executions	→	Draft Creative Message Strategy Methods & Creative Executions
Individual	Posttest A Spotify Ad Platform	→	Complete Spotify Ad Platform Posttest A on Canvas
Team	Sprint #2 Planning Meeting	→	Pre-Roll: Starting Sprint Backlog Kanban: Submitted by PM
Team	Sprint #2 Execution	→	Mid-Roll: Midpoint Sprint Backlog Kanban: Submitted by PM
Team	Sprint #2 Sprint Review & Retro	→	Post-Roll: Finished Sprint Backlog Kanban: Submitted by PM
Team	Build Version #1 of Product	→	V#1 Pre-Production Package: Submitted by PM
Team	Distribute Ver. #1 of Product	→	Sprint #2 Analysis: Submitted by PM
Class	External Client Draft Spotify Ad Executions	→	Draft Spotify Ad Executions: Submitted by PM

Sprint #3 - 02/07 – 02/20

Sprint Purpose: V1 Product Promotion, Evaluation & Iteration (V2)

Session #	Date	Topic(s)	Learning Resources
11.	R. 2/09	Media Cycle + Owned Media	<input type="checkbox"/> Ch. 1: Pg. 5 & 6 <input type="checkbox"/> Ch 14: Thru Page 295 <input type="checkbox"/> Ch. 12: Pg. 252 – 260 <input type="checkbox"/> Ch. 16: Pg. 349 – end <input type="checkbox"/> Materials on Canvas
12.	T. 2/14	Media Production Process: From Development to Distribution	<input type="checkbox"/> Ch. 11 <input type="checkbox"/> Materials on Canvas
13.	R. 2/16	Owned Media Production Workshop I: Website + Blog	<input type="checkbox"/> Website Wireframe <input type="checkbox"/> WordPress Tutorial <input type="checkbox"/> Materials on Canvas
14.	T. 2/21	Owned Media Production Workshop II: Explainer Video	<input type="checkbox"/> Ch. 11 <input type="checkbox"/> Storyboard Template <input type="checkbox"/> Script Writing Guide <input type="checkbox"/> Materials on Canvas

Assignments (Check Canvas for Due Dates)

	Activity	→	Deliverable
Individual	Finish Creative Strategy draft	→	Draft Creative Strategy Due
Individual	Begin Draft Owned Media Executions: Website & Blog	→	<input type="checkbox"/> Wireframe for IPB Website (feature the process in blog or portfolio) <input type="checkbox"/> IPB Website (due at end of quarter)
Individual	Ideate Blog Topics (3) for IPB Blog	→	Lessons Learned: What did you learn from your AIMC Journey?
Individual	Begin Draft Video Executions	→	Explainer Video for Individual Professional Brand (IPB)
Team	Sprint #3 Planning Meeting	→	Pre-Roll: Starting Sprint Backlog Kanban: Submitted by PM
Team	Sprint #3 Execution	→	Mid-Roll: Midpoint Sprint Backlog Kanban: Submitted by PM
Team	Sprint #3 Sprint Review & Retro	→	Post-Roll: Finished Sprint Backlog Kanban: Submitted by PM
Team	Promote Version #1 of Product	→	Sprint #3 Analysis: Submitted by PM
Team	Evaluate Ver. #1 of Product	→	
Team	Iterate V2 of Product (Build & Release)	→	V#2 Pre-Production Package: Submitted by PM
Class	External Client Final Spotify Ad Campaign Setup & Release	→	Spotify Final Ad Campaign Executed: Submitted by PM

Sprint #4 - 02/21 – 03/06

Sprint Purpose: Campaign Iteration: Build, Distribute, Promote & Evaluate

Session #	Date	Topic(s)	Learning Resources
15.	R. 2/23	Owned Media Production Workshop III: Resume	<input type="checkbox"/> Materials on Canvas
16.	T. 2/28	Earned Media	<input type="checkbox"/> Ch. 18 <input type="checkbox"/> Earned Media Canvas <input type="checkbox"/> Press Release Template <input type="checkbox"/> Materials on Canvas <input type="checkbox"/> Speaker: John Thompson
17.	R. 3/02	Paid Media I: Overview (Traditional, Digital & OOH)	<input type="checkbox"/> Ch. 12 <input type="checkbox"/> Ch. 13 <input type="checkbox"/> Ch. 15: Pg. 332 – 334 <input type="checkbox"/> Materials on Canvas
18.	T. 3/07	Paid Media II: Programmatic	<input type="checkbox"/> Ch. 12. Pg 264 - End <input type="checkbox"/> Ch. 14 <input type="checkbox"/> Spotify Ad Certification <input type="checkbox"/> Spotify Ad Studio <input type="checkbox"/> Materials on Canvas

Assignments (Check Canvas for Due Dates)

	Activity	→	Deliverable
Individual	Begin Professional Resumé	→	Branded & Visual Professional Resumé for IPB Portfolio
Individual	Ideate Blog Topics (3) for IPB Blog		Lessons Learned: What did you learn from your AIMC Journey?
			Draft Earned Media Executions for: IPB Press Release
Team	Sprint #4 Planning Meeting	→	Pre-Roll: Starting Sprint Backlog Kanban: Submitted by PM
Team	Sprint #4 Execution	→	Mid-Roll: Midpoint Sprint Backlog Kanban: Submitted by PM
Team	Sprint #4 Sprint Review & Retro	→	Post-Roll: Finished Sprint Backlog Kanban: Submitted by PM
Team	Promote Version #2 of Product	→	Product Evaluation #2: Sprint Analysis Submitted by PM
Team	Evaluate Ver. #2 of Product	→	
Team	Iterate V3 of Product (Build & Release)	→	V#3 Pre-Production Package: Submitted by PM
Class	External Client Spotify Ad Campaign Exe. & Evaluation	→	Spotify Ad Campaign Evaluation: Campaign Analysis Submitted by PM

Sprint #5 - 03/07 – 03/17

Sprint #1 Purpose:		Campaign Iteration: Build, Distribute, Promote & Evaluate	
Session #	Date	Topic(s)	Learning Resources
19.	R. 3/09	Paid Media III: Programmatic	<input type="checkbox"/> Ch. 12. Pg 264 - End <input type="checkbox"/> Ch. 14 <input type="checkbox"/> Spotify Ad Certification <input type="checkbox"/> Spotify Ad Studio <input type="checkbox"/> Materials on Canvas
20.	R. 3/16 1-3 pm	Last Chance IPB Workshop (if needed)	<input type="checkbox"/> Materials on Canvas

Assignments (Check Canvas for Due Dates)

	Activity	→	Deliverable
Individual	Posttest B Spotify Ad Platform	→	Complete Spotify Ad Platform Posttest B on Canvas
Individual	Spotify Focus Groups		Participate in Spotify Focus Group(s)
Individual	Complete IPB Creative Strategy	→	IPB Creative Strategy due on Canvas, Fri of finals week at 5 pm
Individual	Complete IPB Website	→	IPB Project Website Link due on Canvas, Fri of finals week at 5 pm
Individual	Team Evaluations	→	Submit Evaluation Form on Canvas
Team	Sprint #5 Planning Meeting	→	Pre-Roll: Starting Sprint Backlog Kanban: Submitted by PM
Team	Sprint #5 Execution	→	Mid-Roll: Midpoint Sprint Backlog Kanban: Submitted by PM
Team	Sprint #5 Sprint Review & Retro	→	Post-Roll: Finished Sprint Backlog Kanban: Submitted by PM
Team	Promote Version #3 of Product	→	Product Evaluation #3: Sprint Analysis Submission on Canvas
Team	Evaluate Ver. #3 of Product	→	
Class	External Client Spotify Ad Campaign Exe. & Evaluation	→	Spotify Ad Campaign Evaluation: Campaign Analysis Submitted by PM

Time allowing, we will discuss other IMC methods in conjunction with the topics in the schedule.

#	Date	Topic	Reading & Resources	Assignments
Other IMC Methods				
	TBD	<input type="checkbox"/> Direct Marketing <input type="checkbox"/> Event Marketing <input type="checkbox"/> Sales Promotions <input type="checkbox"/> Point of Purchase Promotions	<input type="checkbox"/> Direct Marketing Canvas <input type="checkbox"/> Ch. 17 <input type="checkbox"/> Ch. 16: 338 - 346 <input type="checkbox"/> Ch. 15: Pg. 314 – 332	<input type="checkbox"/> N/A