



## **MKT 366 IMC and Promotions Spring 2026, Section 01W**

### **COURSE DESCRIPTION**

This course provides an analysis of the promotion networks of organizations to external publics. Emphasis is on appraising the effectiveness of integrated marketing communications tools using digital interactive media (SEM, SEO, social media) and traditional media (electronic, print, and outdoor). Prerequisites: Mkt 306.

### **COURSE INFORMATION**

**Professor:** Dr. Karen James

**Email:** [Karen.James@tamuc.edu](mailto:Karen.James@tamuc.edu)

**Office Hours:** Via email. Email is the primary and preferred mode of communicating in this class though Zoom sessions are available by request. Typical response time is 36-48 hours. Be sure to use professional email protocol. See Interaction with Instructor guidelines on page 6.

### **REQUIRED COURSE MATERIALS**

- **Advertising and Promotion: An Integrated Marketing Communication Perspective**, Belch, 13<sup>th</sup> Edition, 2024.

The cost for this textbook will be billed directly to your student account. Information on how to access the materials or opt-out of the program will be provided to you via email. You will receive an email with additional information prior to the start of the semester at the Student email address (.edu domain) that is issued by the College/University.

### **CLASS STRUCTURE**

MKT 366 is a 100% online course delivered via D2L. The Module To-Do List each week describes required assignments and tasks (e.g., readings, exams, assignments, etc.). Online interactions in MKT 366 occur asynchronously. Each course module covers a specific time period, and course requirements must be submitted by the deadline. Regardless of your current time zone location, course due dates are based on Central Time (CT).

- Each module opens and closes at designated times on its appropriate week.
- Previous modules remain open, but late submissions for prior work are not allowed.
- See the Course Schedule and D2L for official start and end dates/times for each module.

- Modules 1-14 close on **Sunday at 11:00 p.m. CT.** of their appropriate week.
- Module 15 is open slightly longer and **closes on Tuesday at 11 p.m. CT** of its appropriate week. This is followed by a three-day period for exam 4, and then another three-day period for the optional final exam.
- Please be aware that this MKT 366 course may differ in terms of course requirements, grading, and course expectations than other undergraduate courses you have taken.

## LEARNING OUTCOMES

- Demonstrate an understanding of integrated marketing communication concepts and terminology.
- Gain knowledge of integrated marketing communication components and the IMC planning process.
- Understand various IMC strategies.

## MEANS OF ASSESSMENT

### Class Introduction (10 points)

Students will be required to introduce themselves to the class by sharing educational and professional details. See class schedule and D2L for due dates.

### Module Quizzes (140 points)

Students will be required to complete fifteen module quizzes worth 10 points each, though your lowest quiz score will be dropped. Essentially, you will complete a quiz each week on the D2L platform. Module quizzes consist of either 5 or 10 questions and test knowledge of the material covered in the corresponding chapter(s). **Module Quizzes will be available during the entire period when the corresponding module is open.** Module quizzes are open book and not timed.

Module quizzes are independent student assignments. **Outside assistance of any kind other than the open book/open notes allowance described above is strictly prohibited.** Additionally, copying or sharing questions in any format is strictly prohibited and will be considered a violation of the ETAMU Student Code of Conduct, and copyright law. Overall class results will be shared for quizzes and exams, but graded tests will not be returned. Quizzes and exams will be reviewed to ensure question quality and overall question performance. See Class Schedule and D2L for quiz dates.

### Exams (400 points)

**Five** exams are available in the course, and the **top four** exam scores will be used in computing your final grade. These exams are **closed book/closed notes** and will be taken on the McGraw Hill Connect website. **Exams are proctored** and contain 50 multiple-choice questions. Each exam is worth 100 points and assesses student knowledge regarding module readings. Exams are timed; students will be allowed a 60-minute window in which to complete an exam from the time it begins. Please be sure that you have allowed enough time to complete each exam once you start as exams will automatically be submitted at the deadline.

If you miss Exam #1, #2, #3, or #4 for ANY reason, you MUST take the final exam – no exceptions! No make-up exams are available beyond taking the final exam. You may also choose to take the last exam if you performed poorly on one of the first four tests. Your lowest exam score will be dropped regardless of which test is lowest. If you are happy with your first four exam scores you do not need to take the optional final exam.

All Exams are independent student assignments. **Outside assistance of any kind and copying/sharing questions in any format are strictly prohibited** and will be considered a violation of the ETAMU Student Code of Conduct and copyright law. Overall class results will be shared for quizzes and exams, but graded tests will not be returned. Quizzes and exams will be reviewed to ensure question quality and overall question performance. **The open and close times listed below for exams may not coincide with the beginning and end of each module.**

- **Exam 1**

- Exam Opens in D2L: Saturday, February 7, 1 a.m. CT
- Exam Closes in D2L: Monday, February 9, 11 p.m. CT
- **Note:** Exam 1 covers Chapters 1, 2, 3, 4 and 5. Exam 1 will close on 2/9, 11:00 p.m. CT whether you are finished or not. Make sure to start the exam with ample time to complete it prior to closing.

- **Exam 2**

- Exam Opens in D2L: Saturday, February 28, 1 a.m. CT
- Exam Closes in D2L: Monday, March 2, 11 p.m. CT
- **Note:** Exam 2 covers Chapters 6, 7, 8, 9, 10 and 11. Exam 2 will close on 3/2, 11:00 p.m. CT whether you are finished or not. Make sure to start the exam with ample time to complete it prior to closing.

- **Exam 3**

- Exam Opens in D2L: Saturday, March 28, 1 a.m. CT
- Exam Closes in D2L: Monday, March 30, 11 p.m. CT
- **Note:** Exam 3 covers Chapters 12, 13, 14, 15 and 16. Exam 3 will close on 3/30, 11:00 p.m. CT whether you are finished or not. Make sure to start the exam with ample time to complete it prior to closing.

- **Exam 4**

- Exam Opens in D2L: Wednesday, April 29, 1 a.m. CT
- Exam Closes in D2L: Friday, May 1, 11 p.m. CT
- **Note:** Exam 4 covers Chapters 17, 18, 19, 20, 21 and 22. Exam 4 will close on 5/1, 11:00 p.m. CT whether you are finished or not. Make sure to start the exam with ample time to complete it prior to closing.

**Exam 5 – OPTIONAL FINAL: Make-up/Score Improvement Exam**

- Exam Opens in D2L: Saturday, May 2, 1 a.m. CT
- Exam Closes in D2L: Monday, May 4, 11 p.m. CT
- **Note:** Exam 5 covers ALL chapters; a study guide will be provided. Exam 5 will close on May 4, 11:00 p.m. CT whether you are finished or not. Make sure to start the exam with ample time to complete it prior to closing.

**Assignments (240 points)**

Students will be required to complete weekly activities that make use of the knowledge learned throughout the module. Each activity is worth between 10 and 25 points and allows students to apply their learning in a practical context related to IMC. Activities may include sharing information via a discussion board, watching videos and answering questions, completing IMC activities, and so on.

Copying/sharing information in any format for these activities is strictly prohibited and will be considered a violation of the ETAMU Student Code of Conduct.

**GRADING FORMAT**

The course grading scale is: 90-100% A; 80-89% B; 70-79% C; 60-69% D; below 60% F using the overall points earned. (e.g, 720 points = “A” grade). Students have one week to query a grade once posted. Grades are based on a total of 800 points from the following items:

Class Introduction	1 @ 10 pts	10 pts
Top 14 of 15 Module Quizzes	14 @ 10 pts	140 pts
Module Assignments	15 @10–25 pts	250 pts
Top 4 of 5 Exams	4 @ 100 pts	400 pts
<b>Total</b>		<b>800 pts</b>

**TECHNOLOGY REQUIREMENTS**

**CWID and Password**

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@etamu.edu.

### **Technology-Related Issues**

Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, an ETAMU campus open computer lab, etc.

### **Minimal Technical Skills Needed**

Students will need reliable computer and internet access for this course. Students must be able to effectively use myLeo email, myLeo Online D2L, and Microsoft Office.

### **Learning Management System (LMS) – D2L**

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are the technical requirements:

- View the [Learning Management System Requirements Webpage](#).
- Learn more on the [LMS Browser Support Webpage](#).

### **Turnitin**

MKT 366 will use Turnitin, an originality checker for some assignments. **This service is free for students. Assignments subject to Turnitin must meet a 20% or less similarity threshold. Prior to a deadline, students can resubmit their assignment as many times as needed during the week it is due in order to meet the 20% or less threshold (not counting highlighted parts related to assignment headings, references, and correctly quoted material).** It is the student's responsibility to allow enough time for resubmission of their assignment to Turnitin if their initial report did not meet the 20% or less threshold. An assignment not meeting the 20% or less threshold by the due date/time may earn a zero (no exceptions for procrastination, lack of planning, etc.).

### **Technical Support**

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found on the [Brightspace Support Webpage](#).

## **COURSE AND UNIVERSITY PROCEDURES/POLICIES**

### **Syllabus Change Policy**

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

### **Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The [Code of Student Conduct](#) is described in detail online in the [Student Guidebook](#). Students should also consult the [Rules of Netiquette Webpage](#)

for more information regarding how to interact with students in an online forum.

### **Interaction with Instructor**

If you have any questions or are having difficulties with the course material, please contact your instructor. Correspondence will always be through university email (your “myLeo” mail) and announcements in myLeo online (D2L). You will not RECEIVE email through D2L, so be sure to check your ETAMU email for communication. Students are encouraged to check university email daily.

#### **Include the Following in Emails with Instructor:**

- Course name and subject in the subject line;
- Salutation (Good afternoon, Dr. James)
- Proper email etiquette (no “text” emails – use proper grammar and punctuation)
- Student name and CWID after the body of the email (possibly add to student signature on email)

### **Course Participation and ETAMU Attendance**

As this is an online course, submission takes the place of attendance and will be monitored closely by the instructor. Student online activity is monitored. Students are expected to participate each week. A student who does not participate in the class and complete requirements on time will find it difficult to fulfill his/her course obligations. D2L automatically maintains a log of when students open documents. For more information about the University’s attendance policy, please view the [Attendance Webpage](#) and the [Class Attendance Policy](#).

### **Policy on Late Assignments and Makeups**

Late submissions continue to be a serious problem for students. Not fully enforcing deadlines is unfair to those students who sacrifice to meet deadlines. Because unexpected personal emergencies arise, technology fails, and other delays occur, students should make every effort to submit their work well in advance of any deadline. **You will earn ZERO points for late work.** All assignment submissions must be submitted to the designated area. To reiterate, late submissions will NOT be accepted. Computer problems, work issues, last- minute illnesses, and other such reasons do not qualify as valid excuses. If you miss a simulation assignment deadline, you must still complete the work in order to advance to the next round.

Exams and assessments are delivered online and involve a defined completion and submission window. As such, makeups are not permitted for any reason. Students missing any of the first four exams are required to take the comprehensive final exam.

### **Academic Integrity**

Students at East Texas A&M University are expected to maintain high standards of integrity and honesty in all their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

- [Undergraduate Academic Dishonesty University Procedure 13.99.99.R0.03](#)

- [Undergraduate Student Academic Dishonesty Form](#)
- [Graduate Student Academic Dishonesty University Procedure 13.99.99.R0.10](#)
- [Graduate Student Academic Dishonesty Form](#)

### **Use of Artificial Intelligence**

East Texas A&M University acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course. Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism). Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. **If no instructions are provided the student should assume that the use of such software is disallowed.** In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

### **Students with Disabilities-- ADA Statement**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

#### **Office of Student Disability Resources and Services**

East Texas A&M University  
Velma K. Waters Library Rm 162  
Phone (903) 886-5150 or (903) 886-5835  
Fax (903) 468-8148  
Email: [studentdisabilityservices@etamu.edu](mailto:studentdisabilityservices@etamu.edu)  
Website: [Office of Student Disability Services](#)

### **Nondiscrimination Notice**

East Texas A&M University will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information, or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

### **Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M University buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are

otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and ETAMU Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer. Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

### **East Texas A&M Supports Students' Mental Health – Counseling Services**

The Counseling Center at East Texas A&M University, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit [www.tamuc.edu/counsel](http://www.tamuc.edu/counsel)

### **Mental Health and Well-Being**

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.



### **IMPORTANT DATES AND INFORMATION**

Please be mindful not only of the important dates associated with this particular course but also of the important dates associated with related academic matters, such as registration dates, drop dates, etc. These can be found in the ETAMU Academic Calendar by clicking [here](#).

## MKT 366 COURSE SCHEDULE

Module	Dates	Chapters and Exams	Assignments
1	1/12 – 1/18	<ul style="list-style-type: none"> <li>Ch 1: An Introduction to IMC</li> </ul>	Submit Class Introduction (Due 1/18, 11 pm) Submit Assignment (Due 1/18, 11 pm) Take Module 1 Quiz (Due 1/18, 11 pm)
2	1/19 – 1/25	<ul style="list-style-type: none"> <li>Ch 2: The Role of IMC in the Marketing Process</li> <li>Ch 3: Organizing Advertising and Promotion</li> </ul>	Submit Assignment (Due 1/25, 11 pm) Take Module 2 Quiz (Due 1/25, 11 pm)
3	1/26 – 2/1	<ul style="list-style-type: none"> <li>Ch 4: Perspectives on Consumer Behavior</li> <li>Ch 5: The Communication Process</li> </ul>	Submit Assignment (Due 2/1, 11 pm) Take Module 3 Quiz (Due 2/1, 11 pm)
4	2/2 – 2/8	<ul style="list-style-type: none"> <li>Ch. 6: Source, Message and Channel Factors</li> </ul>	Submit Assignment (Due 2/8, 11 pm) Take Module 4 Quiz (Due 2/8, 11 pm)
<b>E1</b>	<b>2/7 – 2/9</b>	<b>EXAM 1: Chapters 1, 2, 3, 4, 5</b>	<b>Exam Opens 2/7, SATURDAY, 1 am Exam Closes 2/9, MONDAY, 11 pm</b>
5	2/9 – 2/15	<ul style="list-style-type: none"> <li>Ch 7: Establishing Objectives and Budgeting for the Promotional Program</li> <li>Ch 8: Creative Strategy: Planning and Development</li> </ul>	Submit Assignment (Due 2/15, 11 pm) Take Module 5 Quiz (Due 2/15, 11 pm)
6	2/16 – 2/22	<ul style="list-style-type: none"> <li>Ch 9: Creative Strategy: Implementation and Evaluation</li> <li>Ch 10: Media Planning and Strategy</li> </ul>	Submit Assignment (Due 2/22, 11 pm) Take Module 6 Quiz (Due 2/22, 11 pm)
7	2/23 – 3/1	<ul style="list-style-type: none"> <li>Ch 11: Evaluation of Media: Television and Radio</li> </ul>	Submit Assignment (3/1, 11 pm) Take Module 7 Quiz (Due 3/1, 11 pm)
<b>E2</b>	<b>2/28 – 3/2</b>	<b>EXAM 1: Chapters 6, 7, 8, 9, 10, 11</b>	<b>Exam Opens 2/28, SATURDAY, 1 am Exam Closes 3/2, MONDAY, 11 pm</b>
8	3/2 – 3/8	<ul style="list-style-type: none"> <li>Ch 12: Magazines and Newspapers</li> <li>Ch 13: Support Media</li> </ul>	Submit Assignment (Due 3/8, 11 pm) Take Module 8 Quiz (Due 3/8, 11 pm)
9	3/9 – 3/15	SPRING BREAK	NO ASSIGNMENTS

10	3/16 – 3/22	<ul style="list-style-type: none"> <li>• Ch 14: Direct Marketing</li> <li>• Ch 15: The Internet: Digital and Social Media</li> </ul>	Submit Assignment (Due 3/22, 11 pm) Take Module 10 Quiz (Due 3/22, 11 pm)
11	3/23 – 3/29	<ul style="list-style-type: none"> <li>• Ch 16: Sales Promotion</li> </ul>	Submit Assignment (Due 3/29, 11 pm) Take Module 11 Quiz (Due 3/29, 11 pm)
<b>E3</b>	<b>3/28 – 3/30</b>	<b>EXAM 3: Chapters 12, 13, 14, 15, 16</b>	<b>Exam Opens 3/28, SATURDAY, 1 am</b> <b>Exam Closes 3/30, TUESDAY, 11 pm</b>
12	3/30 – 4/5	<ul style="list-style-type: none"> <li>• Ch 17: PR, Publicity and Corporate Advertising</li> </ul>	Submit Assignment (Due 4/5, 11 pm) Take Module 12 Quiz (Due 4/5, 11 pm)
13	4/6 – 4/12	<ul style="list-style-type: none"> <li>• Ch 18: Measuring Effectiveness</li> <li>• Ch 19: International Advertising and Promotion</li> </ul>	Submit Assignment (Due 4/12, 11 pm) Take Module 13 Quiz (Due 4/12, 11 pm)
14	4/13 – 4/19	<ul style="list-style-type: none"> <li>• Ch 20: Regulation of Advertising and Promotion</li> <li>• Ch 21: Evaluating Social, Ethical and Economic Aspects</li> </ul>	Submit Assignment (Due 4/19, 11 pm) Take Module 14 Quiz (Due 4/19, 11 pm)
15-16	4/20 – 4/28	<ul style="list-style-type: none"> <li>• Ch 22: Personal Selling</li> </ul>	Submit Assignment (Due 4/28, 11 pm) Take Module 15 Quiz (Due 4/28, 11 pm)
<b>E4</b>	<b>4/29 – 5/1</b>	<b>EXAM 4: Chapters 17, 18, 19, 20, 21, 22</b>	<b>Exam Opens 4/29, WEDNESDAY, 1 am</b> <b>Exam Closes 5/1, FRIDAY, 11 pm</b>
<b>OPTIONAL FINAL</b>	5/2 - 5/4	<b>Optional FINAL: All chapters (study guide provided)</b>	<b>Exam Opens 5/2, SATURDAY, 1 am</b> <b>Exam Closes 5/4, MONDAY 11 pm</b>