

Dakota College at Bottineau Course Syllabus

Course Prefix/Number/Title:

BADM 214- Entertainment Marketing

Course Description:

The course focuses on the promotional element of the marketing mix. Students will learn how to develop promotional materials that effectively promote various entertainment events. Previous coursework in advertising and marketing is strongly encouraged.

Course Objectives:

After taking this course students should be able to:

- Identify important promotional concepts and be able to apply them.
- Identify the primary elements of the promotional mix.
- Produce promotional materials consisting of all the primary elements of the promotional mix.
- Understand and implement integrated marketing communications.
- Clarify entertainment organizations' needs and goals.

Instructor:

Keri J. Keith

Office:

Thatcher Hall 205

Office Hours:

1:00 – 2:00 pm: Monday, Wednesday and Friday
11-12 pm: Tuesday and Thursday

Phone:

701-228-5624

Email:

keri.keith@dakotacollege.edu

Lecture/Lab Schedule:

M/W/F: 12-12:50 pm
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Textbook(s): None required – but can use BADM 201 textbook. Notes will be provided.

Course Requirements:

Course requirements consist of class participation, assignments, quizzes, and exams.

Grade Weighting

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| NFL Assign: | 25 points |
| Ent. Mktg Eval: | 50 points |
| Exam: | 100 points |
| Assign. #1: | 100 points |
| Team Assessment: | 25 points |
| Assign #2: | 100 points |
| Assign #3: | 200 points |
| Assign #4: | 300 points |
| <u>Participation:</u> | <u>100 points</u> |
| Total: | 1000 points |

Grading Scale

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|---------------|---|
| 90% - 100% | A |
| 80% - 89% | B |
| 70% - 79% | C |
| 60% - 69% | D |
| Less than 60% | F |

Tentative Course Outline

| Date | Activity |
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| August 27 | Introduction, syllabus, student introductions. |
| August 29 | Lecture Chapters 1 and 2 |
| September 1 | No Class – Labor Day |
| September 3 | Assignment: Advertising and the NFL Case Study |
| September 5 | Lecture: Chapter 3 |

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| September 8 | Lecture: Chapter 4 |
| September 10 | Lecture: Chapter 4 Part Two |
| September 12 | Present an example of Entertainment Marketing that you find in local or national media. 5-10 minute presentation evaluating the marketing effectiveness of the material. |
| September 15 | Lecture: Chapter 5 |
| September 17 | Lecture: Chapter 6 |
| September 19 | Review for Exam |
| September 22 | Exam |
| September 24 | Assignment One- Review Press Releases – Share Storyboard examples |
| September 26 | Continue Assignment One. |
| September 29 | Continue Assignment One. |
| October 1 | Continue Assignment One. |
| October 3 | Continue Assignment One. |
| October 6 | Continue Assignment One. |
| October 8 | No Class - Assessment Day |
| October 10 | Present Assignment One to the Class. |
| October 13 | Assign Assignment 2 |
| October 15 | Continue Assignment Two. |
| October 17 | Continue Assignment Two. |
| October 20 | Continue Assignment Two. |
| October 22 | Continue Assignment Two. |
| October 24 | Continue Assignment Two. |
| October 27 | Continue Assignment Two. |
| October 29 | Present Assignment Two to the Class. |
| October 31 | Present Assignment Two to the Class. |

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| November 3 | Assignment Three |
| November 5 | Continue Assignment Three. |
| November 7 | Continue Assignment Three. |
| November 10 | No Class – Veterans Day Continue Assignment Three. |
| November 12 | Continue Assignment Three |
| November 14 | Continue Assignment Three. |
| November 17 | Continue Assignment Three. |
| November 19 | Present Assignment Three to the Class |
| November 21 | Present Assignment Three to the Class. |
| November 24 | Assignment Four |
| November 26 | Continue Assignment Four. |
| November 28 No class, Thanksgiving | |
| December 1 | Continue Assignment Four. |
| December 3 | Continue Assignment Four. |
| December 5 | Continue Assignment Four. |
| December 8 | Continue Assignment Four. |
| December 10 | Present Final Assignment Four to the Class. |
| December 12 | Present Final Assignment Four to the Class. |
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Relationship to Campus Theme:

A focus on the growing “green” movement in business marketing and management. Also addressing consumption and the new technologies that are affecting the business industry. Students will also understand how to utilize these new ideologies and tools to their benefit, as well as the benefit of the world and society as a whole as emerging leaders.

Classroom Policies:

Absences and Assignment Due Dates: If a student must miss class, he/she must contact the instructor within 24 hours of the class period. Late assignments will be docked 10% per day late. This is the policy for all assignments in all circumstances. If you email me an assignment, you will get a reply from me to verify that I have received the assignment. If you do not get a receipt from me, I did not get the assignment. It is your job to ensure that I have received the assignment, so if you do not get a response from me within 24 hours of submitting your assignment by email, you need to resend the email. The assignment continues to lose 10% per day during this time.

Attendance and participation is expected. Ten percent of your grade is based solely on attendance and participation. You are responsible for the activities of each class period. If you know of a conflict ahead of time, you are welcome to submit assignments early.

If you miss an exam you must contact me within 24 hours of the missed exam to arrange for a time to make up the exam. Exams must be made up within 72 hours of the original exam time. If you do not contact me within 24 hours a grade of 0 will be entered for the exam that was missed. Students are only allowed to make up **ONE** exam per course. The exam grade will be docked 10% per day for late points.

Electronic Devices: Silence cellular phones, pagers, CD players, radios, and similar devices in the classroom and laboratory facilities. Reasonable laptop-size computers may be used in lecture for taking notes. If this is an IVN course, cell phone must be turned off at all times in class! I will not tolerate texting, playing games, watching videos or anything else that is disruptive to the class and others around you. You will be asked once to put the phone away, if asked again you will be asked to leave.

Do NOT wear headphones during tests. They are not allowed.

This class will be a place where all thoughts are welcome, no one fears sharing their opinion, and minds are open to new ideas. You have all EARNED the opportunity to be here by completing the same criteria, thus making you equals As emerging leaders, you are expected to show respect for each other's differences. Conflicting opinions are part of life and will create dynamic discussions. The instructor reserves the right to end these discussions and the participants will agree to disagree.

It is your responsibility to keep all assignments that are graded and handed back to you. In the case of a grade dispute, it is the student's responsibility to provide past assignments to confirm grades.

The syllabus is a living document that is subject to change. All assignments will be confirmed during the class prior to their due date. The instructor reserves the right to allow the class agenda to fluctuate as the course progresses.

Electronic Communication: If you are contacting me through email – you must use your Dakota College email account. Emailed assignments that are not sent through your Dakota College account will not be accepted. This is a school-wide policy.

Academic Integrity:

Plagiarism: To plagiarize is to “steal and pass off the ideas or words of another as one’s own” (*Webster’s Dictionary*). **Plagiarism will not be tolerated in this course.** When completing a research paper, it is necessary to cite all information gathered from other sources - including direct quotations and paraphrases - within the text of the paper using parenthetical notes at the end of the documents in a works cited list. A handout regarding the MLA guidelines is available at the writing center if you would like further information. Students are expected to follow MLA guidelines for the research paper. If you have any questions - please contact myself or go to the learning center for more information. **Students found plagiarizing material will receive a “0” for the assignment.**

Cheating: Cheating will not be tolerated. Any student found to be cheating will receive a 0 on the assignment; an additional incidence of cheating will result in the student being dismissed from the course.

Disabilities and Special Needs:

If you have any condition, such as a physical or learning disability, for which you need extra assistance, please inform me immediately. If you have already met with Student Development personnel, please provide me with information regarding your special needs as soon as possible so that appropriate accommodations can be made.