

Dakota College at Bottineau Course Syllabus

Course Prefix/Number/Title:

BADM 214- Entertainment Marketing - Online Format

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:

10:00 – 11:00 am: Monday, Wednesday and Friday

11-12 pm: Tuesday and Thursday

Phone:

701-228-5624

Email:

keri.keith@dakotacollege.edu

Lecture/Lab Schedule:

Textbook(s): None. Notes will be provided.

Course Requirements:

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

Grade Weighting

NFL Assign:	25 points
Ent. Mktg Eval:	50 points
Exam:	100 points
Assign. #1:	100 points
Assign #2:	100 points
Assign #3:	200 points
Assign #4:	300 points
Total:	875 points

Grading Scale

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

Tentative Course Outline

Week 1: Welcome to Class, Introduce Yourself, Respond to Discussion Question
Week 2: Chapters 1 and 2 - NFL Case Study Assignment
Week 3: Chapters 3 and 4 – local entertainment marketing assignment
Week 4: Chapters 5 and 6
Week 5: Exam
Week 6: Assignment One
Week 7: Assignment One Due Sunday at Midnight
Week 8: Assignment Two
Week 9: Assignment Two Due Sunday at Midnight
Week 10: Spring Break
Week 11: Assignment Three
Week 12: Assignment Three
Week 13: Assignment Three Due Sunday at Midnight
Week 14: Assignment Four
Week 15: Assignment Four
Week 16: Assignment Four
Week 17: Assignment Four Due Sunday at Midnight

Relationship to Campus Theme:

A focus on the growing “green” movement in business communication as well as consumption and addressing 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.

Classroom Policies:

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.**

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.

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.

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.