Course goals

1. Understand the principles and practice of integrated marketing communications, target

Unit 2: Ad Strategy Memo

Students evaluate an advertising campaign as if they were working for a competing

Course schedule (tentative & subject to change)

Week	Week start	Topic

Week	Week start	Topic	Content & Readings to complete	Assignments & Projects	*Research Questions w/ Key Concepts & Theories*	ELOs

Week	Week start	Topic	Content & Readings to complete	Assignments & Projects

- This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you ne(m)-72 Tm6ddittias nt o(t)8(c-5(us)7)-5ia -5(nd)-5(us)

Academic integrity policy

Some of the tools and uses that are most likely to be an issue in this course, and which you

Encouraging an optimal learning experience

Student Life Disability Services. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable