

# **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**

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**

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

**Tentative Course Outline**

Date	Activity
August 25	Introduction, syllabus, student introductions.
August 27	Lecture Chapters 1 and 2
August 30	Assignment: Advertising and the NFL Case Study
September 1	Lecture: Chapter 3
September 3	Lecture: Chapter 4
September 6	No Class – Labor Day

September 8	Lecture: Chapter 4 Part Two
September 10	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 13	Lecture: Chapter 5
September 15	Lecture: Chapter 6
September 17	Review for Exam
September 20	Exam
September 22	Assignment One- Review Press Releases – Share Storyboard examples
September 24	Continue Assignment One.
September 27	Continue Assignment One.
September 29	Continue Assignment One.
October 1	Continue Assignment One.
October 4	Present Assignment One to the Class.
October 6	Present Assignment One to the Class.
October 8	Assignment Two
October 11	No Class – Assessment Day
October 13	Continue Assignment Two. No Class – Leadership Conference
October 15	Continue Assignment Two.
October 18	Continue Assignment Two.
October 20	Continue Assignment Two.
October 22	Continue Assignment Two.
October 25	Continue Assignment Two.
October 27	Present Assignment Two to the Class.

October 29	Present Assignment Two to the Class.
November 1	Assignment Three
November 3	Continue Assignment Three.
November 5	Continue Assignment Three. Storyboard sketch due
November 8	Continue Assignment Three. Storyboard rough draft due.
November 10	Continue Assignment Three
November 12	Continue Assignment Three. Print ad rough draft due and Banner ad rough draft due.
November 15	Continue Assignment Three.
November 17	Present Assignment Three to the Class
November 19	Present Assignment Three to the Class.
November 22	Assignment Four
November 24	Continue Assignment Four.
November 26 No class, Thanksgiving	
November 29	Continue Assignment Four.
December 1	Continue Assignment Four.
December 3	Continue Assignment Four.
December 6	Continue Assignment Four.
December 8	Continue Assignment Four.
December 10	Present Final Assignment Four to the Class.
December 13	Present Final Assignment Four to the Class.

### **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:**

**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.

**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!

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.