Course Syllabus

Course Title: Entertainment Marketing
Designation: BADM 214
Format: Online
Number of credits: 3
Term and year: Spring, 2024
Department: Business
Instructor's name: Cole Higlin
Office: Online
Phone: 701.220.1494
Email: Cole.Higlin@dakotacollege.edu
Course prerequisites: None

Course Description

The course focuses on the promotional element of the marketing mix. Students will learn how to apply marketing concepts to develop effective promotional campaigns for businesses in the entertainment industry. Previous coursework in advertising and marketing is strongly encouraged.

Course Goals, Objectives, and Expectations

After taking this course students should be able to:
- Clarify entertainment organizations' needs and goals.
- Identify important promotional concepts and be able to apply them.
- Work with different market segments and understand their needs
- Identify the primary elements of the promotional mix.
- Understand and implement integrated marketing communications.
- Produce promotional materials consisting of the primary elements of the promotional mix.

Text and Required Material

- *Marketing: The Core* (9e) Roger A. Kerin, Steven W. Hartley. McGraw-Hill, 2022.
- ISBN 978-1-260-72918-4
- Loose leaf addition: ISBN 978-1-264-20929-3

Relationship to Campus Theme

A focus on the growing "green" movement in advertising as well as consumption and addressing the new technologies that are affecting the advertising 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.

Technology Requirements

This course requires:

- Access to a laptop or desktop computer.
    - Make sure to have a backup plan in place such as using a library or a friend's computer.
- Access to the Internet - highspeed Internet is required.
- Chrome is the recommended browser for Blackboard Learn.
    - If Chrome is not your preferred default browser, consider creating a shortcut to Chrome on your desktop and use that for accessing the course.
    - You can download Chrome here: https://www.google.com/chrome/
    - Check the latest version of any browser here: https://updatemybrowser.org/
- Office 365 is Microsoft's collection of office productivity tools including Word, Excel, PowerPoint, Outlook, and more. Students have access to Office 365 free of charge. Click here for instructions on how to download and install. You can also use these tools on a smartphone.
- A working webcam and microphone are required for this course.

Dakota College has technical requirements for online students. Additions and exceptions to these requirements have been noted above.

Course Requirements

Course requirements consist of online participation, assignments, quizzes, and exams. Rubrics will be used as part of the assessment process.

Grade Weighting

Discussions (2)	20
Exam 1 - chapters 1-4	20
Exam 2 - chapters 6-9	20
Exam 3 - chapters 10 and 14	20
Exam 4 - chapters 15-17	20
Assignments (8)	800
Total:	**900 points**

Grading Scale

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

Class Policies and Course Expectations

PARTICIPATION. This is an online course. Like a face-to-face course, regular interaction is expected between students, the course activities and material, and the instructor. Students should expect to log in several times each week and will be graded on their online participation.

It is recommended that students establish a schedule for themselves to focus on their coursework. For example, you may decide that Monday, Wednesday, and Friday from 7-9 PM will be the times you will set aside to focus on this course. Sharing this information with your instructor and peers can help keep you accountable.

This online classroom is a place where the thoughts and ideas of all can be expressed without fear or reprisal from others. It is expected that you will show respect when the opinions of others conflict with your own. Situations like this are an opportunity for discussions to become more dynamic and allow you to learn effective ways to navigate difficult conversations. It can also become an opportunity for you to exercise leadership skills. The instructor reserves the right to terminate discussions.

COURSE WORK. All assignments, discussion forums, and exams will be open well ahead of their deadlines. This provides you an opportunity to work ahead. Submitting work ahead of schedule demonstrates good planning and time management. Waiting until the deadline and/or submitting work late – regardless of the reason – is a cause for concern. Your instructor will be looking closely at this.

- All assigned work must be uploaded to Blackboard Learn. Assignments and other coursework will not be accepted via email.
- If a personal issue arises that could impact your ability to turn in your work, contact your instructor well before the deadline to make arrangements for submitting your work. Keep in mind, your instructor must consider what is fair to others and will evaluate extenuating circumstances individually and make accommodations only when absolutely necessary.
- All work will be graded after the deadline passes.
- Students can submit work up to 5 days late however grades will be reduced by 10% of earned points for each day late. After 5 days, work cannot be accepted.

ACADEMIC INTEGRITY. In this course, all work turned in must be your original work. Copying the work of another and submitting that work as your own constitutes plagiarism. This includes self-plagiarism such as reusing a paper (submitting work that was done to satisfy an assignment in another course.) Plagiarized work will receive the grade of zero with no opportunity to redo.

Cheating will not be tolerated. Any student found to be cheating will receive a zero on the assignment or exam; an additional instance of cheating will result in dismissal from the course.

When doing research, it is appropriate to quote phrases, data, ideas, concepts, images or tables, likenesses, and other information as long as in-text citations are included, and a full bibliographic reference is provided at the end of the document or work. Bibliographic references with no in-text citation cannot be counted as a valid reference.

Students are expected to follow MLA guidelines for papers and similar work such as discussions. A handout regarding the MLA guidelines is available at the writing center if you would like more information.

COMMUNICATION. You can expect to receive a weekly email message from your instructor. This email will have a newsletter attached that explains the activities and deadlines for the week.

STUDY PLAN. Your instructor has put together a suggested study plan which outlines Chapters to read, assignments that are due, and so forth. You can use this plan to budget your own time and manage your workload.

DISABILITIES, SPECIAL NEEDS, COURSE ACCOMMODATIONS. If you have any condition, such as a physical or learning disability, for which you need extra assistance, please contact the Disability Support Center so accommodations can be made. Let your instructor know who you are working with and what accommodations are needed.

Website: http://www.dakotacollege.edu/academics/student-success-center/disability-support/

COURSE ASSISTANCE. Expect to be challenged. The most important outcome of any course is to learn new things. If your progress in this course isn't where you expected it to be, don't hesitate to reach out to your instructor for assistance. You can also contact Dakota College's Academic Support Center. Free tutoring is also available.

Website: http://www.dakotacollege.edu/academics/student-success-center/academic-support/

Student Email Policy

Your Dakota College at Bottineau email account is the official form of communication to be used. To remain in compliance with FERPA, students must use their DakotaCollege.edu email address since your identity as a Dakota College student cannot be validated when using a personal email account. Messages sent using a personal email account will not be acknowledged by your instructor. The liability for missing messages or not acting upon important information conveyed via campus email rests with the student.

Troubleshooting and Support

As an online student, you're expected to have a back-up plan in case there's a malfunction with the technology you're using. You should also make back-ups of your work. For technology assistance with your computer or with Blackboard Learn, contact Dakota College's help desk at: 701-228-5429

Website: http://www.dakotacollege.edu/current-students/computer-services/remote-support/

Dakota College's Help Desk hours are:

> Monday – Friday
>
> 8:00 AM – 12:00 Noon
>
> 2:00 PM – 4:00 PM

Evening and Weekend Assistance

> 866-457-6387
>
> NDUS Help Desk website: https://ndus.rightanswers.com/portal/ss/

Study Plan (Tentative Course Outline)

This plan may be subject to change. Students will be given prior notification of any changes or corrections.

Assignments, discussion questions and exams will be due on Mondays and may include holidays. All assignments and exams are open now and can be submitted in well in advance of the deadline.

Week	Dates (Sun-Sat)	Description	Final Deadlines
1		Welcome to Class, Introduce Yourself on Discussion Forum Read Chapter 1 Review Chapter 1 PowerPoint Complete discussion	
2		Read Chapter 2 Review Chapter 2 PowerPoint Work on Assignment #1	
3		Read Chapter 3 Review Chapter 3 PowerPoint Test on chapters 1-3	
4		Read Chapter 4 Review Chapter 4 PowerPoint Work on Assignment #2	
5		Read Chapter 5 Review Chapter 5 PowerPoints Submit assignment # 3	
6		Read Chapter 6 Review Chapter 6 PowerPoint Complete Chapter 4-6 test	
7		Read Chapter 7 Review Chapter 7 PowerPoint Work on Assignment #4	
8		Read Chapter 8 Review Chapter 8 PowerPoint Submit Assignment #5	

Week	Dates (Sun-Sat)	Description	Final Deadlines
9		Read Chapter 9 Review Chapter 9 PowerPoint Complete Test chapters 7-9	
10		Read Chapter 10 Review chapter 10 Power Point Submit assignment	
11		Read Chapter 11 Review Chapter 11 PowerPoint Group Discussion	•
12		Read Chapter 12 Review Chapter 14 PowerPoint Complete test chapters 10-12	
13		Read Chapter 13-14 Review Chapter 13-14 Power point	
14		Read Chapter 15-17 Review Chapter 15-17 PowerPoint	•
15		Set up virtual sales call with your instructor for preparation for final project.	
16		Complete course evaluation	