

ARIZONA WESTERN COLLEGE  
SYLLABUS

MKT 290 Integrated Marketing Communications Capstone  
Credit Hours: 3 Lec 3

PREREQUISITE: MKT 110, MKT 120, MKT 130, MKT 140, and MKT 150

COURSE DESCRIPTION

This capstone course aims to provide students with a comprehensive understanding of advertising, public relations, corporate communications, and sales promotions, emphasizing the media's role in integrated marketing communications (IMC) strategies. The curriculum focuses on developing the comprehensive planning, research, and creative skills necessary to achieve IMC objectives.

COURSE GOALS

The goal of this capstone course is to equip students with a holistic understanding of integrated marketing communications (IMC) by synthesizing knowledge from advertising, public relations, corporate communications, and sales promotions. Students will learn to develop strategic communication plans that effectively leverage various media channels to achieve organizational objectives.

2. COMPETENCIES

Upon satisfactory completion of this course, the student will be able to:

- 2.1 create a detailed IMC plan that integrates advertising, public relations, and sales promotions tailored to specific target audiences.
- 2.2 use qualitative and quantitative research methods to gather insights that inform IMC strategies and decision-making.
- 2.3 design compelling messaging and creative content that resonates with diverse audiences across multiple media platforms.
- 2.4 implement metrics and analytics to assess the impact of IMC initiatives and make data-driven recommendations for improvement.
- 2.5 discuss the ethical implications of communication strategies and the responsibility of marketers in promoting transparency and trust.
- 2.6 work collaboratively with team members and stakeholders to achieve project objectives, demonstrating strong communication and interpersonal skills.

3. METHODS OF INSTRUCTION

- 3.1 Lectures
- 3.2 Resource reading material
- 3.3 Class discussions
- 3.4 Student projects
- 3.5 Research

4. LEARNING ACTIVITIES

- 4.1 Reading assignments
- 4.2 Discussion board activities

4.3 Campaign development|

4.4 Case studies

5. EVALUATION

5.1 Class participation

5.2 Assignments

5.3 Case studies

5.4 Student projects

6. STUDENT RESPONSIBILITIES

6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.

6.2 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.

6.3 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.

6.4 Academic Integrity: Any student participating in acts of academic dishonesty—including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.

6.5 Texts and Notebooks: Students are required to obtain the class materials for the course.

6.6 Arizona Western College students are expected to attend every class session in which they are enrolled. To comply with Federal Financial Aid regulations (34 CFR 668.21), Arizona Western College (AWC) has established an Attendance Verification process for "No Show" reporting during the first 10 days of each semester.  
Students who have enrolled but have never attended class may be issued a “No Show” (NS) grade by the professor or instructor and receive a final grade of “NS” on their official academic record. An NS grade may result in a student losing their federal financial aid.

For online classes, *student attendance in an online class is defined as the following* (FSA Handbook, 2012, 5-90):

- Submitting an academic assignment
- Taking an exam, an interactive tutorial or computer-assisted instruction
- Attending a study group that is assigned by the school
- Participating in an online discussion about academic matters
- Initiating contact with a faculty member to ask a question about the academic subject studied in the course