
Calumet College



of Saint Joseph

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ccsj.edu

Calumet College of St. Joseph is a Catholic institution of higher learning dedicated to the academic, spiritual and ethical development of undergraduate and graduate students. Informed by the values of its founding religious community, the Missionaries of the Precious Blood (C.P.P.S.), the College promotes the inherent dignity of all people, social justice, an ethic of service, student empowerment, opportunity, and lifelong learning.

COURSE SYLLABUS, SUMMER 2019**Course: MSM INTEGRATED MARKETING AND COMMUNICATION****Instructor Information:**

Instructor Name	Desila Rosetti
Office Number:	505
Phone Number:	219 508-0976 CELL
Email:	drosetti@ccsj.edu
Hours Available:	By appointment
Instructor Background: Desila Rosetti is an Asst. Professor teaching in the undergraduate Business Program and Masters program. She has over 35 years of executive management training and development experience specializing in the areas of management development, quality improvement, strategic planning and human resources. She has a Bachelor's Degree from Purdue University and a Masters from the University of Notre Dame. She is a past president for the Indiana Association for Healthcare Quality, past chair of the Special Interest Groups for the National Association for Healthcare Quality, is a Certified Professional in Healthcare Quality, a Certified Training Consultant, a past examiner for the Indiana State Quality Award, past president of the Northwest Indiana Society of Human Resource Managers, past board member of the Society of Human Resources State Council, past board member of the Valpo Chamber, past member of the conference planning committee for the State SHRM Council, past member of the education committee of the Northwest Indiana Business Roundtable, Board of Directors, Porter County Community Foundation, board member of the Small Business Development Center (SBDC), and board member for the Center for Creativity. She is also President and Founder, of Organizational Development Solutions, Inc. a training and consulting company located in Northwest Indiana.	

Course Information:

Course Time:	6:00-10:00 PM Tuesdays
Classroom:	300
Required Books	Integrated Marketing and Communication by Robyn Blakeman
Learning Outcomes/ Competencies	

PROGRAM OBJECTIVES:

1. Demonstrate a broad understanding of the business disciplines and functional skills critical to the role as business professional in managing self and others.
2. Use technology to research, collect, analyze, and interpret data and communicate effectively both verbally and in writing to a variety of audiences.

Course Description: The objective of this course is to provide an overview of the components and considerations involved in marketing communication strategy decisions. Course work is designed to prepare you to oversee the creation of imaginative and effective marketing and communication plans. Fundamentals of interpersonal communication, persuasion as well as a focus on the strategy side of developing an effective marketing communications plan; emphasizing tools for developing communication and promotional ideas that remain “on brand.”

Learning Strategies:

- Develop an understanding of marketing terms
- Develop basic marketing plan.
- Develop the ability to make the marketing decisions a manager must make to satisfy customers

Experiential Learning Opportunities:

Students will prepare a marketing plan based on the company they currently work for or a company that will be assigned.

Assessments:

Major Assignments: Students will develop marketing plans or will be involved with the development of marketing materials.

Class Participation: Intellectual growth and success in college is reinforced through interaction in the classroom. Students reach personal goals and course outcomes through regular and prompt attendance. Therefore, if a student is absent at all during the seven-week course, the student may be subjected to a grade of F or FW per policy stated under the Withdrawal from Classes section on this syllabus.

Grading Scale:

100 – 92: A
 91 – 90: A-
 89 – 88: B+
 87 – 82: B
 81 – 80: B-
 79 – 78 : C+
 77 – 72: C
 71 – 70 : C-
 69 – 68: D+
 67 – 62: D
 61 – 60: D-
 59 and below F

Course Schedule

I reserve the right to change this schedule to meet the needs of the class

Class Date	Assignments
Week 1	Intro to course, share expectations Cover syllabi Current marketing knowledge Final Project Expectations Cover Chapters 1-2

	Presentations: Promotional Mix
Week 2	Quiz Chapters 1-2 Cover Chapter 4-5 Creativity
Week 3	Quiz Chapters 4-5 Cover Chapter 3 Branding YouTube Personal Brands
Week 4	Quiz Chapters 4-5 Cover Chapters 8, 9,11 Presentations: Strategies for Print Media
Week 5	Quiz Chapters 8 9 11 Cover Chapters 14, 15 Sales Promotions Presentations
Week 6	Quiz 14, 15 Chapters 16,17
Week 7	Quiz Chapter 16, 17 Marketing Plan Presentations

Responsibilities

Attending Class: You cannot succeed in this class if you do not attend. We believe that intellectual growth and success in higher education occur through interaction in the classroom and laboratories. When you miss class because of a college event, you must give notice of your absence in advance, and you are responsible for all missed work. Being absent doesn't excuse you from doing class work; you have **more** responsibilities to keep up and meet the objectives of this course.

1. Attendance is taken at the beginning of each class period.
2. Students are expected to attend each session and will be held responsible—whether they are present or not—for any assignments due, materials covered or announcements made in class.
3. Late arrivals (10 minutes or more) will be considered and recorded as absences.
4. Attendance is mandatory on test/quiz dates. If you miss a test/quiz without approval because of a medical procedure or court ordered appearance zero points will be awarded. Make up exam format and timeframe will be at the convenience of the instructor

Class Policy for Assignments: You cannot succeed in this class if you do not turn in all your work on the day it is due.

1. Students are expected to have read the appropriate chapter(s) from the text **before each lecture**, the lecture will expand on the key points and provide examples. Points maybe deducted if student continues to not follow directions.
2. Quizzes will be given first 10 minutes of class. **There are no make ups if quizzes are missed without MD excuse.**
3. Written assignments must be created in MS Word software, Times New Roman 11-point font, on 8-1/2 x 11 white paper, standard margins. Homework will be turned in as directed.
4. Assignments will be accepted up until the next class period with reduced point value. Grades for accepted late work will be lowered at the instructor's discretion.
5. Participation in class is required. Intelligent, respectful conversation is expected. Students grade

maybe lower by 1-2 letter grades if they are not prepared to participate.
<p>CCSJ Student Honor Code: I, as a student member of the Calumet College academic community, in accordance with the college's mission and in a spirit of mutual respect, pledge to:</p> <ul style="list-style-type: none"> • Continuously embrace honesty and curiosity in the pursuit of my educational goals; • Avoid all behaviors that could impede or distract from the academic progress of myself or other members of my community; • Do my own work with integrity at all times, in accordance with syllabi, and without giving or receiving inappropriate aid; • Do my utmost to act with commitment, inside and outside of class, to the goals and mission of Calumet College of St. Joseph.
<p>Using Electronic Devices: Electronic devices can only be used in class for course-related purposes. Use of electronic devices while others are speaking is rude and will not be tolerated. If you text or access the Internet for other purposes, you may be asked to leave, in which case you will be marked absent.</p>
<p>Participating in Class: You must be on time, stay for the whole class and speak up in a way that shows you have done the assigned reading. If you are not prepared for class discussion, you may be asked to leave, in which case you will be marked absent.</p>
<p>Doing Your Own Work: If you turn in work that is not your own, you are subject to judicial review, and these procedures can be found in the College Catalog and the Student Planner. The maximum penalty for any form of academic dishonesty is dismissal from the College.</p> <p>Using standard citation guidelines, such as MLA or APA format, to document sources avoids plagiarism. The Library has reference copies of each of these manuals, and there are brief checklists in your Student Handbook and Planner.</p> <p>PLEASE NOTE: All papers may be electronically checked for plagiarism.</p>
<p>Tracking Your Progress: Your grade will be available on an ongoing basis through blackboard. Be sure to see how you're doing and follow up with me as needed.</p>
<p>Sharing Your Class Experience: At the end of the term, you will have the opportunity to evaluate your classroom experience. These confidential surveys are <i>essential</i> to our ongoing efforts to ensure that you have a great experience that leaves you well prepared for your future. Take the time to complete your course evaluations – we value your feedback!</p>
<p>Withdrawing from Class: After the last day established for class changes has passed (see the College calendar), you may withdraw from a course by following the policy outlined in the CCSJ Course Catalog.</p>

Resources
<p>Student Success Center: The Student Success Center provides faculty tutors at all levels to help you master specific subjects and develop effective learning skills. It is open to all students at no charge. You can contact the Student Success Center at 219 473-4287 or stop by the Library.</p>
<p>Disability Services: Disability Services strives to meet the needs of all students by providing academic services in accordance with Americans with Disabilities Act (ADA) guidelines. If you believe that you need a “reasonable accommodation” because of a disability, contact the Disability Services Coordinator at 219-473-4349.</p>
<p>Student Assistance Program: Calumet College of St. Joseph provides a free Student Assistance Program (SAP) to current students. The SAP is a confidential counseling service provided to students for personal and school concerns which may be interfering with academic performance and/or quality of life. The SAP counselor is available on campus once a week. For more information, contact the Vice President</p>

for Enrollment and Retention, Dr. Dionne Jones-Malone, Office # 611, 219-473-4305.

CCSJ Alerts: Calumet College of St. Joseph's emergency communications system will tell you about emergencies, weather-related closings, or other incidents via text, email, or voice messages. Please sign up for this important service annually on the College's website at: <http://www.ccsj.edu/alerts/index.html>.

MEDICAL EMERGENCY

EMERGENCY ACTION

1. Call 911 and report incident.
2. Do not move the patient unless safety dictates.
3. Have someone direct emergency personnel to patient.
4. If trained: Use pressure to stop bleeding.
5. Provide basic life support as needed.

FIRE

EMERGENCY ACTION

1. Pull alarm (located by EXIT doors).
2. Leave the building.
3. Call 911 from a safe distance, and give the following information:
 - Location of the fire within the building.
 - A description of the fire and how it started (if known)

BUILDING EVACUATION

1. All building evacuations will occur when an alarm sounds and/or upon notification by security/safety personnel. **DO NOT ACTIVATE ALARM IN THE EVENT OF A BOMB THREAT.**
2. If necessary or if directed to do so by a designated emergency official, activate the building alarm.
3. When the building evacuation alarm is activated during an emergency, leave by the nearest marked exit and alert others to do the same.
4. Assist the disabled in exiting the building! Remember that the elevators are reserved for persons who are disabled. **DO NOT USE THE ELEVATORS IN CASE OF FIRE. DO NOT PANIC.**
5. Once outside, proceed to a clear area that is at least 500 feet away from the building. Keep streets, fire lanes, hydrant areas and walkways clear for emergency vehicles and personnel. The assembly point is the sidewalk in front of the college on New York Avenue.
6. **DO NOT RETURN** to the evacuated building unless told to do so by College official or emergency responders.

IF YOU HAVE A DISABILITY AND ARE UNABLE TO EVACUATE:

Stay calm, and take steps to protect yourself. If there is a working telephone, call 911 and tell the emergency dispatcher where you are **or** where you will be moving. If you must move,

1. Move to an exterior enclosed stairwell.
2. Request persons exiting by way of the stairway to notify the Fire Department of your location.
3. As soon as practical, move onto the stairway and await emergency personnel.
4. Prepare for emergencies by learning the locations of exit corridors and enclosed stairwells. Inform professors, and/or classmates of best methods of assistance during an emergency.

EMERGENCY ACTION

1. Call 911 and report incident.
2. Secure the area.

3. Assist the injured.
4. Evacuate if necessary.

TORNADO

EMERGENCY ACTION

1. Avoid automobiles and open areas.
2. Move to a basement or corridor.
3. Stay away from windows.
4. Do not call 911 unless you require emergency assistance.

SHELTER IN PLACE

EMERGENCY ACTION

1. Stay inside a building.
2. Seek inside shelter if outside.
3. Seal off openings to your room if possible.
4. Remain in place until you are told that it is safe to leave.

BOMB THREATS

EMERGENCY ACTION

1. Call 911 and report incident.
2. If a suspicious object is observed (e.g. a bag or package left unattended):
 - Don't touch it!
 - Evacuate the area.

TERRORISM AND ACTIVE SHOOTER SITUATIONS

EMERGENCY ACTION

1. Call 911 and report intruder.

RUN, HIDE OR FIGHT TIPS:

1. **Prepare** – frequent training drills to prepare the most effectively.
2. **Run and take others with you** – learn to stay in groups if possible.
3. **Leave the cellphone.**
4. **Can't run? Hide** – lock the door and lock or block the door to prevent the shooter from coming inside the room.
5. **Silence your cellphone** -- use landline phone line.
6. **Why the landline?** It allows emergency responders to know your physical location.
7. **Fight** – learn to “fight for your life” by utilizing everything you can use as a weapon.
8. **Forget about getting shot – fight!** You want to buy time to distract the shooter to allow time for emergency responders to arrive.
9. **Aim high** – attack the shooter in the upper half of the body: the face, hands, shoulder, neck.
10. **Fight as a group** – the more people come together, the better the chance to take down the shooter.
11. **Whatever you do, do something** – “react immediately” is the better option to reduce traumatic incidents.