

COURSE SYLLABUS

COM184: Marketing for Designers

Course Description

This course introduces students to core marketing concepts, with an emphasis on the designer's role in marketing activities. Course concepts will include identifying target markets and determining creative approaches to delivering specific marketing messages to consumers. Specific activities will include analyzing and developing advertisements through the creative process, and exploring the relationship between graphic design and consumer behavior.

General Course Information

Number of Units/Weeks	4U/10W
#Hours Lecture/#Hours Laboratory/#Hours HW*	40/00/80
Prerequisite(s)	DSN 134, DSN 154
Co-requisites (s)	None
Course Developer(s)	R. Wells, BS
Date Approved / Last Review	TBA / TBA

* Homework

Learning Outcomes

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

- (1) Research market segments in order to identify target markets for a given marketing strategy.
- (2) Use critical thinking to create a marketing message for a given target market.
- (3) Develop a marketing strategy utilizing information that students have gathered and analyzed.
- (4) Create an advertisement concept that communicates a marketing message based on a marketing strategy.
- (5) Apply graphic design fundamentals, principles of typography, and color theory to design an advertisement.

Instructional Methods Employed in this Course

Lecture and reading assignments

Hands-on exercises and labs

Research

Student presentations

Practical application of theory and skills in authentic projects

Build on prior knowledge and experience of students to enhance richness of class activities

Information Resources for this Course



Textbook

None



Other Materials

TBD



Web Site Readings

TBD

Table/Topics & Assignments

Types of Assignments:

Lecture: Considered Lecture Hours

Classroom Discussion: Considered Lecture Hours

In Class Critique: Considered Lecture Hours

Delivering Oral Presentations: Considered Lecture Hours

In Class (IC) Exercise: Considered Lecture Hours

Reading: Considered Homework (HW), work done outside of class.

WebClass lesson (non-online courses): Considered HW, work done outside of class

Lab Work: Considered Lab Hours

Quiz, Midterm or Final: Considered Lecture Hours

Week 1						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 1A	What is Marketing?	1				
LEC 1B	Marketing Mix-Four P's	1				
IC EX 1A	Identifying the Marketing Mix	2			10	
HW 1A	Read Web Articles, Evaluated by HW 1C			3		
HW 1B	Marketing Mix Strategies: Case Studies			5	50	Week 2
HW 1C	Webclass Questions			1	10	Week 2
Total Week 1		4	0	9	70	
Week 2						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 2A	Understanding Your Client/Product/Service	1				
LEC 2B	Researching for a Marketing Strategy	0.5				
IC EX 1A	Watch: The Persuaders	1.5				
IC EX 1B	Analysis of Persuaders	1			10	
HW 2A	Read Web Articles, Evaluated by HW 2C			3		
HW 2B	Creating a SWOT Analysis			5	50	Week 3
HW 2C	Webclass Questions			1	10	Week 3
Total Week 2		4	0	9	70	
Week 3						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 3A	Understanding the Market	1				
LEC 3B	Market Segments: Demographics and Targeting	1				

IC EX 3A	Identifying Target Markets	2			10	
HW 3A	Read Web Articles, Evaluated by HW 3C			3		
HW 3B	Ad Analysis: Identifying Demographics			4	50	Week 4
HW 3C	Webclass Questions			1	10	Week 4
Total Week 3		4	0	8	70	
Week 4						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 4A	Understanding the Consumer	1				
LEC 4B	Consumer Behaviors	1				
IC EX 4A	Developing a Marketing Message	2			10	
HW 4A	Research Assignment for Midterm			4	20	Week 5
HW 4B	Read Web Articles, Evaluated by HW 4C			3		
HW 4C	Webclass Questions			1	10	Week 5
Total Week 4		4	0	8	40	
Week 5						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 5A	Creative Process	1				
EXAM 5A	LASA 1: Marketing Strategy	3			200	In Class
HW 5A	Read Web Articles, Evaluated by HW 5C			3		
HW 5B	Ad Analysis: Identifying Message and Design Elements			6	50	Week 6
HW 5C	Webclass Questions			1	10	Week 6
Total Week 5		4	0	10	260	
Week 6						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 6A	Copywriting	1				
IC EX 1A	Developing Voice and Tone	1			10	
LEC 6B	Design an Advertisement	1				
IC EX 6B	Establishing Type, Color, and the Visual	1			10	
HW 6A	Read Web Articles, Evaluated by HW 6C			3		
HW 6B	Ad Creation: Copy and Image Development			6	50	Week 7
HW 6C	Webclass Questions			1	10	Week 7
Total Week 6		4	0	10	80	
Week 7						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 7A	Marketing Campaigns	1				

LEC 7B	Consumer Defense Mechanisms	1				
IC EX 7A	Developing Print/Media/Web	2			10	
HW 7A	Read Web Articles, Evaluated by HW 7C			3		Week 8
HW 7B	Ad Development: Multiple Applications			6	50	Week 8
HW 7C	Webclass Questions			1	10	Week 8
Total Week 7		4	0	10	70	
Week 8						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 8A	Branding Identity: Positioning	2				
IC EX 8A	Designing Brand Consistency	2			10	
HW 8A	Read Web Articles, Evaluated by HW 8C			3		
HW 8B	Ad Development: Branding			4	50	Week 9
HW 8C	Webclass Questions			1	10	Week 9
Total Week 8		4	0	8	70	
Week 9						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 9A	Regulations and Requirements	2				
IC EX 9A	Design with Rules	2			10	
HW 9A	Read Web Articles, Evaluated by HW 9C			3		
HW 9B	Research Assignment for Final			4	50	Week 10
HW 9C	Webclass Questions			1	10	Week 10
Total Week 9		4	0	8	70	
Week 10						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
EXAM 10A	LASA 2: Creation of Advertisement	4			200	In Class
Total Week 10		4	0	0	200	

Course Hours Summary

Week	Topic	LEC Hours	LAB Hours	HW Hours
1	What is Marketing? Marketing Mix	4	0	9
2	Understanding Your Client/Product/Service, Research for Marketing Strategy	4	0	9
3	Understanding the Market, Marketing Segments	4	0	8
4	Understanding the Consumer, Consumer Behaviors	4	0	8
5	Creative Process, Midterm	4	0	10

6	Copywriting and Design	4	0	10
7	Marketing Campaigns, Consumer Defence Mechanisms	4	0	10
8	Branding Identity: Positioning	4	0	8
9	Regulations and Requirements	4	0	8
10	Final	4	0	0
Total		40	0	80

Table/Point Breakdown

Assignment Type	Possible Points	Percentage of
In Class Assignments	90	9%
Graded homework	510	51%
Midterm	200	20%
Final	200	20%
Total	1000	100%

Your Grades for this Course

Your final grade for this course will be based on an assessment by the Instructor of your performance on a number of course activities, which may include objective tests, classroom exercises, laboratory demonstrations, project papers, or other types of activities. The chart below indicates in what activities you will engage, how many possible points can be earned for each activity, and the percentage of your final grade that will be accounted for by each activity.

Students in this course should be graded following Coleman University assessment practices and policies. A point system is used in the University to indicate student performance on various required activities or projects. For this course, it is recommended that points be distributed as follows:

Coleman University Grade Assignment Policy:

The Coleman University guidelines for the assignment of grades to total points earned is as follows:

Percent	Letter Grade	Grade Points
94-100%	A	4
90-93%	A-	3.67
87-89%	B+	3.33
84-86%	B	3
80-83%	B-	2.67
77-79%	C+	2.33
74-76%	C	2
70-73%	C-	1.67
67-69%	D+	1.33
64-66%	D	1

60-63%	D-	0.67
0-59%	F	0
N/A	INC	0
N/A	W	0
60%	CR	0
59%	NC	0
85%	PASS	0

Requirements

Assignments: All assignments (including projects, lab work, quizzes and exams) must be completed as scheduled. The following will apply to late assignments:

1-24 hours after due date = 20% off point value

25-48 hours after due date = 60% off point value

49+ hours after due date = No points given

If an assignment equals less than 5 points, no points will be given for late work. If there are extenuating circumstances, the student must submit a written explanation to the department Senior Instructor. Upon evaluation, points will be given according to the Senior Instructor's discretion.

Attendance: Classes begin and end as indicated in the published schedule. It is required that students be present at the beginning of each class session and stay until class is dismissed, including lab periods. Excessive tardiness, leaving early and/or absences (from either lecture or lab sessions) are causes for dismissal from the course. A student that arrives in class beyond 30 minutes late may be considered absent. A student that leaves over 30 minutes before the end of class may also be considered absent. Excused absences will be determined by the instructors and approved by the Dean of Academics & Director of Student Services. Students may be removed from the course(s) based on the following absence guidelines:

4 Unit Course – Allowed 2 absences per 10-week MOD (3rd absence may be excused by DOA & DOSS)

5 Unit Course – Allowed 2 absences per 5-week MOD (3rd absence may be excused by DOA & DOSS)

8 Unit Course – Allowed 5 absences per 10-week MOD (6th absence may be excused by DOA & DOSS)

Coleman University Policy on Academic Dishonesty:

Academic dishonesty is cause for dismissal from Coleman University. Presenting another person's ideas, methods, course work, or test answers with the intention that they be taken as one's own is theft of a special kind. It defrauds the originator of the work, the institution, its graduates, its students, and its future students.

The student has full responsibility for the authenticity of all academic work and examinations submitted. A student who appears to have violated this policy must submit to a hearing with the reporting instructor and the associate dean. If it is determined that a violation occurred, the matter will be referred to an Officer of the University with recommendations for an appropriate penalty. The student may be dismissed, suspended, or given another penalty.

Coleman University employs the plagiarism software known as Turnitin. Students are expected to use this tool in an appropriate manner with the sole purpose to support their own academic endeavors at Coleman University. Turnitin account information can not be shared with anyone. Contact your instructor if you have any questions about plagiarism related issues.

Academic Accommodation / Adjustment Policy:

In accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA), Coleman University offers accommodations to students with documented physical, psychological, and/or cognitive disabilities. Coleman University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to offer equal educational opportunities to qualified disabled individuals.

To qualify for an academic accommodation under ADA, the student must provide adequate documentation of a disability. Students seeking academic accommodations should contact the campus ADA Coordinator at 858-966-3953 or via email at ada@coleman.edu. The ADA Coordinator will review the documentation provided and verify ADA coverage. Students covered under ADA must meet with the ADA Coordinator at the beginning of every term to determine the appropriate academic accommodations. Failing to meet with the ADA Coordinator at the beginning of every term may impact the availability of accommodations.

After the academic accommodations have been determined, the students' instructors will be notified by the ADA Coordinator. If any problems or concerns regarding the provision of accommodations occur, the student must inform the ADA Coordinator. If the student feels accommodation is not being made appropriately, the student may follow the published Student Grievance Procedures.

