| CLASS INFORMATION | Benedictine University  
MBA 633A – Marketing Communications  
Spring 2016  
March 28th – May 23rd  
Mondays, 6:30 - 9:30 PM  
Classroom location: Refer to MyBenU |
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<td>COURSE PREREQUISITES</td>
<td>MBA 661</td>
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| INSTRUCTOR INFORMATION | Philip L. Hupfer, MS  
Phone: 630-832-5741  
Email: philh236@gmail.com  
Office hours by appointment |
| COURSE OBJECTIVES | As a result of completing this course, you will be able to:  
- Understand the marketing communications process.  
- Have an understanding of what promotional tools are available.  
- Be able to critique promotional plans.  
- As a manager, develop an understanding of the various elements in a promotional plan.  
- Learn how marketing communications decisions are made.  
- Become aware of and understand various marketing communications terms are used in business. |
| CLASS OVERVIEW & GRADING |  
- 2 tests (Multiple choice) (25% each)  
- Class discussion (15%)  
- Integrated Marketing Communications Plan (35%) |
| REQUIRED TEXT | Advertising and Promotion: An Integrated Marketing Communications Perspective  
By George E. Belch and Michael Belch  
McGraw-Hill/Irwin  
ISBN: 9780078028977 |
| IMPORTANT REMINDERS | Students are expected to check the class Desire2Learn (D2L) site prior to the first night of class and on an on-going basis. |
| PRE-CLASS ASSIGNMENT |  
- Read chapters 1 and 2.  
- Think about what particular aspects of Integrated Marketing Communications and its applications you would like to learn more about. |
| Brief Note from the Instructor | Phil Hupfer is career marketing professional. Among other positions, he has worked at a medium-sized advertising agency where he was involved in the various elements that comprise a professional marketing communications plan. His experience includes working with both consumer products companies and also B2B marketers. In addition, his experience includes working with Fortune 500 firms as well as smaller organizations. As many as possible “real world” examples of past and current marketing communications programs will be brought up and illustrated in class. |