

14.9: Discussion- Integrated Marketing Communications and Promotions

Part 1

Your task is to write a short paragraph (no more than 300 words) discussing the positives and negatives of just one (1) of the following communications methods: It is important that you support both sides of your argument. Be sure and give existing examples when appropriate.

- In-Store Promotions
- Sales Promotions
- Direct Marketing
- Online Media
- Social Media

Part 2

For each discussion forum, students need to create an initial post, then look over the discussion posts of your other classmates and give at least two (2) thoughtful responses to two (2) different classmates (one per classmate), totaling a minimum of three (3) posts for forum, including your initial post.

You need to write more than just a few words like: "I agree" or "Sounds good" or "Well said." You must write several sentences that are thoughtful and suitable for a proper discussion. It is also fitting to ask questions or politely challenge your classmates if you like. When in doubt, just remember: this is a "discussion," not a series of opinion blogs.

Grading Rubric

Your participation in this discussion will be graded using the following rubric. Please review and keep it in mind as you prepare your assignment.

Grading Rubric

Criteria	Not Evident	Developing	Exemplary	Points
Submit initial response	0 pts No response	2 pts Response does not fully address the prompt	5 pts Response thoughtfully addresses the prompt and invites response from peers.	5 pts
Respond to at least two peers	0 pts No response to peers	2 pts Responded to only one peer	5 pts Responded to at least two peers	5 pts
Total:				10 pts

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