BMKT 343.01: Integrated Marketing Communication

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MARKETING 343 – INTEGRATED MARKETING COMMUNICATIONS,
SPRING 2016
Tuesday/Thursday 12:40-2:00pm, GBB 201

Dr. Emily Plant
Office: GBB 371
Phone: 406.243.4893
Email: emily.plant@umontana.edu

Office Hours:
Tuesday and Thursday
9:30 to 11:00 am
and by appointment

Required Materials:
iClicker – http://www.iclicker.com

Required Readings – See Course Schedule for readings that pertain to specific class discussions.


Course Description
Integrated Marketing Communications (IMC) is an integrated course in promotion strategy: topics include advertising message design, media selection, promotions, public relations, personal selling, and other selected topics.
This course will help you understand the tools of IMC as they exist in the business world today. After completing this course, you should be able to make decisions about how to best communicate with different types of consumers through message, media, and communication strategies related to the goals and objectives of a business.

Course Organization
The format of each class meeting will consist of lectures, readings, videos, guest speakers, and class discussions. In addition, a team project and a team assignment will apply important concepts to “real world” marketing communication issues. The course is designed to be interactive and students are encouraged to ask questions and actively participate. This course will be most interesting and effective for you, and the above objectives can only be achieved, through a combined effort.

Assignments and Grading

<table>
<thead>
<tr>
<th>Assignments</th>
<th>PERCENT</th>
<th>Your Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three Exams</td>
<td>60%</td>
<td></td>
</tr>
<tr>
<td>Class participation</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Other assignments</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td><em>(will be assigned throughout the semester)</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
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</tbody>
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Exams
UNLESS PRIOR ARRANGEMENTS ARE MADE, A MISSED EXAM WILL BE GIVEN A ZERO SCORE. Students will not be allowed to take the in-class exam if they arrive late and other students have already completed their exams. There will be three exams. Exams will consist of multiple-choice, fill-in-the-blank, and/or short answer questions. The exams will cover textbook, lecture, and discussion material, including video, guest speaker, and activities material. Details on these exams will be provided during class prior to each exam.

Assignments, Class Participation/Discussion and In-Class Assignments
During the term, there will be many opportunities to engage in the class discussion. There are several assignments, class preparation activities, research opportunities, and readings for discussions that will be assigned during this term (see course schedule). In addition, I use this grading category to reflect your level of participation. Active class participation is expected! All reading assignments must be read before class. Please stay current with the readings and textbook materials.

- Out-of-class assignment information will be posted on Moodle and also on class slides. Due dates are included in the course schedule. Late papers will be deducted 10% if submitted within 24 hours of due date/time; after 24 hours, late papers will be graded for ½ credit.
- In-class assignments will typically be scheduled as per the syllabus or announcements on Moodle, but please be aware that on any given day I may decide to give an assignment, and if you are not in class you will not be eligible to earn the associated points.
- Classes will consist of lecture and discussion. I expect you to attend class regularly and be prepared for class discussions and assignments. You may use a laptop or tablet in class to take notes, but if it becomes a distraction either for you or your classmates, I’ll ask you to leave it at home.
- Your contribution to class will determine your participation grade. I will keep track of your attendance via iClicker so please let me know in advance when you have a reason to miss a class. I may excuse brief and occasional absences for reasons of illness, injury, family emergency, religious observance, or participation in a University sponsored activity. Your contribution to class, as measured by iClicker participation points will determine your participation grade. You get .7/1 points for answering an in class iClicker question, and 1/1 points for a correct answer. If you miss more than 5 classes I reserve the right to take a letter grade off your final course grade. It is extremely important that you attend!

Extra Credit

Students may submit by 3:30 in the afternoon one week prior to each exam up to three multiple-choice questions that I will consider using on the exam. Any material is fair game: textbook, speakers, articles, films, class discussion. If I use your question(s), you will receive extra credit in the amount equal to the multiple-choice value of those points on the exam. An added bonus: You’ll likely get that exam question correct. If I use only a portion of your question, you will receive partial points. No late questions accepted. Don’t put yourself in an awkward position by even asking—it is not fair to me or your peers.

Final Comments on Grading

This is an upper division marketing course; and I have high expectations for you. Challenge yourself and your teammates to do the best possible. It’s going to be a great term!

The following scale is used to determine a letter grade for the individual and team work associated with this course.

Grades during the term and final grades will be posted on Moodle.

COURSE GRADES ARE ASSIGNED ON A PLUS/MINUS SCALE AS FALLOWS (grades are not curved):

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93 to 100</td>
<td>(93 to 100%)</td>
</tr>
<tr>
<td>A-</td>
<td>90 to 92.9</td>
<td>(90 to 92.9%)</td>
</tr>
<tr>
<td>B+</td>
<td>87 to 89.9</td>
<td>(87 to 89.9%)</td>
</tr>
<tr>
<td>B</td>
<td>83 to 86.9</td>
<td>(83 to 86.9%)</td>
</tr>
<tr>
<td>B-</td>
<td>80 to 82.9</td>
<td>(80 to 82.9%)</td>
</tr>
<tr>
<td>C+</td>
<td>77 to 79.9</td>
<td>(77 to 79.9%)</td>
</tr>
<tr>
<td>C</td>
<td>73 to 76.9</td>
<td>(73 to 76.9%)</td>
</tr>
<tr>
<td>C-</td>
<td>70 to 72.9</td>
<td>(70 to 72.9%)</td>
</tr>
<tr>
<td>D</td>
<td>60 to 69.9</td>
<td>(60 to 69.9%)</td>
</tr>
<tr>
<td>F</td>
<td>59.9 or fewer</td>
<td>(&lt;59.9%)</td>
</tr>
</tbody>
</table>
**Tentative Course Schedule - Subject to Change!**

<table>
<thead>
<tr>
<th>Class Periods</th>
<th>Topics Covered</th>
<th>Readings, Assignments, etc.</th>
</tr>
</thead>
</table>
| January 26    | Introduction – Welcome and Course Overview  
The Evolution of Advertising | Chapter 1 |
| January 28    | The Evolution of Advertising  
The Environment of Advertising | Chapter 1, cont.  
Chapter 2 |
| February 2    | The Business of Advertising | Chapter 3 |
| February 4    | Super Bowl Preview & discussion |  |
| February 9    | Super Bowl Advertising and IMC Recap | Assignment 1 due today |
| February 11   | TBD |  |
| February 16   | Super Bowl Advertising and IMC Recap, cont. | Assignment 2 due today |
| February 18   | Segmentation, Targeting, and The Marketing Mix | Chapter 4 |
| February 23   | Communication and Consumer Behavior | Chapter 5  
| February 25   | Consumer Behavior cont.  
Influence: Science and Practice, by Robert Cialdini | Reading: Cialdini Chapter 1 |
| March 1       | EXAM 1 | Chapters 1-5 |
| March 3       | Account Planning and Research / Marketing Advertising, and IMC Planning | Chapter 6 & 7 |
Start “Art & Copy” documentary | Chapter 8 & 9 |
| March 22      | Direct Marketing & Sales Promotions | Chapter 10  
Chapter 11 |
| March 24      | Direct Marketing & Sales Promotions | Reading to be assigned |
| March 29      | Sponsorship, Product Placements, and Branded Entertainment | Chapter 12 |
| March 31      | ~Catch-Up Day~ |  |
| March 17      | EXAM 2 | Chapters 6-9 |
| April 12      | Regulatory and Ethical Environment of Promotions | Chapter 6 |
| April 14      | Ethics continued | Reading: Maglaty (2011), "When Did Girls Start Wearing Pink?" |
| April 19      | Reaching the Target Audience: Messaging Mediums | Selected material from Chapters 10, 11, 12, 13 |
| April 21      | New Frontiers: Social Media, Social Networking, the integration of Marketing and Life | Reading: TBD |
| April 26      | Media Planning and Buying | Chapter 14 |
| April 28      | IMC: Direct Marketing, Personal Selling, Packaging, and Sales Promotion | Chapter 15 |
| May 3         | IMC: Public Relations, Sponsorship, and Corporate Advertising | Chapter 16 |
| May 5         | FINAL CLASS DAY- A 360 REVIEW |  |

**EXAM 3: Monday, May 9 1:10-3:10pm**
THE "FINE PRINT"

PROFESSIONAL BUSINESS CONDUCT IN CLASS
You are preparing to enter the business world as professionals and to prepare for a business career, so I expect each of you to behave in a professional manner in class.
- Arrive on time and stay for the entire class (unless excused by me).
- Behave with honesty and integrity.
- Respect everyone in class and listen openly to their ideas.
- Come to class prepared for discussion.
- Refrain from engaging in behavior that disrupts the class- talking, cell phones, laptops, etc.

If at any time you are displaying disrespectful behavior, you may be asked to leave.

ACADEMIC INTEGRITY
Academic misconduct is any activity that may compromise the academic integrity of the University of Montana. Academic misconduct includes, but is not limited to, deceptive acts such as cheating and plagiarism. Please note that it is a form of academic misconduct to submit work that was previously used in another course.

"Plagiarism is the representing of another’s work as one’s own. It is a particularly intolerable offense in the academic community and is strictly forbidden. Students who plagiarize may fail the course and be remanded to the Academic Court for possible suspension or expulsion."

"Students must always be very careful to acknowledge any kind of borrowing that is included in their work. This means not only borrowed words but also ideas. Acknowledgement of whatever is not one’s own original work is the proper and honest use of sources. Failure to acknowledge whatever is not one’s own work is plagiarism." So, ALWAYS err on the side of caution by citing the resources used in preparing your work. Moreover, always use direct quotations for exact wording taken from another source.

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available for review online at http://life.umt.edu/vpsa/student_conduct.php. It is the student’s responsibility to be familiar the Student Conduct Code.

DISABILITY ACCOMMODATIONS
Students with disabilities will receive reasonable accommodations in this course. To request course modifications, please contact me within the first two weeks of class. I will work with you and Disability Services in the accommodation process. For more information, visit the Disability Services website at http://www.umt.edu/dss/ or call 406.243.2243 (Voice/Text).

EMAIL
According to University policy, faculty may only communicate with students regarding academic issues via official UM email accounts. Accordingly, students must use their GrizMail accounts (netid@grizmail.umt.edu or fname.lname@umontana.edu). Email from non-UM accounts will likely be flagged as spam and deleted without further response. To avoid violating the Family Educational Rights and Privacy Act, confidential information (including grades and course performance) will not be discussed via phone or email.
COURSE OBJECTIVES
The IMC course provides students with a broad exposure to marketing communications, from both a theoretical and managerial perspective. This course is designed to be application oriented and experiential; students will be required, in a team environment, to develop a communication strategy based on an in-depth analysis of market, competitive, and communication issues relevant to an existing company or organization.

Upon completion of this course, students should be able to:
- Demonstrate how marketing communication tools and strategies integrate with marketing principles, consumer behavior, brand strategy, and overall marketing strategy.
- Identify the different purposes, advantages and disadvantages, and integration of a variety of marketing communication options.
- Apply theories of communication and persuasion to explain consumer attitude and behavior changes as well as to develop brand strategy.
- Evaluate the effectiveness and efficiency of different marketing communication tools for particular product-market situations.
- Utilize communication strategies to more effectively compete in a competitive professional environment.

SCHOOL OF BUSINESS ADMINISTRATION - ASSESSMENT AND ASSURANCE OF LEARNING
As part of our assessment process and assurance-of-learning standards, the School of Business Administration has adopted seven learning goals for our undergraduate students:
- Learning Goal 1 – SoBA graduates will possess fundamental business knowledge.
- Learning Goal 2 – SoBA graduates will be able to integrate business knowledge.
- Learning Goal 3 – SoBA graduates will be effective communicators.
- Learning Goal 4 – SoBA graduates will possess problem solving skills.
- Learning Goal 5 – SoBA graduates will have an ethical awareness.
- Learning Goal 6 – SoBA graduates will be proficient users of technology.
- Learning Goal 7 – SoBA graduates will understand the global business environment in which they operate.