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Spring 1-2016

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

### Required Materials:

*M: Advertising* by Arens, Schaefer, and Weigold, McGraw Hill, 2015. ISBN: 9780078028960.

iClicker – <http://www.iclicker.com>

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

**Suggested Readings** – Current periodicals and blogs, such as *The Wall Street Journal*, *Advertising Age*, *Fast Company*, [www.twistimage.com/blog](http://www.twistimage.com/blog), [www.marketingcommunicationsblog.com](http://www.marketingcommunicationsblog.com), etc.

### 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

	PERCENT	Your Score
Three Exams	60%	
Class participation	10%	
Other assignments <i>(will be assigned throughout the semester)</i>	30%	
<b>TOTAL</b>	<b>100%</b>	

### 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. You are required to check Moodle for our class regularly throughout the semester for relevant class materials.
- 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 FOLLOWS (grades are not curved):**

A	93 to 100 points	(93 to 100%)
A-	90 to 92.9 points	(90 to 92.9%)
B+	87 to 89.9 points	(87 to 89.9%)
B	83 to 86.9 points	(83 to 86.9%)
B-	80 to 82.9 points	(80 to 82.9%)
C+	77 to 79.9 points	(77 to 79.9%)
C	73 to 76.9 points	(73 to 76.9%)
C-	70 to 72.9 points	(70 to 72.9%)
D	60 to 69.9 points	(60 to 69.9%)
F	59.9 or fewer points	(<59.9%)

**\*\*Tentative Course Schedule- Subject to Change!\*\***

<b>Class Periods</b>	<b>Topics Covered</b>	<b>Readings, Assignments, etc.</b>
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	<i>Assignment 1 due today</i>
February 11	TBD	
February 16	Super Bowl Advertising and IMC Recap, cont.	<i>Assignment 2 due today</i>
February 18	Segmentation, Targeting, and The Marketing Mix	Chapter 4
February 23	Communication and Consumer Behavior	Chapter 5 Reading: Court, et al. (2009), "Consumer Decision Journey" <i>McKinsey Quarterly</i> , 3, 1-11.
February 25	Consumer Behavior cont. Influence: Science and Practice, by Robert Cialdini	Reading: Cialdini Chapter 1
<b>March 1</b>	<b>EXAM 1</b>	<b>Chapters 1-5</b>
March 3	Account Planning and Research / Marketing Advertising, and IMC Planning	Chapter 6 & 7
March 8	Creating Ads: Strategy and Process/ Creative Execution: Art and Copy. Start "Art & Copy" documentary	Chapter 8 & 9
March 10	Finish Art & Copy	
March 15	~Catch-Up Day~	
<b>March 17</b>	<b>EXAM 2</b>	<b>Chapters 6-9</b>
March 22	Direct Marketing & Sales Promotions	Chapter 10 Chapter 11
March 24	Direct Marketing & Sales Promotions	<i>Reading to be assigned</i>
March 29	Sponsorship, Product Placements, and Branded Entertainment	Chapter 12
March 31	~Catch-Up Day~	
*** April 5 & April 7- Happy Spring Break! ***		
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	
<b>EXAM 3: Monday, May 9 1:10-3:10pm</b>		

## ***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](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](mailto:netid@grizmail.umt.edu) or [fname.lname@umontana.edu](mailto: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.



School of **Business Administration**