

## **MKT 317 – Integrated Marketing Communications Syllabus - Online 2018**

### **Course Description :**

An analysis of the functions associated with various advertising and promotional activities in the marketplace. The analysis will include advertising principles, advertising campaigns, budgets, agencies, media, and sales promotions.

**Credit Hours:** 3 Credit Hours

**Prerequisites:** MKT 205; BSS 190, 191

### **Course Objectives :**

1. To describe the real economic, social and cultural role of advertising and, conversely, the impact of a society's values on advertising.
2. To explain how advertising supports the profession of journalism and relates to the whole field of communications.
3. To review the important, global effect of marketing and advertising on business, industry, and national economies.
4. To recognize the strategic function of advertising within the broader context of business and marketing.
5. To evaluate and appreciate the impressive artistic creativity and technical expertise required in advertising.
6. To identify what people in advertising and related disciplines do, how they do it, and the expanding career opportunities these fields now offer.

### **Required Text :**

Belch, George, and Michael Belch. *Advertising and Promotion*. 10th Edition. New York: McGraw-Hill Irwin, 2013.

The textbook for the course is required.

### **Course Overview :**

Marketing Communications and Advertising touch everyone living and working in the modern world today. Many of us will probably become involved in advertising in some form at some point in our lives---whether we design a flyer for a school car wash, write a classified ad for a garage sale, or develop a whole campaign for some business, charitable event, or political cause. Thanks to the Internet and a variety of online database services, we can all get involved in advertising. We can now send advertising messages to millions of people around the world---instantly. Advertising is undergoing a transformation of historic proportions---from a monopolistic monologue to a totally open democratic dialogue. Suddenly everybody has a voice.

That makes the study of advertising more important today than ever before, not only for students of business but also for students of sociology, psychology, political science, economics, history, language, science, or the arts. Many of us will become users of advertising; all of us will be lifetime consumers of it.

The study of advertising gives students, regardless of their major field of study, many valuable tools to use in any subsequent profession. It teaches them to think and plan strategically; gather and analyze primary and secondary research data; compute and evaluate alternative courses of

action; cooperate with a team in developing creative solutions to a problem; analyze competitive proposals; understand why people behave the way they do; express themselves and their ideas with clarity and simplicity; defend their point of view with others; appreciate and assess the quality of different creative endeavors; and use data to speak with knowledge, confidence, and conviction.

**Grading :**

<b>ASSIGNMENTS</b>	<b>Points</b>	<b>=</b>	<b>Perce</b>
Case Study Analysis - 2 @ 125 pts ea - Weeks 5, & 7	250	=	25%
Tests (4) @ 100 points each - Weeks 2, 4, 6, & 8	400	=	40%
Threaded Discussions—5 @ 20 points each—weeks 2-6	100	=	10%
Advertising Project - Week 8	250	=	25%
<b>Total Possible Points</b>	<b>1000</b>	<b>=</b>	<b>100%</b>

**Late Assignment Policy:**

No late assignments will be accepted without extreme circumstances. Extreme circumstances include major illness requiring hospital admission or death in the immediate family. Late registration, computer crashes, Internet connection failures, work commitments, and family vacations do not constitute emergencies and extensions **WILL NOT** be granted in these instances. Extensions will not be granted for students who purchase the wrong book from vendors other than the online bookstore. In addition, assignments not submitted because the student did not check the course site, their email, or the announcements in [www.MY.NCWC.EDU](http://www.MY.NCWC.EDU) will not be accepted! It is the student’s responsibility to check these. **ALL ASSIGNMENTS MUST BE COMPLETED BY THE DUE DATE SHOWN ON THE COURSE PLATFORM: MY.NCWC.EDU. NO LATE ASSIGNMENTS WILL BE ACCEPTED WITHOUT PRIOR ARRANGEMENT WITH THE INSTRUCTOR.**

**Attendance Policy:**

Attendance is measured through participation in the discussions and submission of assignments. Students who do not submit their assignments, participate in the unit discussions or fail to log into [www.MY.NCWC.EDU](http://www.MY.NCWC.EDU) during a 7 day time frame will be administratively withdrawn from the course. Students will not be notified before being dropped. Students need to log into the class site at a minimum of every 48 hours. Mass submission of assignments at the end of the term will not be accepted nor graded. **NO EXCEPTIONS** to this policy will be allowed except for **EXTREME** circumstances.

**Students with Disabilities :**

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the Office of Disability Support Services (DSS) at 252-985-5399 as soon as possible to coordinate and implement accommodations in a timely fashion. The Office of DSS is located in the Student Support Center, [http://www.ncwc.edu/Offices/Student\\_Support/](http://www.ncwc.edu/Offices/Student_Support/)

**Plagiarism and Cheating :**

The College policy on plagiarism and cheating will be followed. The definitions can be found on page 69-70 of the NCWC Catalog and is as follows:

“The College and faculty guarantee the integrity of the academic process. Since cheating and plagiarism are threats to this integrity, all members of the College community must work together to prevent their occurrence. The instructor in any course assumes the responsibility for fair evaluation of academic progress, and is obligated to explain at the beginning of each course how the College’s policy on cheating and plagiarism applies to that particular course. Students are expected to perform honestly and to work in every way possible to eliminate cheating by any member of a class.

Definitions: “Cheating” means the giving or receiving of information illicitly with intent to deceive the instructor in his or her effort to grade fairly any academic work. “Plagiarism” is “to take and use as one’s own the thoughts, writings, or inventions of another” (Oxford English Dictionary). It is plagiarism when one uses direct quotations without proper credit and appropriate quotation marks, and when one uses the ideas of another without proper credit.

*Instructors must report all instances of cheating or plagiarism in writing to the Vice President of Academic Affairs. Such cases will be handled according to the following procedures:*

If upon investigation an instructor determines a student is guilty of the cheating or plagiarism, the instructor will submit a written report of the incident to the Vice President of Academic Affairs with copies to the student and the Registrar. The report will be filed in the student’s permanent folder. All cases may be brought to the Academic Policy Committee for a hearing.

The following penalties for cheating and plagiarism will apply:

*First Offense* The instructor will not give the student any credit for the work involved.

*Second Offense* The Vice President of Academic Affairs will withdraw the student from the course in which the second offense occurred, and the student will receive an “F” in that course.

*Third Offense* The Vice President of Academic Affairs will suspend the student from the College for at least one semester. The suspension will be effective immediately upon the Vice President’s notification to the student and the Registrar.

All decisions may be appealed for review by the Academic Policy Committee. The Academic Policy Committee will review the charges, hear the evidence, and either uphold or overturn the decision. The

Academic Policy Committee, however, will not have the right to change the penalty. All decisions of the Academic Policy Committee will be by majority vote” (NCWC catalog, 2007).

**NOTE: all assignments may be submitted to an electronic review by plagiarism prevention websites or plagiarism detection software .**

**Additional Policies:**

**MY.NCWC.EDU Course Instructions**

The MY.NCWC.EDU provides functionality that can be used by faculty members and students to facilitate classroom and distance learning in the Web-based environment. Students can view their course schedules, course descriptions, assignments, grades, and attendance. They can also complete online assignments and participate in chat groups and forums.

### **Login and Enter Course**

- ... Type in the **MY.NCWC.EDU** url, <http://my.ncwc.edu/ics> into your browser. Or go to the NC Wesleyan College home page at [www.ncwc.edu](http://www.ncwc.edu), and then click **MY.NCWC.EDU** located in the right.
- ... Enter your **login ID and password**, and then press the **ENTER** key.

### **How to check the course syllabus:**

1. On **MyCourses**, click the course title to open the class site. You will see the full menu on the left.
2. From here you can click on the Syllabus, Attendance, Collaboration (email), Course Information and Gradebook.

The primary means of communication between students and instructors in online classes is **MY.NCWC.EDU**. Your instructor will use your **MY.NCWC.EDU** e-mail account to contact you, so please check it frequently. If you are unfamiliar with **MY.NCWC.EDU** please contact the Help Desk at 252-984-5000 or visit their website for Quick Reference information: <http://www.ncwc.edu/Offices/Technology/Quick%20Reference%20MYNCWCEDU.pdf>

You also have online access to Wesleyan's Writing Lab, which provides resources for students who are unable to visit the lab in person. These resources, which include a databank of instructional materials, e-mail tutoring, and synchronous online tutoring, are available at [http://annex.ncwc.edu/writing\\_lab](http://annex.ncwc.edu/writing_lab) or by calling (252) 985-5325.

Except for stipulations regarding enrollment of traditional students, online courses are governed by the same policies that apply to Adult Degree Program 8-week courses. These policies appear on pp. 142-55 of the *NCWC College Catalog*, which can be downloaded at <http://www.ncwc.edu/Catalog/>. Please pay particular attention to the refund policy for Triangle 8-week courses on pp. 154-55, since this policy also applies to Wesleyan's online classes. If you have questions regarding these policies, please contact the ADP site at which you registered. If you need assistance on any other matter related to the online class, please contact Coordinator of Distance Education.

***Instructors teaching online courses are required by the college to hold students accountable for having purchased the textbook prior to the start date of the course.***

### **General Information:**

#### **REMEMBER:**

It is the student's responsibility to check the announcements, assignments, handouts, forum and grade book in **MY.NCWC.EDU** of this course. This should be done daily.

**This syllabus is subject to revision during the course term at the discretion of the instructor. Students will be notified by email and through**

an announcement in MY.NCWC.EDU of any changes.

### COURSE CALENDAR

<b>Week One</b>	<p><b>Topic:</b> Introduction to Integrated Marketing Communications <b>Assigned Reading:</b> Chapters 1-2 <b>Lecture/PowerPoint:</b> To define Integrated Marketing Communications and introduce the profession.</p> <p><b>Assignment: Introductions and Review Syllabus/Assignments</b></p>
<b>Week Two</b>	<p><b>Topic:</b> Integrated Marketing Program Situation Analysis <b>Assigned Reading:</b> Chapters 3-4 <b>Lecture/PowerPoint:</b> Organizing for Advertising and Promotion: The Role of Ad Agencies and Other Marketing Communication Organizations.</p> <p><b>Assignment: Threaded Discussions and Test #1 (C. 1-4)</b></p>
<b>Week Three</b>	<p><b>Topic:</b> Analyzing the Communication Process <b>Assigned Reading:</b> Chapters 5-7 <b>Lecture/PowerPoint:</b> The Communication Process and Objectives and Budgeting for Integrated Marketing Communications Programs</p> <p><b>Assignment Threaded Discussions</b></p>
<b>Week Four</b>	<p><b>Topic:</b> Developing the Integrated Marketing Communications Program <b>Assigned Reading:</b> Chapters 8-10 <b>Lecture/PowerPoint:</b> IMC and planning media strategy</p> <p><b>Assignment: Threaded Discussions and Test #2 (C. 5-10)</b></p>
<b>Week Five</b>	<p><b>Topic:</b> Evaluation of Broadcast, Print, and Support Media <b>Assigned Reading:</b> Chapters 11-13 <b>Lecture/PowerPoint:</b> Broadcast Media, Print Media, Support Media</p> <p><b>Assignment: Threaded Discussions and Case Study</b></p>
<b>Week Six</b>	<p><b>Topic:</b> Direct Marketing, Internet and Interactive Media, Sales Promotion <b>Assigned Reading:</b> Chapters 14-16 <b>Lecture/PowerPoint:</b> Creative strategy, the creative process and creative execution of direct marketing, internet, and sales promotions.</p> <p><b>Assignment: Threaded Discussions and Test #3 (C. 11-16)</b></p>

<b>Week Seven</b>	<p><b>Topic:</b> Public Relations, Personal Selling, Promotional Programs  <b>Assigned Reading:</b> Chapters 17-19  <b>Lecture/PowerPoint:</b> Measuring the Effectiveness of the Promotional Program</p> <p><b>Assignment: Case Study</b></p>
<b>Week Eight</b>	<p><b>Topic:</b> International Advertising and Promotion  <b>Assigned Reading:</b> Chapter 20-22  <b>Lecture/PowerPoint:</b> International Advertising, Regulation of Advertising, Ethical Aspects of Advertising</p> <p><b>Assignment: Advertising Project and Test #4 (C. 17-22)</b></p>

**ASSIGNMENT DIRECTIONS CAN BE FOUND ON THE FOLLOWING PAGES:**

### **Advertising Project**

#### **Advertising Plan – Project**

Objective: To design an Advertising Plan for an existing product or service.

Objective: To provide each student with the opportunity to deliver a professional advertising presentation in an educational and supportive atmosphere.

Students will be responsible for choosing a product or service and then will be responsible for developing the Advertising Plan for that product or service. Students will provide a written Advertising Plan in addition to a PowerPoint presentation at the end of the course—week 8. This document should be done in a professional style and manner (typed, double-spaced, etc.). The student is to assume that the instructor constitutes the management of the firm. The intent of this presentation is to convince management to accept the student’s Advertising Plan.

This is to be a professional and creative paper and presentation.

**The written advertising plan should include :**

**Cover Sheet** (identifying name of product/service, name of project, presented by student’s name, MKT 317 Advertising and Date)

**Table of Contents -**

- I. **Executive Summary**
- II. **Situation Analysis**
- III. **Advertising Objectives**
- IV. **Advertising(Creative) Strategy**
- V. **The Advertising Budget**

## VI. Testing and Evaluation

### COMPETITIVE CASE STUDY

**Objective:** The purpose of this project is for the student to analyze the advertising strategies of an organization by applying concepts learned in the course.

**Written Report:** Prepare a case study using a case assigned. The case study should be 3-6 typed, double-spaced pages, plus a cover sheet, appendix and bibliography. The cover sheet should include your name, the case study name and the date. Please include any additional material you develop, such as graphs, charts, and diagrams. Be sure to include all resources used in preparing your case as part of the works cited or reference list.

Case studies should include:

#### **Problem (issue) identification**

Identify central problem(s) and/or advertising issues

List any important secondary problems/issues

#### **Alternative Development**

Develop a minimum of 3 comprehensive alternatives. This means that each alternative must deal with both your stated central problem/issue and any listed secondary problems/issues.

Fully develop each alternative so that the reader can understand exactly what you are suggesting.

#### **Choice and Justification**

State which alternative listed is best, restating briefly that alternative.

Then offer justification; tell why this alternative is best.

#### **Implementation Strategy**

This section should outline specifically what tasks and responsibilities are necessary to effectively implement the alternative chosen.

Implementation strategy must include discussion of a timetable for completion of the various tasks and some mention of who will be responsible for those tasks.

### THREADED DISCUSSION

In the "**Forum**" area of the course, you, as a student, can interact with your instructor and classmates to explore questions and comments related to the content of this course. Discussions will always close by Sunday Midnight.

#### **Frequency**

Number and regularity of your contributions. Students are expected to log into the course and post (respond) in the discussion topics in each graded thread by answering the question and responding to at least one other person in the class.

Quality—Content of your contributions. Examples of quality posts include:

providing additional information to the discussion;

elaborating on previous comments from others;

presenting explanations of concepts or methods to help fellow students,

presenting reasons for or against a topic in a persuasive fashion,

sharing your own personal experiences that relate to the topic, and

providing a URL and explanation for an area you researched on the Internet.

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