

Management and Organization Studies 3322G Integrated Marketing Communication

CONTACT

Instructor: Emily Chen-Bendle
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Office Hours: By appointment.

CLASS

Day: Mondays
Time: 8:30 am - 11:30 am
Room: BR-UH-250

COURSE DESCRIPTION

This course focuses on the theories, concepts, and applications of integrated marketing communications, covering advertising, sales promotion, public relations, publicity, personal selling, direct marketing, and interactive marketing.

COURSE LEARNING OUTCOMES

Upon successful completion of this course students will be able to:

1. Apply all aspects of integrated marketing communication, including advertising, sales promotion, public relations, personal selling, direct marketing and interactive marketing to real situations.
2. Collaboratively develop an integrated marketing communications plan to real business situation, in a written report and oral presentation.
3. Demonstrate professionalism and influencing skills, expected by an employer, promptness, preparation, civility, attentiveness, effective communication, deportment and engagement.

Student competency levels on these outcomes will vary. You can expect to achieve these outcomes if you honour course policies, attend classes regularly, complete all assigned work in good faith and on time, demonstrate comprehension of the course content, and meet all other course expectations of you as a student.

BRESCIA UNIVERSITY COLLEGE COMPETENCIES

Primary competencies developed in this course include:

| Competency # | Competency | Level |
|--------------|---------------------------------|-------|
| 1 | Communication | 4 |
| 2 | Critical Thinking | 3 |
| 3 | Inquiry and Analysis | 3 |
| 4 | Problem Solving | 4 |
| 6 | Social Awareness and Engagement | 2 |

See <http://brescia.uwo.ca/academics/brescia-competencies/> for a detailed description of each competency.

COURSE MATERIALS

Tuckwell, K. (2017). Integrated marketing communication: Strategic planning perspectives. (5th Can. ed.). Toronto, ON: Pearson Canada ISBN-10: 0134270371 • ISBN-13: 9780134270371

COURSE PREREQUISITES AND ANTIREQUISITES

MOS 2320A/B or MOS 3320A/B and enrollment in 3rd or 4th year of BMOS.

EVALUATION

| Component | Timing | Learning Outcomes | Brescia Competency | Weight |
|---|---|-------------------|--------------------|--------|
| Class Contribution | Weekly | 1,2,3 | 1,2,3,4 | 20% |
| IMC Analysis Individual Presentation | Students will select a presentation slot in weeks 4-9 | 1,3 | 1,2,3,4 | 10% |
| Creative Strategy | Week 6 | 1, 2 | 1,2,3,4 | 20% |
| Integrated Marketing Communication Plan (Group) | Week 13 | 1, 2 | 1,2,3,4,6 | 35% |
| IMC Plan Presentation | Week 13 | 1,2,3 | 1,2,3,4,6 | 15% |

COURSE STRUCTURE AND CONTENT

The course has three modules:

| Module | Weeks | Theory | Application | Brescia Competency |
|----------------------------|-------|---|---|--------------------|
| Strategy | 1 - 3 | Define IMC, strategic planning principles, and brand strategy. | Develop your capacity to create a marketing communication strategy, including brand target, positioning, and objectives | 1, 2,3,4 |
| Tools | 4-9 | Describe various IMC tools such as advertising, online, direct, point of purchase, sales promotion, public relations, experiential marketing, social marketing, and personal selling. | Identify appropriate uses for each type of IMC tools, develop a marketing plan that uses tools appropriately to support brand strategy, and deliver marketing objectives. | 1,2,3,4,6 |
| Performance and Evaluation | 10-13 | Describe the process of objective setting, plan development, presentation, and evaluation of IMC programs. | Develop a marketing communication plan with objectives and present to client. | 2, 3, 4, 6 |

Teaching Methodology and Expectations of Students

This course is designed to ensure maximum experiential learning. Readings may be expanded upon by way of videos, exercises, cases, and/or class discussions. You are expected to be prepared and fully engaged in learning.

Class Schedule

A tentative schedule for this course is posted on OWL. I may depart from this schedule as some topics take up more (or less) time than is scheduled. Following this schedule is your responsibility. You should check OWL regularly for lecture notes, reading, and announcements.

With the exceptions of the presentations, class time will be used for lectures and activities designed to facilitate student comprehension of the material.

Students must **complete all elements of evaluation** to receive a passing grade in the course. There will be no re-weighting of components within the course unless a student has received an academic accommodation. Please note that grades cannot be adjusted based on need. Your mark in the course will be the mark that you earn based on your demonstrated understanding of the course content. Extra credit assignments are not available and tests and exams cannot be rewritten to obtain a higher mark.

Once a student has written a test or examination she is committed to the mark earned. Late assignments without an academic accommodation will receive a "0". All required assignments are subject to submission for textual similarity review to the commercial plagiarism detection software under license to source documents in the reference database to detect plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

Evaluation Component Descriptions

Contribution

Students will be expected to come to class prepared to actively engage in class – this will not be possible without careful readings of the assignments prior to class. Contribution will include active, engaged listening to the instructor and other students, active, respectful participation in class discussions and exercises. Missed classes, tardy attendance or disengaged attendance (for example, using social media during class) will negatively affect contribution marks. Please see instructor early in the semester if you have any concerns or questions about contribution.

Creative Strategy

Individually students will develop a creative strategy for a client in a live marketing situation. Students will be briefed by the client about the brand, its target, its objectives, and any constraints that the organization might have. They will then develop a creative strategy to be used in future assignments. The creative strategy will be a maximum of 1,000 words long. Detailed assignment instructions and grading rubric will be provided on OWL and discussed in class. The creative strategy is due in week 6 of the course.

IMC Plan

Students will form up to five teams to develop an integrated marketing communication (IMC) plan that will achieve the client's objectives within the available budget. The plan will be between 2,000 and 2,500 words long. Detailed instructions and a grading rubric will be provided on OWL and discussed in class. The plan will be submitted on Week 12 of the course

IMC Plan Presentation

Each team will briefly share their plan with the clients in a formal presentation. Detailed assignment instructions and a grading rubric will be provided on OWL and discussed in class. The presentation will be given on Week 13 of the course.

IMC Analysis Individual Presentation

Each student will be responsible for selecting a current or historic example of an Integrated Marketing Communications initiative. For example, the student might pick a famous SuperBowl ad, a publicity stunt, or an interesting use of social media. In a brief individual class presentation, the student will present and analyze the creative and media choices, incorporating applicable content from the course. The student will then moderate a brief class discussion about their presentation. Students will select a presentation slot in week 2 of the course. Presentations will occur during weeks 4-9. See the detailed assignment instructions for more information.

A Note Regarding Email

Please refer to the following guidelines regarding the use of email in this course:

1. Email is fine for sharing information and for setting up meetings and appointments.
2. It is useful for simple questions of clarification, but not ideal for anything more complex. In those cases, please make an appointment with me. This includes questions about grades or group dynamics.
3. Please ensure you use tone and language appropriate to a professional environment in your emails. If you are unclear about what this might entail, don't hesitate to reach out.
4. **I will check email on a daily basis Monday through Friday during normal business hours during the term. I will respond to your emails as promptly as possible, usually within one business day. (Please keep this in mind especially as you approach key deadlines and tests/exams so you don't get stuck!)**

Appointments

Please make an appointment if you wish to meet with me. Appointments can be arranged by approaching me after class or by sending an email to set up a mutually convenient time. Make sure to be on time, have an objective for the discussion and bring a copy of your paper or exam if you wish to discuss it.

Privacy

In order to respect privacy laws, and the privacy of individual students, the only methods student grades will be communicated will be via OWL, direct contact with me or on a test/exam/report/essay paper. I am not able to email your grade to any email address.

Student grades are confidential. Please take this into consideration when sharing your grades or asking others to share their grades. Your choice to share your grades will not be taken into consideration in any grading decision made and in order to respect the privacy of each student, I will only discuss individual grades with the student in question.

The University is committed to protecting specific types of information, which, if disclosed, could reasonably be expected to result in harm to the University, an identifiable individual, or a third party. As a result, I am not able to release any information including, but not limited to, a student's personal information, attendance or grade records, to anyone other than the individual involved.

Dropping a Course

In order to drop a course without academic penalty, you must drop the course by the following date: Winter Term Half Credit Course March 7

For further details, check the online academic calendar in the registrar's website or check with your academic advisor.

To book an appointment with one of Brescia's Senior Academic Advisors, call 519.432.8353, extension 28266.

The course outline is adapted from Sharen, C., MOS 3322G Course Outline Winter 2018.

2018-19 BRESCIA UNIVERSITY COLLEGE ACADEMIC POLICIES AND REGULATIONS

1. POLICY REGARDING MAKEUP EXAMS AND EXTENSIONS OF DEADLINES

When a student requests academic accommodation (e.g., extension of a deadline, a makeup exam) for work representing 10% or more of the student's overall grade in the course, it is the responsibility of the student to provide acceptable documentation to support a medical or compassionate claim. All such requests for academic accommodation **must** be made through an Academic Advisor and include supporting documentation.

Academic accommodation for illness will be granted only if the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete her academic responsibilities. Minor ailments typically treated by over-the-counter medications will not normally be accommodated. Students must submit their documentation along with a request for relief specifying the nature of the accommodation being requested no later than two business days after the date specified for resuming responsibilities. In cases where there might be an extended absence or serious issue, students should submit their documentation promptly and consult their Academic Advisor for advice during their recovery period.

Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. Appropriate academic accommodation will be determined by the Dean's Office/Academic Advisor in consultation with the student's instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements for classes/labs/tutorials, arranging Special Exams or Incompletes, re-weighting course requirements, or granting late withdrawals without academic penalty

Please note that personal commitments (e.g., vacation flight bookings, work schedule) which conflict with a scheduled test, exam or course requirement are **not** grounds for academic accommodation.

A UWO Student Medical Certificate (SMC) is **required** if a student is seeking academic accommodation on medical grounds. This documentation should be obtained at the time of the initial consultation with the physician/nurse practitioner or walk-in clinic. A SMC can be downloaded from: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf. The student must request documentation sufficient to demonstrate that her ability to meet academic responsibilities was seriously affected.

Please note that under University Senate regulations documentation stating simply that the student "was seen for a medical reason" or "was ill" is **not** adequate to support a request for academic accommodation.

The full policy on requesting accommodation due to illness can be viewed at:

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_12

2. ACADEMIC CONCERNS

If you feel that you have a medical or personal challenge that is interfering with your work, contact your instructor and Academic Advisor as soon as possible. Problems may then be documented and possible arrangements to assist you can be discussed at the time of occurrence rather than on a retroactive basis. Retroactive requests for academic accommodation on medical or compassionate grounds are not normally considered.

If you think that you are too far behind to catch up or that your work load is not manageable, you should consult your Academic Advisor. If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines (refer to the Registrar's website, <http://brescia.uwo.ca/academics/registrar-services/> or the list of official sessional dates in the Academic Calendar, see the Sessional Dates tab at

<http://www.westerncalendar.uwo.ca/index.cfm?SelectedCalendar=Live&ArchiveID=>). You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. *Note that dropping a course may affect OSAP eligibility and/or Entrance Scholarship eligibility.*

3. ABSENCES

Short Absences: If you miss a class due to a minor illness or other problems, check your course outline for information regarding attendance requirements and make sure you are not missing a test or assignment.

Cover any readings and arrange to borrow notes from a classmate. Contact the course instructor if you have any questions.

Extended Absences: If you have an extended absence, you should contact the course instructor and an Academic Advisor. Your course instructor and Academic Advisor can discuss ways for you to catch up on missed work and arrange academic accommodations, if appropriate and warranted.

It is important to note that the Academic Dean may refuse permission to write the final examination in a course if the student has failed to maintain satisfactory academic standing throughout the year or for too frequent absence from the class or laboratory
(http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=5&SelectedCalendar=Live&ArchiveID=#SubHeading_68).

4. SCHOLASTIC OFFENCES

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at:

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_20 .

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences. Note that such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. Students are advised to consult the section on Scholastic Discipline for Undergraduate Students in the Academic Calendar.

If you are in doubt about whether what you are doing is inappropriate or not, consult your instructor, the Academic Dean's Office, or the Registrar. A claim that "you didn't know it was wrong" is not accepted as an excuse.

The penalties for a student guilty of a scholastic offence (including plagiarism) include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

Plagiarism:

Students must write their essays and assignments in their own words. Whenever students take an idea or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

Computer-marked Tests/exams:

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating. Software currently in use to score computer-marked multiple-choice tests and exams performs a similarity review as part of standard exam analysis.

5. PROCEDURES FOR APPEALING ACADEMIC EVALUATIONS

All appeals of a grade must be directed first to the course instructor. If the student is not satisfied with the decision of the course instructor, a written appeal is to be sent to the School Chair. If the response of the Chair is considered unsatisfactory to the student, she may then submit a written appeal to the Office of the Dean. If the student is not satisfied with the decision of the Dean, she may appeal to the Senate Review Board Academic (SRBA), if there are sufficient grounds for the appeal. For information on academic appeals you can consult your Academic Advisor or see the Student Academic Appeals – Undergraduate in the

Academic Calendar

http://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=LIVE&ArchiveID=#Page_14.

Note that final course marks are not official until the Academic Dean has reviewed and signed the final grade report for the course. If course marks deviate from acceptable and appropriate standards, the Academic Dean may require grades to be adjusted to align them with accepted grading practices.

6. PREREQUISITES

Unless you have either the prerequisites for a course or written special permission from the Dean to enroll in it, you will be removed from the course and it will be deleted from your record. This decision may not be appealed.

You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisite(s).

7. SUPPORT

Support Services

The Brescia University College Registrar's website, with a link to Academic Advisors, is at <http://brescia.uwo.ca/academics/registrar-services/>. The website for the Student Development Centre at Western is <http://www.sdc.uwo.ca/>.

Mental Health and Wellness

Students may experience a range of issues that can cause barriers to your learning, such as increased anxiety, feeling overwhelmed, feeling down or lost, difficulty concentrating and/or lack of motivation. Services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about mental health and wellness at Brescia at <http://brescia.uwo.ca/life/mental-health-wellness/>. Students who are in emotional/mental distress should refer to Health and Wellness at Western, http://uwo.ca/health/mental_wellbeing/index.html, for information about how to obtain help for yourself or others.

Sexual Violence

All members of the Brescia University College community have a right to work and study in an environment that is free from any form of sexual violence. Brescia University College recognizes that the prevention of, and response to, Sexual Violence is of particular importance in the university environment. Sexual Violence is strictly prohibited and unacceptable and will not be tolerated. Brescia is committed to preventing Sexual Violence and creating a safe space for anyone in the Brescia community who has experienced Sexual Violence.

If you or someone you know has experienced any form of Sexual Violence, you may access resources at <http://brescia.uwo.ca/life/sexual-violence/>.

Portions of this document were taken from the Academic Calendar, the Handbook of Academic and Scholarship Policy and the Academic Handbook of Senate Regulations. This document is a summary of relevant regulations and does not supersede the academic policies and regulations of the Senate of the University of Western Ontario.