
MOS 3322G Integrated Marketing Communications (IMC)
Course Outline: Section – 001 / Winter 2012-2013

1. Course Information:

1.1. Class Location and Time:

Room: UCC-67

Time: Tuesdays, 6:00-9:00

1.2. Instructor: Kendra Hart

Office: Room 4434 SSC

Office Hours: Tuesdays 4:30-5:30, or by appointment

Email: khart24@uwo.ca

Website Address: <https://owl.uwo.ca/portal>

DAN Management and Organizational Studies strives at all times to provide accessibility to all faculty, staff, students and visitors in a way that respects the dignity and independence of people with disabilities. Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Services for Students with Disabilities (SSD) at 519-661-2111 ext 82147 for any specific question regarding an accommodation. More information about "Accessibility at Western" is available at: <http://accessibility.uwo.ca>

2. Calendar Description

This course focuses on the theories, concepts, and applications of integrated marketing communications, covering the elements of advertising, sales promotion, public relations, publicity, personal selling, direct marketing, and interactive marketing. The goal is to understand how marketing communications reaches and serves customers, and how it helps to shape consumer behaviour.

3 lecture hours, 0.5 course

2.1. Antirequisite(s): None

2.2. Prerequisite(s): MOS 2320A/B (Marketing for MOS, formerly MOS 3320A/B) and enrolment in 3rd or 4th year of BMOS.

2.3. Senate Regulations state, "unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you will be removed from this 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 prerequisites."

3. Textbook and Readings

3.1. Required Textbook: *Integrated Marketing Communications: Strategic Planning Perspectives* (3rd Canadian Edition) by Keith J. Tuckwell, Pearson Canada ISBN 978-0-13-714074-9

3.2. Additional Readings: Six additional readings are assigned. You must read the assigned readings before the scheduled class and be prepared to talk about them.

- 1) Almquist, E. & Wyner, G. (2001), "Boost Your Marketing ROI with Experimental Design," Harvard Business Review, 79 October 2001 79(9), 5-11.
- 2) Keller, K. L. (2009), "Building Strong Brands in a Modern Marketing Communications Environment," Journal of Marketing Communications, 15 (2-3), 139-155
- 3) McCracken, G. (1989), "Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process," Journal of Consumer Research, 16(3), 310-321.
- 4) Greenberg, J., & Elliott, C. (2009), "A Cold Cut Crisis: Listeriosis, Maple Leaf Foods, and the Politics of Apology," Canadian Journal of Communication, 34(2), 189-204.
- 5) Dewhirst, T., & Hunter, A. (2002), "Tobacco Sponsorship of Formula One and CART Auto Racing: Tobacco Brand Exposure and Enhanced Symbolic Imagery through Co-sponsors' Third Party Advertising," Tobacco Control, 11, 146-150.

NOTE: Extra readings beyond those listed above may be assigned as the term progresses

4. Course Objectives and Format

4.1. Course objectives

This course is designed to provide students with a further understanding about the nature and scope of marketing communications. By the end of the term, students should be able to: (1) identify the major components of an IMC campaign and be familiar with the advantages and disadvantages of IMC components; (2) understand how the IMC program is being used by advertisers and marketers; (3) develop skills in analyzing actual business situations and problems; and (4) develop an IMC plan and propose an integrated promotional effort.

4.2. Course format

A variety of methods to present the materials (e.g., lectures, cases, discussion, group exercises) and all possible multimedia (e.g., PowerPoint, CDs, videos, website) will be utilized. Students are expected to do the required readings before coming to class each week.

4.3. Code of Behaviour

This is an elective course, and as such, I expect that you are enrolled in this class because you want to be here. Students are expected attend all classes, and to remain in attendance throughout the entire class. **I do not provide access to lecture slides.** Students are encouraged to obtain missed lecture notes from a fellow student. It is also expected that students will remain focused on the activities during the class. Disruptive talking will not be tolerated. If you bring a laptop/handheld device to class and decide to check email/chat/surf, etc., you will be asked to leave the room. If you, as an individual student, find it necessary to leave the classroom during a lecture and/or presentation, do so quietly (i.e., for an emergency that cannot wait until the end of the class). If you return to a class that is still in progress, do so quietly. Groups of students leaving (and/or returning) together while a class is in progress will not be tolerated. Research shows that failure to attend class can have a negative impact on one's grade. All students are responsible for all course material. Smart phones shall not be used (nor should they be left on) during class.

5. Evaluation

Exams		55%
<i>Midterm Exam (February 11, in class)</i>	25%	
<i>Final Exam (TBA)</i>	30%	
Individual Assignment		10%
IMC Group Project		35%
<i>Report</i>	20%	
<i>Presentation</i>	10%	
<i>Competitive Placement</i>	5%	
TOTAL		100%

5.1. Mid-Term and Final Exam

A mid-term test and a final exam represent 25 and 30 percent of your final grade for this course, respectively. Both can include multiple-choice, short answer, cases, and/or short essay questions. Questions can pertain to any of the material covered during the course, including those topics contained in the text, video presentations, and class discussions/activities. The mid-term and final exams are closed-book.

- 5.2. Students are **REQUIRED TO COMPLETE ALL COMPONENTS** of this course. There are no exceptions to this. Extra assignments to improve grades will **NOT** be allowed. Grades will **not** be adjusted on the basis of need. It is important to monitor your performance in the course. Remember: *You* are responsible for your grades in this course.

5.3. Individual Project

Brand image is a set of beliefs that a consumer holds about a brand. These beliefs stem from many sources, many of which can be managed by the company. How does a company create a compelling brand image? To manage a brand effectively, you must be mindful of both what you intend for the brand, but also what the consumer interprets about your brand from the various message sources you can control.

Your assignment is to perform a brand identity audit. Pick a brand and think about what that brand means to you or to others. Find as many of its marketing communication materials as you can. This can include print advertising and similar materials, website images, television commercials, evidence of sponsorships and product placements, etc. Do you notice a consistent or inconsistent set of messages and themes across these items? Does the message change or stay the same across mediums? What can you interpret about the brand's potential target markets across the different communications materials you have chosen? How effectively has the brand mixed and matched marketing communications? Has it capitalized on the strengths of different media and compensated for their weaknesses at the same time? How explicitly has it integrated its communication program? Do the materials you have chosen, as a group, work together to support a specific marketing message, or do they clash with each other and lead to confusion for the consumer?

Submissions should be between 3-4 pages (not including title page or exhibits), typed, 1.5 line spacing, and use 12 point font with one inch margins. Be sure to identify the sources of the materials you have chosen.

**The assignments are due at the beginning of class on March 11th.
Late submissions will not be accepted.**

5.4. Group Project

The project involves having student teams develop an Integrated Marketing Communications (IMC) plan for a product or service that I will assign to you. Once student teams have been finalized, I will supply your team with a client brief that I have created which outlines the client company/brand, its marketing communications objectives, and the client's IMC budget. Your role is to take the perspective of a marketing communications consulting firm that is preparing an IMC proposal for a prospective client company. You will research the company/brand's competitive environment & consumer perspectives, and create an IMC plan to achieve their communication goals. Teams build their plan throughout the term. The objectives of this project are to have you apply the course material and develop an appreciation for the process that a brand manager, account executive, or marketing communications manager goes through in developing a complete IMC plan.

Each team will submit one collective IMC plan document. A more detailed outline for the IMC plan, to help organize your submission, will be provided in class as a handout. The IMC plan must be typewritten and include page numbers, an executive summary, headings and sub-headings to enhance readability, and a complete bibliography. You must be explicit and thorough with endnotes; all information taken from another source, whether quoted verbatim or merely summarized, must be properly acknowledged in the body of the document. The IMC plan submission should be no longer than 20 pages (excluding exhibits and appendices).

The completed project is due at the beginning of class on March 25

5.5. Group Presentation

Each team will make a 15 - 20 minute presentation, which will be based on the subject matter of the IMC plan document being prepared. Five additional minutes will also be designated for questions. Presentations should be supported by audiovisual aids (e.g., PowerPoint slides), and presenters are expected to submit an abstract or executive summary (roughly 200 words), an outline of their PowerPoint slides, and a one-page bibliography handout that constitutes key references of their IMC plan document. This presentation is worth 10% of your final grade.

5.6. Competitive Placement

When assigning client briefs to student teams, I will assign the same to topic to more than one group. Thus, each group will be working on the same topic as two other groups in this class. Your task, as the marketing communications consultancy is to compete against the other team(s) for the client's account. Your group presentations will serve as a presentation/pitch that you would hypothetically make to the client to help secure its business. 5% of your final grade will be determined by your degree of success in this competitive situation. Teams successful in winning the client's business will receive 5/5, second place teams will receive 3/5, and third place teams will receive 2/5.

5.7. Peer Evaluation

You will have the opportunity to evaluate your group members' contributions to the project at the end of the semester. This also means that your contribution will be evaluated by your peers. ***If it turns out that your contribution is substantially lower than your peers, you may not receive full credit for group work.*** If you have difficulty working with your group members during the semester, you are encouraged to meet with me in person during office hours.

6. Lecture and Examination Schedule

Week	Tuesday	Topic	Reading
1	Jan. 8	Course introduction and syllabus What is "Integrated Marketing Communications" (IMC)? Elements of strategic communications planning	Chapter 1 & 2
2	Jan. 15	Measuring Marketing Performance Note: group list and personal info sheet due	Chapter 2 cont'd, Chapter 12 Additional Reading #1
3	Jan. 22	Branding strategy	Chapter 3 Additional Reading #2
4	Jan. 29	Advertising planning: Creative media Traditional media	Chapter 4 & 5 Additional Reading #3
5	Feb. 4	Continuation from previous week In-class activity	Chapter 5 cont'd
6	Feb. 11	***MIDTERM*** Chapters 1,2,3,4,5 & 12, plus additional readings 1-3	
7	Feb. 18	Reading Week – no classes	
8	Feb. 25	Internet and online marketing communications Direct marketing and point-of-purchase promotion	Chapter 6 & 7
9	Mar. 4	Sales promotion Public relations - Guest speaker (tentative, to be confirmed)	Chapter 8 & 9 Additional Reading #4
10	Mar. 11	Experiential marketing, events, and sponsorships Note: Individual assignments due	Chapter 10 Additional Reading #5
11	Mar. 18	Personal selling	Chapter 11
12	Mar. 25	Note: group projects due Group Presentations	
13	Apr. 2	Group Presentations	

7. University Policy Regarding Illness

7.1. Illness

The University recognizes that a student's ability to meet his/her academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, **in order to ensure fairness and consistency for all students, academic accommodation for work representing 10% or more of the student's overall grade in the course shall be granted only in those cases where there is documentation supplied (see below for process) indicating that the student was seriously affected by illness and could not reasonably be expected to meet his/her academic responsibilities.**

Documentation shall be submitted, as soon as possible, to the appropriate Dean's office (the Office of the Dean of the student's Faculty of registration/home Faculty) together with a request for relief specifying the nature of the accommodation being requested. These documents will be retained in the student's file, and will be held in confidence in accordance with the University's Official Student Record Information Privacy Policy [<http://www.uwo.ca/univsec/handbook/general/privacy.pdf>].

Once the petition and supporting documents have been received and assessed, appropriate academic accommodation shall be determined by the Dean's Office 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.

Academic accommodation shall be granted only where the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete his/her academic responsibilities. (Note: it will not be sufficient to provide documentation indicating simply that the student was seen for a medical reason or was ill.)

A form to be completed by off-campus physicians is available at:

<http://counselling.ssc.uwo.ca/forms/medicalNote.pdf>

Whenever possible, students who require academic accommodation should provide notification and documentation **in advance of due dates, examinations**, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner.

In the case of a final examination in the course, the student must arrange for a Special Examination or Incomplete through their Dean's office, for which you will be required to provide acceptable documentation.

If you feel that you have a medical or personal problem that is interfering with your work, you should contact your instructor and the Faculty Academic Counselling Office 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. In general, retroactive requests for grade revisions on medical or compassionate grounds will not be considered.

7.2. Make Up Examinations

7.2.1. The student must write a make-up exam if the regularly scheduled exam is missed for reasons for which adequate documentation is received by the instructor (this documentation must be supplied by the Academic Counseling office).

8. University Policy on Cheating and Academic Misconduct

- 8.1.** Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses (see section 9.0 below). Looking at the test of another student, allowing another student to view your exam, or obtaining information about a test in advance are all examples of cheating. Students found cheating will receive a zero (0%) on that exam. A number of safeguards will be employed to discourage cheating. For example, examination supervisors (proctors) of the tests may ask students to move to another seat during the exam, cover their paper, avert their eyes from other students' papers, remove baseball caps, etc. This is not meant as a personal affront nor as an accusation of cheating, rather as vigilant attempts at proctoring. A copy of guidelines about how to avoid cheating can be obtained from the office of the Ombudsperson, Room 251 University Community Centre, (519) 661-3573.
- 8.2.** Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offenses. Students are urged to read the section on Scholastic Offenses in the Academic Calendar. Note that such offenses 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. If you are in doubt about whether what you are doing is inappropriate, consult your instructor. A claim that "you didn't know it was wrong" will not be accepted as an excuse.
- 8.3.** The penalties for a student guilty of a scholastic offense 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.

9. Procedures For Appealing Academic Evaluations

- 9.1.** In the first instance, all appeals of a grade must be made to the course instructor (informal consultation). If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Assistant Program Director or Designate of the BMOS program. If the response of the Assistant Director is considered unsatisfactory to the student, he/she may then appeal to the Dean of the Faculty in which the course of program was taken. Only after receiving a final decision from the Dean, may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Ombudsperson's Office.

10. Student Responsibilities

- 10.1.** Material covered in lectures will not always be the same as material covered in the textbook. These two sources should be viewed as complimentary and not redundant. As such, students who want to do well in this course are **strongly encouraged** to attend lectures on a regular basis. Please note that the instructor will not be providing copies of lectures slides. Therefore, if you miss a lecture, you should try to obtain this material from another student.

In this class, some students may be unaware that their private discussions are distracting to other people. If you feel that students are distracting your attention from the material, then you should ask them to be quiet. If you feel uncomfortable doing this (or the problem persists), then please see the instructor. In addition, please avoid engaging in private discussions with other students during the lectures.

To avoid unnecessary distractions, please arrive to each class on time.

11. Support Services

11.1. Support Services

The Registrar's office can be accessed for Student Support Services at <http://www.registrar.uwo.ca>
Student Support Services *(including the services provided by the USC listed here)* can be reached at:
<http://westernusc.ca/services/>

Student Development Services can be reached at: <http://www.sdc.uwo.ca/>.

11.2. Students who are in emotional/mental distress should refer to Mental Health@Western
<http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help."

12. Other Issues

12.1. Grade Policy

The DAN Program has a grade policy which states that for courses in the 3000 range, the class average must fall between 70% and 75% for all sections of a course taught by the same instructor. In very exceptional circumstances only, class averages outside this range may be approved by the Assistant Director or Director. Class averages are not grounds for appeal.

12.2. Short Absences.

If you miss a class due to minor illness or other problems, check your course outlines for information regarding attendance requirements and make sure you are not missing a test or exam. Cover any readings and arrange to borrow the missed lectures notes from a classmate.

12.3. Extended Absences.

If you are absent more than approximately two weeks or if you get too far behind to catch up, you should consider reducing your workload by dropping one or more courses. The Academic Counsellors can help you to consider the alternatives. At your request, they can also keep your instructors informed about your difficulties.

12.4. Academic Concerns.

If you are in academic difficulty, it is strongly recommended that you see your academic counsellor.

12.5. Important Dates:

January 7, 2013 Winter Session classes begin.

January 15, 2013 Last day to add a second-term half course

February 18, 2013 Family Day

February 18-22, 2013 Reading Week

March 7, 2013 Last day to drop a second-term half course without academic penalty

March 29, 2013 Good Friday

April 11, 2013 Winter Session classes end.

April 12 & 13, 2013 Study Days.

April 14-30, 2013 April examination period.

13. Other Information

- Bring student identification to exams.
- Nothing is to be on/at one's desk during an exam except a pencil, an eraser, and the individual's student card
- Do not wear baseball caps to exams
- Do not bring music players, cell phones, beepers, or other electronic devices to exams

For The University of Western Ontario Senate Regulations, please see the Handbook of Academic and Scholarship Policy at: <http://www.uwo.ca/univsec/handbook/>