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**MOS 3322G Integrated Marketing Communications**  
**Course Outline: Section – 001 and 002 / Winter 2015**

*The course outline and schedule are subject to change at the discretion of the course instructor.*

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**1. Course Information:**

**1.1. Class Location and Time:**

**Section 001**

**Room:** UCC 54 A

**Time:** Tuesdays 1:30 PM to 4:30 PM

**Section 002**

**Room:** SSC 2020 **Time:** Wednesdays 8:30 PM to 11:30 PM

**1.2. Instructor:** Dr. Wonkyong Beth Lee (Ph. D.)

**Office:** SSC 4313

**Office Hours:** Wednesdays 1:00 PM to 3:00 PM

**Phone:** 661-2111 x89217

**Email:** [wlee322@uwo.ca](mailto:wlee322@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.

**2.1. 3 lecture hours, 0.5 course**

**2.2. Antirequisite(s):** None

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

**2.4.** 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

**3.1 Required Textbook: Integrated Marketing Communications: Strategic Planning Perspectives (4<sup>th</sup> Canadian Edition) by Keith J. Tuckwell, Pearson Canada ISBN 978-0-13-315787-1**

**3.2 Additional Readings:** There will be additional readings assigned (check the course OWL site) in addition to the ones listed here. 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. McCracken, G. (1989), "Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process," *Journal of Consumer Research*, 16(3), 310-321.
3. 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.
4. 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.
5. Andreasen, A. R. (1994). "[Social Marketing: Its Definition and Domain.](#)" *Journal of Public Policy and Marketing* 13-1,108-114.

### 4. Course Objectives, Learning Outcomes and Course 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 Learning outcomes

Upon successful completion of MOS 3322, students will:

- Identify the major components of an IMC campaign and be familiar with the advantages and disadvantages of IMC components
- Understand and evaluate how the IMC program is being used by advertisers
- Critically evaluate the effectiveness of various marketing communications strategies in actual business situations
- Develop an IMC plan and propose an integrated promotional effort through team work

#### 4.3 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.

## 5. Evaluation

1. Exams	55% (20% of Midterm Exam AND 35% Final Exam)
2. Assignment	10%
3. Group Project	35% (10% of Presentation AND 25% of Paper)
<b>Total</b>	<b>100%</b>
Bonus mark: Participation	3%

### 5.1 Mid-Term and Final Exams

A mid-term test and a final exam represent 20 and 35 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. Even though the final exam covers the entire course, major emphasis will be on material since the mid-term.

**Only non-programmable calculators will be allowed into the exams.** If you are unsure, please ask your professor to check your calculator.

**Dictionaries are NOT allowed into the examinations.**

Exams will not be returned to students but may be reviewed in the instructor's office.

Dates of Mid-Term Test, and Final Exam	
<b>Mid-Term</b>	Section 001: <b>Tuesday, February 10<sup>th</sup></b> - <i>in class</i> (120 minutes) Section 002: <b>Wednesday, February 11<sup>th</sup></b> - <i>in class</i> (120 minutes)
<b>Final Exam</b>	Date/Time/Place: _____/_____/_____ (3 hours) <i>To take place sometime during final exam period</i>

### 5.2. Assignment

Select an advertisement from a magazine that depicts a celebrity endorser. Identify the likely target market. Discuss whether the objective of the promotion is to inform, persuade, or remind. What is being communicated in the promotion? What images of the represented celebrity are likely transferable to the promoted product or service? In responding to this last question, you should cite the McCracken article that has been assigned as reading. Submissions should be no more than 5 pages (not including title page), typed, double-spaced, and use 12 point font with one inch margins. Be sure to identify the source of the advertisement (title of magazine, date of issue) and attach the advertisement to your assignment. The assignments are due at the beginning of class on **March 3<sup>rd</sup> (Section 001) and March 4<sup>th</sup> (Section 002)**. Late submissions will not be accepted.

### 5.3. IMC Group Project

Additional details regarding the subject of the IMC plan will be discussed in class.

This project involves having 4-5 member student teams develop an integrated marketing communications plan for a product or service, which you will build 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.

For the report each team will essentially play the part of a marketing communications company which encompasses all the IMC tools (advertising, PR, sales promotions etc.) and will be pitching a comprehensive communication strategy to your client.

In selecting the product or service that your team will develop an IMC plan for, be sure to pick an organization that has at least one competitor (in the case of a for-profit company) or another similar agency that also has a communication plan (in the case of a not-for-profit organization). You should focus on existing products or services that currently have a marketing communication campaign in place that you can readily access. You should also select a product or service organization that you feel could significantly improve their communication efforts. **Please note that you are NOT allowed to choose the product or service that you already have picked for other group projects.**

Each team will submit one collective IMC plan document. 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 30 pages (including exhibits and appendices). Please note that each team is strongly advised to meet with the instructor to discuss the project.

Each team will make a 15 minute presentation, which will be based on the subject matter of the IMC plan document being prepared. Five 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 presentation slides, and a one-page bibliography handout that constitutes key references of their IMC plan document.

#### **Peer Evaluation**

You will have the opportunity to evaluate your group members' contributions to the project at the end of the semester. I will provide the peer evaluation form when you write the final exam. 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 the instructor in person during office hours.

#### **There are three deadlines.**

1. By **Week 2**, groups of 4-5 members should be formed and one member from each group must send me ([wlee322@uwo.ca](mailto:wlee322@uwo.ca)) an email containing the names and valid email addresses of each group member. Students that are not a member of a group by **Week 2** will be arbitrarily grouped by the professor.

2. Each team must hand in a 1-page report. The report consists of your choice of brand, rationale for choosing the brand on **Week 4**, to allow for the professor's approval and feedback. The more information that you provide, the more feedback that can be offered. During the course of the semester, you are encouraged to meet with the professor *at least* once for advice.
3. The complete project is due on **April 8<sup>th</sup> (Wednesday)**. Each group must hand in one paper and a CD (or USB) containing paper and presentation slides the complete project to **my office (SSC4313)** between **12:00 pm** and **3:00 pm** on **April 8<sup>th</sup> (Wednesday)**.  
**Late submissions will not be accepted.**

#### 5.4. Bonus mark: Participation

Students are expected to participate in and make regular contribution to class discussions. This can take many forms including:

- answering the assignment questions
- providing relevant background information based upon personal experiences
- relating current events linked to the material being discussed
- asking relevant questions providing clarification of points and issues

Students who contribute **strongly** and **regularly** will received the full bonus marks (3%).

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.

Exams will be scored using the program Scan Exam which examines the answer sheets for unusual coincidences in the pattern of answers given which may be indicative and used as supporting evidence of cheating. 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.

#### Code of Behaviour

Students are expected attend all classes, and to remain in attendance throughout the entire class. 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.

**Mobiles shall not be used (nor should they be left on) during class.**

## 6 Lecture and Examination Schedule

Week	Date	Topic	Reading
1	Jan 6/7	MARKETING FUNDAMENTALS 1. Introduction to course – Review of course syllabus 2. Discussion of Marketing paper (Group Project) 3. Integrated Marketing Communications (IMC)	Chapter 1
2	Jan 13/14	STRATEGIC PLANNING PRINCIPLES 1. Market segmentation 2. The marketing environment, SWOT 3. Measuring performance <b>Note: Group Members List Due</b>	Chapter 2 Chapter 12 Additional Reading #1
3	Jan 20/21	1. Measuring performance continued 2. Branding Strategy	Chapter 12 Chapter 3
4	Jan 27/28	1. Advertising planning: Creative/Message Strategy <b>Note: 1-pg. Group Project Report Due</b>	Chapter 4 Additional Reading #2
5	Feb 3/4	1. Advertising planning: Traditional media	Chapter 5
6	Feb 10/11	MID-TERM EXAM – in class (120 minutes)	
Feb 17/18		Reading Week	
7	Feb 24/25	Beth Travels for conference (No class)	
8	Mar 3/4	1. Direct marketing, POP promotions 2. Internet and Online Marketing Communications, <b>Note: Assignment due at the beginning of class</b>	Chapter 6 Chapter 7
9	Mar 10/11	1. Sales Promotion 2. Public relations	Chapter 8 Chapter 9 Additional Reading #3
10	Mar 17/18	1. Experiential marketing, events, sponsorships	Chapter 10 Additional Reading #4
11	Mar 24/25	Social Marketing Global IMC	Additional Reading #5
12	Mar 31 /Apr 1	Group presentations and Discussion	
13	Apr 7/ 8	Group presentations and Discussion <b>Note: April 8 -- IMC Project Due</b>	

## 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.

#### 2. **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).

#### 3. **7.3. Attendance**

**7.3.1.** It is expected that students will attend all classes. The professor does not provide access to lecture notes. Students are encouraged to obtain missed lecture notes from a fellow student.

## 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.

2. **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.
3. **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 notes or overheads. 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.

#### **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/>**

#### **EMAIL POLICIES**

The following policies apply to all emails between students and the Professor. Please respect the fact that the Professor receives hundreds of emails from students and must deal with those emails in a fair and organized manner. Non-acceptable emails will receive a reply saying only "Please see Email Policies on the course outline".

#### **Subject Line Must Include Course and Section Number**

The subject line of emails must contain the name or number of the course, and the section number in which the student is enrolled. The Professor teaches different courses and sections and cannot properly respond to questions if he does not know which course or section you are enrolled in.

#### **Acceptable Emails**

- questions about the course content or materials
- asking to set up an appointment to ask questions or review an exam
- notification of illness or other special circumstances
- providing constructive comments or feedback about the course

#### **Non-Acceptable Emails**

- questions that may be answered on OWL or on this course outline
- asking when grades will be posted
- asking what grade a student received
- asking where or when an exam is scheduled or the material covered on an exam
- requests for grade increases, extra assignments, or reweighting of course components