
MOS 3322F Section – 001 & 002
Integrated Marketing Communications
Fall 2019
Course Outline

1. Course Information:

1.1 Class Location and Time:

Section 001: Tuesday 1:30PM to 4:30PM (TC-204)

Section 002: Wednesday 9:30AM to 12:30PM (UCC-63)

1.2 Contact Information

Instructor: Dr. Wonkyong Beth Lee

Office: SSC 4428

Office Hours: Tuesday 5:00PM to 6:00PM and Wednesday 1:00PM to 2:00PM

Phone: 661-2111 x89217

Email: wlee322@uwo.ca

DAN Department of 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 519-661-2147 for any specific question regarding an accommodation.

More information about "Accessibility at Western" is available at: <http://accessibility.uwo.ca>

2. Calendar Description

2.1 Course Description:

This course focuses on understanding and predicting consumer behavior by integrating theories from psychology, sociology, anthropology and economics. Emphasis will be on how behavior is shaped by internal and external influences.

3 lecture hours, 0.5 course Antirequisite(s): None

Prerequisite(s): MOS2320A/B and enrolment in 3rd or 4th year of BMOS

2.2 Senate Regulations

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."

This regulation is in regards to the COURSES required. Students not in BMOS are permitted to enroll in up to 1.0 MOS courses, per the Academic Timetable.

3. Textbook

- 3.1** Textbook: Integrated Marketing Communications: Strategic Planning Perspectives (5th Canadian Edition) by Keith J. Tuckwell, Pearson Canada ISBN 978-0-13-427037-1
- 3.2** Additional Readings:
1. Thomke, S. & Manzi, J. (2014), "The Discipline of Business Experimentation," *Harvard Business Review*, 92(12), 70-79
 2. McCracken, G. (1989), "Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process," *Journal of Consumer Research*, 16(3), 310-321.
 3. 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.
 4. Andreasen, A. R. (1994). "Social Marketing: Its Definition and Domain" *Journal of Public Policy and Marketing* 13-1,108-114.

4. Course Objectives and Format

The DAN Department of Management and Organizational Studies as a whole draws upon an evidence-based management approach. Evidence-based management is the systematic process of gathering evidence from multiple sources, critically appraising the evidence, and using that evidence in making and evaluating management decisions to improve organizational performance.

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, videos, website) will be utilized. Students are expected to do the required readings before coming to class each week.

5. Learning Outcomes

- Identify and evaluate the core marketing communication channels concepts as well as the principles and theories applicable to each.
- Apply concepts, principles, and theories to solve realistic marketing communications problems and to make sound integrated marketing communications decisions
- Explain the marketing communication process and apply this to a specific business case through teamwork
- Analyze an industry along with a company in it, drawing out the key success factors related to a marketing plan and apply these to the creation of a fully integrated marketing communications strategy and execution.

6. Evaluation

Midterm Exam = 30%

Final Exam = 25%

Individual Assignment (Celebrity Endorser) = 10%

Participation = 5%

IMC Group Project = 30%

Total= 100%

6.1 Mid-Term and Final Exam

Exams are mixed **format** and 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. Exams are **closed book examinations. Dictionaries are NOT allowed into the examinations.**

CALCULATORS:

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

Electronic devices of any kind (including cell phones, smart watches and calculators) are NOT permitted at exams.

A mid-term test and a final exam represent 30 and 25 percent of your final grade for this course respectively. Both can include multiple-choice, short answer, cases, and/or short essay questions.

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

Mid-Term: In class (150 minutes): Oct 15 (001), 16 (002)

Final Exam Date/Time/Place: _____/_____/_____ (2 hours): *To take place sometime during final exam period*

6.2. Individual Assignment

Select an advertisement 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 **additional reading 2**.

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 and date of issue if you are using a magazine ad; website address and date of access if you are using an internet ad) and attach the advertisement to your assignment.

It should be written in APA format. Please submit your paper on standard white paper, stapled together at the top left-hand corner (do not use fancy coverings or binders). For APA format, please get info from <https://owl.english.purdue.edu/owl/resource/560/01/>

The assignments are due at the beginning of class on **October 29th (Section 001) and October 30th (Section 002)**. Also, one **electronic copy** must be submitted to via OWL (check the **assignment** section for the link) by October 29th (Section 001) and October 30th (Section 002). **Late submissions will not be accepted.**

6.3. Participation / Professionalism

I will also track in-class participation. 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 are expected to attend all classes, and to make **regular and strong** contributions to class discussions. Each student must come to class with a thorough understanding of the chapter(s) assigned for that class—the objective of the lectures and discussions will be to enhance comprehension of the material and not to merely review concepts and definitions. During the term, students are encouraged to share marketing examples that they come across, either directly or via the media, with the class. For this reason, it is recommended that students keep this class in mind when reading newspapers, watching television, reading magazines, while shopping, etc., as often the most relevant learning comes from discussing actual examples of marketing behaviour. All class members will be expected to actively contribute to these discussions.

While regular attendance is important, it is not considered participation.

6.4. IMC Group Project

This project involves having 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.

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

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. 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 15 pages (11 point type, double spaced, 1" margins). There is no page limit for exhibits & appendices.

Please note that each team is strongly advised to meet with the instructor to discuss the project. In the discussion, it would be useful to be mindful about: (1) a brief analysis of the industry you will be dealing with (name, size, environmental influences affecting the market); (2) a list of the key competitors in this product category (including your product!), along with their positioning strategies; and (3) your assessment of why your product's current communication efforts and whether these could be further improved. Also, clearly establish each of your group members.

Group Project Presentation:

Session 11 & 12 of the course are reserved for each team to 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).

All team members should contribute to the IMC Pitch and be present, although not all team members need to speak.

Any group members who are absent for their Group Project Presentation without a compelling reason from the Academic Councillor will receive a mark of zero. Failure to contribute fully in preparation for the Group Presentation may also result in a lower grade. Attendance during the IMC Pitches for both weeks 11 & 12 is mandatory for the entire class. **If you are not present, your grade on the Group Project will be reduced by five percentage points.**

Group Project Peer Evaluation:

Working collaboratively in groups is a very important part of the business world in general. The experience of doing this to complete the group project is as valuable as the project itself. It's important that all group members participate equally in this assignment.

Prior to midnight on December 4th you need to submit a peer evaluation for the group members to Drop Box on the course website. The peer evaluation form will be available on the course website later.

Lack of participation by one or more group members will not affect the final mark of the project itself, but it may lead to less than full marks being awarded to the group member(s) who have not participated fully. If your peers have evaluated you between 5/10 to 7/10, your grade on the project will be reduced by 10%. If your peer evaluation shows your contribution to be 5/10 or less from your group members, your grade on the project will be reduced by 20%. In the case where a group member has literally not participated at all (zero), that group member will receive a grade of zero on the project.

If there are large discrepancies indicating there were issues relating to one or more group members not pulling their weight or participating at all, I may pursue this further. Ideally you will be able to provide e-mails and other correspondence showing that there were efforts to include all group members in the completion of the project. **If you do not submit a peer evaluation, your grade on the Group Marketing Plan Project will be reduced by five percentage points.**

There are **four deadlines**: Please mark these in your calendars.

1. By the end of week 2 (**Friday Sep 20th at 5:00PM**), **FORM GROUPS** of 5 members and have one member from each group send me (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 the end of week 2 will be arbitrarily grouped by the beginning of Session 3.
2. Each team must email a **1-PAGE REPORT** by the end of week 4 (**Friday Oct 4th at 5:00pm**). The report will be the framework for how you plan to proceed and must include questions/issues you want to answer in order to proceed with the IMC plan. 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 **December 4th (Wednesday) by 4PM**. Each group must hand in a paper copy (either that week in class or I will be in my office **December 4th Wednesday** between **1:00PM – 4:00PM**) as well as submit the project through the assignment tab on the OWL site. Choose one member of the group to submit the electronic copy. **Late submissions will not be accepted.**
4. The **PEER REVIEW** is due on **December 4th (Wednesday) prior to midnight**. You need to submit a peer evaluation for the group members to **Drop Box**.

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.

The DAN Department has a grade policy which states that for courses in the x3000-4000 range, the class average must fall between 70% and 77% 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 Undergraduate Chair or Chair. Class averages are not grounds for appeal.

7. Lecture and Examination Schedule

Week 1: Sept 10 & 11:

Introduction to Integrated Marketing Communications (IMC)

Introduction to course – Review of course syllabus

Reading: Chapter 1 & 2

Week 2: Sept 17, 18 **Note: Group List Due**

Branding Strategy

REVIEW: Market Segmentation, Marketing Environment (Amici's Pizza Case)

Reading: Amici's Pizza case, Chapter 3

Week 3: Sept 24, 25 **Note: 1-pg Group Project Report Due**

Measuring Performance

Reading: Chapter 12, Additional reading 1

Week 4: Oct 1, 2

Advertising planning: Creative/Message Strategy

Reading: Chapter 4, Additional reading 2

Week 5: Oct 8, 9

Advertising planning: Traditional media

Reading: Chapter 5

Week 6: Oct 15, 16 MID-TERM EXAM – in class (150 minutes)

Week 7: Oct 22, 23

Sales Promotion, Direct marketing, POP promotions

Reading: Chapter 6 & 8

Week 8: Oct 29, 30 **Note: Assignment due at the beginning of class**

Public relations, Experiential marketing, events, sponsorships

Reading: Chapter 9 & 10, Additional Reading #3

Nov 5, 6: READING WEEK (NO CLASS)

Week 9: Nov 12, 13

Internet and Online Marketing Communication

Reading: Chapter 7

Week 10: Nov 19, 20

Social Marketing, Global IMC

Reading: Additional reading #4

Week 11 (Nov 26, 27) & Week 12 (Dec 3, 4) Group presentations and Discussion

Note: Dec 4 - IMC Project Due

8. Student Responsibilities

For Students should familiarize themselves with Western University Senate Regulations, please see:

http://www.uwo.ca/univsec/academic_policies/index.html.

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.

8.1 Respect

Please act respectfully towards the classroom, the Professor and your fellow students. Acting respectfully means arriving on time, turning off phones, avoiding private discussions during lectures, refraining from viewing non-course material on your laptops, and cleaning up after yourself. Acting respectfully provides a better learning experience for everyone.

Private in-class discussions are distracting to students and the Professor. If other students are distracting your attention from the material, you should ask them to be quiet. If you feel uncomfortable doing this (or the problem persists), please see the instructor.

Late arrivals are also distracting. Please try to arrive on time for classes.

8.2 No Recording of Classes

Students are not permitted to record any portion of a class, audio or video, without the prior written permission of the professor.

8.3 Copyright Notice

Lectures and course materials, including power point presentations, outlines, and similar materials, are protected by copyright. You may take notes and make copies of course materials for your own educational use. You may not record lectures, reproduce (or allow others to reproduce), post or distribute lecture notes, wiki material, and other course materials publicly and/or for commercial purposes without my written consent.

9. Exam Policies

- 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
- To ensure fairness to all students, questions will not be answered during exams.

10. E-mail 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. Unacceptable emails will receive a reply saying only "Please see Email Policies on the course outline".

10.1 UWO.CA Email Addresses Only

For privacy reasons, students must use their Western email accounts to contact the Professor. The Professor will not respond to emails from non-uwo.ca addresses (e.g. hotmail.com, gmail.com, etc.).

10.2 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.

10.3 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

10.4 Unacceptable 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

11. Attendance

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.

11.1 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.

11.2 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. Grade Fairness

Fairness requires that all students be treated equally and be evaluated using the criteria set out in this course outline. The evaluation criteria are based on actual achievement and not on how hard a student has tried. Claims by students of an excellent academic history, good attendance record, need to obtain or maintain a scholarship, desire to be admitted to Ivey or graduate school, or other personal issues, cannot be used to justify a higher grade in the course or a reweighting of course components. There is no extra work or assignments available for extra credit or to “make up” for a course component that was missed or performed poorly.

13. Posting of Grades

Midterm exam grades will be posted on OWL once the grades are available. Final exam grades and final course grades are not posted on OWL and are available once they have been posted by the Registrar under “Academic Summary” at the [Student Centre](#) website.

14. University Policy Regarding Illness

14.1 Illness

For details on University Policy and student responsibilities go to:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absences.pdf

Students who experience an extenuating circumstance (illness, injury, or other extenuating circumstance) sufficiently significant to temporarily render them unable to meet academic requirements may submit a request for academic consideration through the following routes:

- i. Submitting a Self-Reported Absence form provided that the conditions for submission are met (maximum of 2 from September to April, valid for 48 hours or less, on course work worth less than or equal to 30%); or
- ii. For medical absences, submitting a Student Medical Certificate (SMC) :
https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf
signed by a licensed medical or mental health practitioner in order to be eligible for Academic Consideration; or
- iii. For non-medical absences, submitting appropriate documentation (e.g., obituary, police report, accident report, court order, etc.) to Academic Counselling in order to be eligible for academic consideration. Students are encouraged to contact their Academic Counselling unit to clarify what documentation is appropriate.

Students seeking academic consideration:

- are advised to **consider carefully the implications** of postponing tests or midterm exams or delaying handing in work;
- are encouraged to make appropriate decisions based on their specific circumstances, recognizing that minor ailments (upset stomach) or upsets (argument with a friend) are not an appropriate basis for a self-reported absence;
- **must communicate with their instructors no later than 24 hours** after the end of the period covered by either the self-reported absence or SMC, or immediately upon their return following a documented absence.

14.2 Make Up Examinations

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](#)).

The date and time of the make-up examination will be set by the instructor, who will communicate the date to the student.

If a student is unable to meet the scheduled make-up as agreed, then the student is responsible for obtaining new accommodations from Academic Counselling, and seeking a new make-up date with the instructor within a reasonable time frame.

15. University Policy on Cheating and Academic Misconduct

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.

A copy of guidelines about how to avoid cheating can be obtained from the office of the Ombudsperson, Room 3135 WSSB, (519) 661-3573, ombuds@uwo.ca.

Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses. 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.

16. Procedures For Appealing Academic Evaluations

1. In the first instance, all appeals of a grade must be made to the course instructor (informal consultation).
2. If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Undergraduate Chair: Student Affairs of the Department of Management and Organizational Studies.
3. If the response of the Undergraduate Chair 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.
4. 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.

17. Support Services

17.1 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/>

Students who are in emotional/mental distress should refer to Mental Health@Western
http://www.health.uwo.ca/mental_health/ for a complete list of options about how to obtain help.

17.2 Academic Concerns.

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