

## Integrated Marketing Communications

### MRKT6203

#### Course Outline

---

##### Description:

Integrated Marketing Communications (IMC) is all about maximizing the impact and efficacy of a marketing and communications campaign using elements such as brand, sales promotions, public relations, and media planning. Explore how to utilize numerous tools and strategies in order to develop an integrated communication plan that will maximize the impact of your market reach while also considering regulatory, ethical, social and economic issues.

##### Course Goals:

- Understanding integrated marketing communications
- Reviewing goals and objectives setting for integrated marketing communications
- Creative strategy decisions and creative tactics decision making
- Media planning and budgeting for IMC
- Public relations, sales promotion and internet media
- Regulatory, Ethical, Social and Economic Issues for IMC

**Course Objectives:** At the completion of this course, the student will be able to:

- Discuss and apply integrated marketing communications (IMC) concepts
- Set goals and objectives for IMC planning
- Explain the decision process around creative strategy and creative tactics, public relations and internet media
- Describe the importance of regulatory, ethical, social and economic issues as they relate to IMC

##### Texts:

No textbook is required. All materials will be provided to you online.

##### Evaluation:

	PERCENTAGE OF GRADE	DESCRIPTION
Online Engagement	10%	Please see Participation Grading Chart. Weekly questions will be posted – responses to questions AND interaction with classmates is required.  NOTE: Discussion Postings are required each week (Monday-Sunday). This mark is entirely based on Online Discussion Postings. Please do not post for the first time on the last day every week. This will also lower your participation mark since you will not give others a chance to respond to your posting. <i>See Participation Chart in order to do well.</i>

# Western Continuing Studies

Group Discussion Leader	10%	Each student will become a Group Discussion Leader for one week (may be more than one student each week). You will still be required to participate in the online discussion each week of the course.
WebQuest (1)	20%	Written assignment utilizing digital resources. You will be required to follow the outline, posted in the course.
IMC Written Assignment – Individual (1)	30%	Project paper: Creative Brief
Quiz (1)	30%	This online quiz covering all the course material will consist of multiple choice and true false questions.

## ONLINE ENGAGEMENT – 10%

The participation portion of your grade will be based on your commitment to the course and your contribution to online class discussions. Not participating in discussions will reduce your participation mark. Classes are generally more enjoyable when everyone contributes, and are respectful of one another. Each student will be allowed 1 non-posting week (1 week where you are not required to post and it will not count against your grade). Which week you choose is up to you, as long as you are not assigned to that week as a group discussion leader. Please ENSURE you review the participation grading chart below.

## GROUP DISCUSSION LEADER – 10%

Each student will have a week assigned where they will lead the online participation discussion. A discussion topic will be set by the instructor. Depending on the number of students in the class, more than one student may be assigned to a particular week. This role includes but is not limited to:

- responding to individual student comments with relevant information from the required readings
- encouraging students who have not yet commented to join into the discussion
- providing some of your own insightful analysis around the weekly topic
- doing one or more of the above at least once per day during the week
- Week assignments will be posted in week 1, starting in week 2

## ASSIGNMENTS – 50%

There will be one (1) WebQuest and one (1) IMC Written Assignment that you will be required to complete.

- **WebQuest – 20%**

The WebQuest assignment will be on a topic and will require you to research information online, give your answer/opinion to the topic/question, and also provide links to where you found your information. A **minimum of 5** unique, valid and reputable web links must be referenced. Specific instructions for the WebQuest will be posted in the OWL Assignment tab - you **must** read the additional information in order to do well. Topic will be posted at the start of the course.

This course outline is a sample only and is subject to change.

# Western Continuing Studies

- **IMC Written Assignment – 30%**

This assignment is designed to showcase your understanding of IMC Creative Briefs by writing on a specified company or organization project. Further instructions will be posted in the OWL Assignment tab. Topic to be posted online.

**QUIZ – 30%**

You will be required to complete one (1) online quiz. The quiz will test you on the readings, online posts and discussion information. This will be available for you to answer online from Monday – Sunday during the final week of the course. More information will be provided in OWL.

**Notes on assignments (papers and reports):**

- Must be academic in style and content
- Must have a clear focus
- Must present ideas in a logical and well-thought-out flow
- Arguments, analysis and conclusions must be based on clearly identified research and sources
- Must cite all references from other sources
- Must be in paragraph format
- Must be double-spaced, and typewritten
- Must follow APA style

**Grading:**

A+	90-100	One could scarcely expect better from a student at this level
A	80-89	Superior work which is clearly above average
B	70-79	Good work, meeting all requirements, and eminently satisfactory
C	60-69	Competent work, meeting requirements
D	50-59	Fair work, minimally acceptable
F	below 50	Fail

**Online Participation Grading Chart:**

The following chart will act as a guide for assessing student participation in this course.

GRADE	CRITERIA
<b>9-10</b>	<p>The student participates frequently, providing relevant responses more than 24 times spread evenly over the length of the course.</p> <p>Replies to discussion questions, instructor comments as well as the responses of other students in a positive and critical manner.</p> <p>The student responds in a timely manner (allowing enough time for fellow students to respond, and not posting on the last day of the unit).</p> <p>Responses are of a high quality, an obvious effort has been made to research the answer. Responses offer new perspectives on course material and spark discussion amongst the class.</p>
<b>7-8</b>	<p>The student participates consistently, providing relevant responses 18 times or more over the length of the course.</p> <p>The student responds in a timely manner (allowing enough time for fellow students to respond, and not posting on the last day of the unit).</p> <p>The student offers new ideas and responds to the contributions of others.</p>
<b>6</b>	<p>The student provides some relevant contributions, 12 times or more over the length</p>

This course outline is a sample only and is subject to change.

	<p>of the course.</p> <p>The student responds before the end of the unit.</p> <p>The student occasionally offers new ideas and responds to others.</p>
<b>5</b>	<p>The student's contributions are inconsistent in both quality and timing, 8 times or more over the length of the course.</p> <p>The student's responses are not always on time.</p> <p>The student does not offer any new ideas, and responses to fellow students are few.</p>
<b>4</b>	<p>The student rarely provides contributions to the course, 5-7 times.</p> <p>The student does not always respond on time.</p> <p>The student has difficulty understanding the course content, and does not respond to the contributions of the other students.</p>
<b>0-3</b>	<p>The student provides little or no discussion, less than 5 times or the duration of the course.</p> <p>Information is contributed only when asked to by the instructor, and responses are negative or disagreeable to the instructor/fellow students</p> <p>Responses show little in the way of comprehension of course material. The responses are usually limited to "I agree", "Me too" or the like.</p>

## **Policy on Cheating and Academic Misconduct:**

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on "Scholastic Offences" in the current University Academic Calendar, or on the web at <http://www.westerncalendar.uwo.ca>. 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 any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University's code of conduct.

## **Code of Student Conduct:**

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

## **Plagiarism:**

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 will

# Western Continuing Studies

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 Western University and Turnitin.com ( <http://www.turnitin.com>).

## How often will the instructor communicate with me?

The instructor will communicate with the class weekly or more. Discussion topics will be posted at the start of each week, and the instructor will monitor those discussions and participate as necessary.

## Policy on Late Assignments:

Extensions, granted for valid reasons, instructor must be notified and a new agreement made before assignments are due. Late assignments will have a 2% deduction each day, including weekends, up to a maximum of 10 days, after which assignments will not be accepted and a grade of zero will be assigned unless documentation for accommodation has been provided in advance.

## How do I hand in assignments?

All assignments will be submitted electronically through OWL using the assignment tool. Failure to meet deadlines without the instructor's written permission will be subject to the late assignment policy. It is the student's responsibility to ensure that all assignments forwarded to the instructor arrive before the due date. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor and arranging an alternate method of delivery (e.g. e-mail attachment) for the assignment.

## When will I receive my grades?

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

## Western Digital Badge

If you have met the course requirements for this Western approved [micro-credential](#), you will receive an email from [MyCredits](#) to claim your digital badge. Badges are embedded with data that verifies your skills and achievements. Share them with your employer, on LinkedIn and other social media sites.

## Course Schedule:

TOPIC	READINGS AND ACTIVITIES
<i>Understanding Integrated Marketing Communications</i>	Readings will be in each assigned week on OWL
Introduction to Integrated Marketing Communications	Introduction to course – have a look at the course outline the discussion information, WebQuests, and more.  Course Participation Discussion
<i>Articulating the message:</i> Strategic Planning: Goals & Objectives for Integrated Marketing Communications	Readings, Articles  Course Participation Discussion
<i>Articulating the message:</i>	<b>WebQuest Due</b>

This course outline is a sample only and is subject to change.

# Western Continuing Studies

Branding, Creative Strategy and Creative Tactics Decisions	Readings, Articles Course Participation Discussion
<i>Delivering the message:</i> Media Planning and Budgeting for IMC	<b>IMC Written Assignment Due</b> Readings, Articles Course Participation Discussion
<i>Strengthening the Message:</i> Public Relations, Sales Promotion & Internet and Social Media	Readings, Articles Course Participation Discussion
<i>Advertising and Society:</i> Regulatory, Ethical, Social and Economic Issues for IMC	<b>Quiz Submission Due</b> Readings, Articles Course Participation Discussion

This course outline is a sample only and is subject to change.