

## Integrated Marketing Communications

MRKT6284

### Course Outline

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#### Description:

In this course you will learn how to maximize the impact and efficacy of your marketing campaign using integrated communication strategies. You will explore communication elements such as advertising, sales, public relations and media. Learn how to utilize numerous tools and strategies in order develop an integrated communication program that will maximize the impact of your market reach while enhancing customer and media relations.

#### Course Goals:

The goal of this course is for students to gain a comprehensive understanding of integrated marketing communications principles and practices and how to effectively plan robust campaigns utilizing numerous tools, media and strategies based on sound research.

#### Course Objectives:

At the completion of this course students will be able to:

- Understand the foundation of Integrated Marketing Communications including, but not limited to: definitions, terminology, theories, techniques, ethics and principles and apply to practice
- Learn about and apply the IMC Planning Process
- Understand IMC Advertising, Media, and Promotional Tools including Social Media
- Understand the media relations' process
- Understand the fundamental principles of branding and brand management
- Learn how to plan for long and short term strategies
- Learn how to effectively evaluate these processes

#### Evaluation:

- 25% - Assignment - IMC plan
- 10% - Participation - Discussion Postings each week (Monday-Sunday) – 10% (worth 1% each week – you will only get the full 1% if you follow the guidelines in the participation chart in this outline). This mark is entirely based on Online Discussion Postings. Do not post for the first time on the last day every week. This will substantially lower your participation mark since you will not give others a chance to respond to your posting. *See Participation Chart in order to do well.*
- 10% - Group Discussion Leader for one week
- 15% - WebQuest – *please read over WebQuest outline in order to do well on this assignment*
- 20% - midterm Quiz
- 20% - Final Exam - not cumulative

#### 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

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## 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 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>).

## Course Schedule:

Date	Learning Objectives	Readings
Week 1	Weeks 1-3 will be about <i>Understanding Integrated Marketing Communications</i>  Introduction to course – have a look at the course outline the Assignment, Discussions, WebQuests, and more.  Introduction to Integrated Marketing Communications  <i>Additional Material:</i> Chapter 2, Organizing for IMC: Role of Agencies (you will not be tested on this, but it is interesting information)	Advertising & Promotion – An Integrated Marketing Communications Perspective, Fifth Canadian Edition  Chapter 1  <b>Make sure to check the online discussion as early as possible to see which week you have been assigned to lead.</b>
Week 2	Consumer Behavior and Target Audience	Chapter 3

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Week 3	<p>Weeks 3-5 will be about <i>articulating the message</i></p> <p>Objectives for the IMC Plan</p> <p><i>Additional Material:</i> Chapter 4, Communication Response Models (you will not be tested on this chapter but I would suggest looking over pages 95 and 103)</p> <p><b>WebQuest Due</b></p>	Chapter 5
Week 4	Brand Positioning Strategy Decisions	Chapter 6
Week 5	Creative Strategy Decisions and Creative Tactics Decisions	Chapter 7, 8
Week 6	<p>No assigned readings</p> <p><b>Midterm Quiz (Chapters 1-8 excluding 2 and 4)</b></p>	
Week 7	Measuring the Effectiveness of the Promotional Message	Chapter 9
Week 8	<p>Week 8 will be about <i>delivering the message</i></p> <p>Media Planning and Budgeting for IMC</p> <p><i>Additional Material:</i> Chapters 11, 12, 13: Broadcast, Print and Out-of-Home and Support Media (you will not be tested on this but it is good information to have for IMC)</p>	Chapter 10
Week 9	<p>Weeks 9-10 will be about <i>strengthening the message</i></p> <p>Sales Promotion</p> <p><b>Assignment Due: Integrated Marketing Communications Plan</b></p>	Chapter 14
Week 10	<p>Public Relations &amp; Internet Media</p> <p><i>Additional Material:</i> Chapter 16, Direct Marketing (this is really important to know, but given the short timeframe of the course, you will not be tested on this)</p>	Chapter 15, 17
Week 11	<p>Week 11 will be about <i>Advertising and Society</i></p> <p>Regulatory, Ethical, Social and Economic Issues for IMC</p>	Chapter 18
Week 12	<b>Final Examination</b>	