



Integrated Marketing Communication (IMC) MOS 3322G - Section 01 and 02

Course Information

Section, Time, Location:	Section 01 - Tuesdays 1:30 pm – 4:30 pm Location: UCC 60 Section 02 - Thursdays 1:30 pm – 4:30 pm Location: SSC 3022
Instructor:	Dr. Wonkyong (Beth) Lee Assistant Professor
Office:	SSC 7430
Office Telephone:	519-661-2111, Ext. 89217
e-mail:	wlee322@uwo.ca
Course website	WEB-CT-OWL MOS 3322G Section 01 & 02 (Dr. Beth Lee)
Office Hours:	TBA

Course Description and Objectives

Course 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.

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.

Prerequisites:

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

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.**

Textbook and Readings

Required Text:

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

Additional Readings:

Four additional readings are assigned. You must read the assigned readings before the scheduled class and be prepared to talk about them.

1. Jeep Compass Marketing Campaign Target New Buyers for the Jeep Brand, <http://www.theautochannel.com/news/2006/07/21/015502.html>
2. McCracken, Grant (1989), Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process, *Journal of Consumer Research*, 16(3), 310-321.
3. Greenberg, Josh and Charlene Elliott (2009), A Cold Cut Crisis: Listeriosis, Maple Leaf Foods, and the Politics of Apology, *Canadian Journal of Communication*, 34(2), 189-204.
4. Dewhirst, Timothy and Aaron Hunter (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. Gould, Stephen J., Down B. Lerman, and Andreas F. Grein (1999), Agency Perceptions and Practices on Global IMC, *Journal of Advertising Research*, 39 (1) 7-20.
6. Kitchen, Philip J. Ilchul Kim and Don E Schultz (2008), *Integrated Marketing Communications: Practice Leads Theory*, *Journal of Advertising Research*, 48 (4), 531-546.

Evaluation

1. Exams		55%
Midterm Exam	20%	
Final Exam	35%	
2. Assignment		10%
3. IMC Group Project		35%
Presentation	10%	
Paper	25%	
Total		100%

Mid-Term and Final Exam

A mid-term and final exam represent 20 and 30 percent of your final grade for this course, respectively. Both exams 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 textbook, 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.

Dates of Mid-Term and Final Exam	
Mid-Term	Thursday, February 27 th (Section 01) and March 1 st (Section 02) <i>in class (120 minutes)</i>
Final Exam	Date/Time/Place: _____/_____/_____ (3 hours) <i>To take place sometime during final exam period (April 11 - 30, 2012)</i>

Assignment (10%)

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 3 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 **February 14th** (Section 01) and **February 16th** (Section 02). **Late submissions will not be accepted.**

Group Project: IMC Plan and Presentation

This project involves having 4-5 member student teams develop an integrated marketing communications plan for a product or service of their choice. 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.

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.

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 30 pages (including exhibits and appendices).

Please note that each team is strongly advised to meet with the instructor to discuss their proposed project and to gain approval to proceed. In discussion, it would be useful to be mindful about: (1) a description of your product/organization and your rationale for selecting it; (2) a brief analysis of the product market/category you will be dealing with (name, size, environmental influences affecting the market); (3) a list of the key competitors in this product category (including your product!), along with their positioning strategies; and (4) your assessment of why your product's current communication efforts are weak or could be further improved. Also, clearly establish each of your group members.

Each team will make a 10 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 PowerPoint slides, and a one-page bibliography handout that constitutes key references of their IMC plan document.

The complete project is due on **April 10th (Tuesday)**. Each group must hand in two paper copies of the complete project to **my office (SSC7430)** between **12:00 pm** and **3:00 pm** on **April 10th (Tuesday)**. **Late submissions will not be accepted.**

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**) 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 5**, 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 10th (Tuesday)**. Each group must hand in two paper copies of the complete project to **my office (SSC7430)** between **12:00 pm** and **3:00 pm** on **April 10th**. **Late submissions will not be accepted.**

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 the instructor in person during office hours.

Grading

The following are the grade categories for the course from the *Academic Calendar*:

Grade Categories	
A+	90%+
A	80 - 89%
B	70 - 79%
C	60 - 69%
D	50 - 59%
F	Below 50% or assigned when course is dropped with academic penalty

No late submissions of any course material will be accepted, unless there are acceptable (to the course instructor) and extraordinary circumstances.

New Western Medical Accommodation Policy on Medical Notes: *A Western Student Medical Certificate (SMC) is required where a student is seeking academic accommodation. This documentation should be obtained at the time of the initial consultation with the physician or walk-in clinic. An SMC can be downloaded under the Medical Documentation heading of the following website: <https://studentservices.uwo.ca/secure/index.cfm>. Hard copies are available from the student's home Faculty Academic Counselling Service.*

Plagiarism: *"Students must write their own essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence." (see Scholastic Offence Policy in the Western Academic Calendar)."*

Plagiarism Checking: *"All required papers may be subject for textual similarity review to the commercial plagiarism 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 the University of Western Ontario and **Turnitin.com** (<http://www.turnitin.com>)."*

Academic Cheating: *"Computer-marked multiple-choice tests and/or exams may be subject to submission review by software that will check for unusual coincidences in answer patterns that may indicate cheating."*

Other Relevant Academic Policies/Regulations: *All students are advised to refer to the Academic Calendar and other relevant documentation for other relevant academic policies and regulations (e.g., academic cheating, attendance, etc.).*

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.

Smart phones shall not be used (nor should they be left on) during class.

Course Outline Schedule

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

Week	Tuesday (Sec 01)	Thursday (Sec 02)	Topic	Reading
1	Jan 10	Jan 12	Course Introduction and Syllabus, Integrated Marketing Communications (IMC) Defined	Chapter 1
2	Jan 17	Jan 19	Measuring Performance	Chapter 12
3	Jan 24	Jan 26	Strategic Planning Principles: Market Segmentation (Identify Target Audience), the Marketing Environment, and SWOT Analysis Note: Group lists of IMC Plan due	Chapter 2 Additional Reading #1
4	Jan 31	Feb 2	Branding Strategy	Chapter 3 Additional Reading #2
5	Feb 7	Feb 9	Advertising Planning: Creative and Traditional Media Note: 1-pg. summary of IMC plan due	Chapter 4, 5
6	Feb 14	Feb 16	Internet and Online Marketing Communications, Direct Marketing, and Point-of-Purchase Promotion Note: Assignment Due	Chapter 6, 7
7	Feb 21	Feb 23	Reading Week No Class	
8	Feb 27	Mar 1	Midterm Public Relations	Chapter 9
9	Mar 6	Mar 8	Public Relations Experiential Marketing, Events, and Sponsorships	Chapter 10 Additional Reading #3
10	Mar 13	Mar 15	Experiential Marketing, Events, and Sponsorships	Chapter 10 Additional Reading #4
11	Mar 20	Mar 22	No Class - Beth will be traveling for a conference	
12	Mar 27	Mar 29	Global IMC	Additional Reading #5 and #6
13	April 3	April 5	Group presentations and Discussion	
	April 10 Note: IMC Plan Due			

COMMENTS:

General Information

If, on medical or compassionate grounds, you are unable to meet your academic responsibilities, i.e., unable to write term tests or final examinations or complete course work by the due date, you should follow the instructions listed below. You should understand that academic accommodation will not be granted automatically on request. You must demonstrate that there are compelling medical or compassionate grounds that can be documented before academic accommodation will be considered. Read the instructions carefully. In all cases, action must be taken at the earliest possible opportunity, preferably prior to the scheduled examination, test or assignment.

1. Check the course outline to see if the instructor has a policy for missed tests, examinations, late assignments or attendance. The course outline should include the preferred method of contact (e-mail, phone, etc.).
2. Inform the instructor prior to the date of the scheduled time of the test or examination or due date of the assignment. If you are unable to contact the instructor, leave a message for him/her at the department office.
3. Bring your request for accommodation to the Academic Counselling Office, Room 2105, Social Science Centre, telephone 519-661-2011 or fax 519-661-3384. Be prepared to submit documentation of your difficulties.
4. If you decide to write a test or an examination you should be prepared to accept the mark you earn. Rewriting tests or examinations or having the value of the test or examination reweighted on a retroactive basis is not permitted.

TERM TESTS and MID-TERM EXAMS

1. If you are unable to write a term test, inform your instructor (preferably prior to the scheduled date of the test). If the instructor is not available, leave a message for him/her at the department office.
2. Be prepared, if requested by the instructor, to provide supporting documentation (see below for information on acceptable forms or documentation). Submit your documentation to the Academic Counselling Office.
3. Make arrangements with your professor to reschedule the test.
4. The Academic Counselling Office will contact your instructor to confirm your documentation.

FINAL EXAMINATIONS

1. You require the permission of the Dean, the instructor, and the Chair of the department in question to write a special final examination.
2. If you are unable to write a final examination, contact the Academic Counselling Office in the first instance to request permission to write a special final examination and to obtain the necessary form. You must also contact your instructor at this time. If your instructor is not available, leave a message for him/her at the department office.
3. Be prepared to provide the Academic Counselling Office and your instructor with supporting documentation (see below for information on documentation).
4. You must ensure that the Special Examination form has been signed by the instructor and Department Chair and that the form is returned to the Academic Counselling Office for approval without delay.

Note: Make sure you know the date, time and location of the special examination. For more information see [Examinations - Common Situations](#).

LATE ASSIGNMENTS

1. Advise the instructor if you are having problems completing the assignment on time (prior to the due date of the assignment).
2. Submit documentation to the Academic Counselling Office.
3. If you are granted an extension, establish a due date.
4. Extensions beyond the end of classes must have the consent of the instructor, the Department Chair and Dean. A Recommendation of Incomplete form must be filled out indicating the work to be completed and the date by which it is due. This form must be signed by the student, the instructor, the Department Chair, and the Dean's representative in the Academic Counselling Office.

SHORT ABSENCES

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

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. This must be done by the appropriate deadlines. (Refer to the Registrar's website for official dates.) The Academic Counsellors can help you to consider the alternatives. At your request, they can also keep your instructors informed of your difficulties.

DOCUMENTATION

- **Personal Illness:** If you consult Student Health Services regarding your illness or personal problem, you should request a Student Medical Certificate from the physician. Once your documentation has been assessed, the academic counsellor will inform your instructor that academic accommodation is warranted.
- If you were seen by an off-campus doctor, obtain a certificate from his/her office at the time of your visit. The off-campus medical certificate form must be used. <http://www.uwo.ca/univsec/handbook/appeals/medicalform.pdf>. The doctor must provide verification of the severity of the illness for the period in question. Notes stating "For Medical Reasons" are not considered sufficient.
- **In Case of Serious Illness of a Family Member:** Obtain a medical certificate from the family member's physician.
- **In Case of a Death:** Obtain a copy of the newspaper notice, death certificate or documentation provided by the funeral director.
- **For Other Extenuating Circumstances:** If you are not sure what documentation to provide, ask an Academic Counsellor.

Note: Forged notes and certificates will be dealt with severely. To submit a forged document is a scholastic offense (see below) and you will be subject to academic sanctions.

ACADEMIC CONCERNS

- You need to know if your instructor has a policy on late penalties, missed tests, etc. This information may be included on the course outline. If not, ask your instructor.
- You should also be aware of attendance requirements in courses such as Business and English. You can be debarred from writing the final examination if your attendance is not satisfactory.
- If you are in academic difficulty, check the minimum requirements for progression in your program. If in doubt, see your Academic Counsellor.

- If you are registered in Social Science courses but registered in another faculty (e.g., Arts or Science), you should immediately consult the Academic Counselling Office in your home faculty for instructions.

FAILED YEAR

Procedures for completing a [Waiver of the Progression Requirements](#) (DEADLINE IS JUNE 30). [Click here for BMOS Waiver of Progression Requirements](#).

In your petition letter, you must address all of the following questions:

- What were the extenuating circumstances which contributed most significantly to your poor academic performance.) When did the problem(s) arise? Appropriate supporting documentation (eg. medical note from a doctor to document problems, or a letter from a family member or close personal friend to support compassionate grounds) must be submitted with the petition. If you need more information regarding the submission of appropriate documentation, please contact the Dean's Office.
- Answer the following questions:
 1. What attempts did you make at the time you were encountering problems that affected your academic performance to contact your instructors, Academic Counsellors, the staff in Student Development Centre (Learning Skills Counsellors), the Ombudsperson, or Student Health Services?
 2. What academic accommodation did you request at the time you were experiencing major problems that were affecting your academic performance?
 3. What steps did you take to minimize the impact on your academic work of the difficulties that you were encountering?
 4. Approximately what percentage of classes did you attend in each course?
 5. What assignments/tests/labs/quizzes/exams did you complete in each course?
 6. Please record the grades you received for assignments/labs/tests/quizzes/exams, etc in each course. If you failed to complete all the course requirements, explain and provide reasons.
 7. Please list the final grade earned in each course in which you were registered during the past academic year.
- Why do you think you would be successful in University-level academic studies, if your petition was granted?
- What are your academic goals?
 - What is your long-term degree/program objective?
 - In what specific program do you wish to register during the coming year?
 - What specific courses do you wish to take during the coming year?

NOTE: In (b) and (c), do not list courses or programs for which you are not currently eligible. You must check the prerequisites for the program and courses you wish to take.

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 wish to contact Services for Students with Disabilities (SSD) at 661-2111 #82147 for any specific questions regarding an accommodation. More information about "Accessibility at Western" is available at: <http://accessibility.uwo.ca>.