

Marketing for Management and Organizational Studies

Course Number: MOS3322G – Section 001 and 002

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

Course Information

Course Name:	Integrated Marketing Communications (IMC)
Course Number:	3322G (Winter 2014)
Section, Class	Section 001 and 002
Location, Time:	Sec. 001 - Tuesday 1:30pm – 4:30pm (loc. UCC 65) Sec. 002 - Wednesday 8:30am – 11:30am (loc. SCC 2036)

Instructor Information

Instructor:	Dr. Wonkyong Beth Lee (Ph. D.) SSC 4313, wlee322@uwo.ca , ext. 89217
Office:	SSC 4313
Office Telephone:	519-661-2111. Extension 89217 [MOS Office: 519-661-2051]
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Course website	SAKAI-OWL MOS3322b Sections 001 and 002 http://owl.uwo.ca/ (click location, log-in, click appropriate section)
Office Hours:	Wednesdays 1:00pm – 3:00pm Or by appointment (via email wlee322@uwo.ca)

Textbook and Readings

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

3.2 **Additional Readings:** Nine additional readings are assigned. 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. Keller, K. L. (2009), "Building Strong Brands in a Modern Marketing Communications Environment," *Journal of Marketing Communications*, 15 (2-3), 139-155.

3. McCracken, G. (1989), "Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process," *Journal of Consumer Research*, 16(3), 310-321.

4. Is The Ad Tech Industry High On Its Own Stash? <http://www.fastcompany.com/3021007/is-the-ad-tech-industry-high-on-its-own-stash>

5. Surprising social media statistics that might make you rethink your social strategy <http://blog.bufferapp.com/10-surprising-social-media-statistics-that-will-make-you-rethink-your-strategy>

6. 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.

7. 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.

8 & 9 TBA.

Course Objectives and 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. 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.

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.

Evaluation

The following weights will be assigned for each course evaluation component:

Grading Weights for Evaluation Components	
Mid-Term Exam	20%
Final Exam	35%
IMC Plan Group Project	25%
IMC Plan Group Project Presentation	10%
Assignment	10%
Total	100%

5.1 Mid-Term and Final Exam

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.

Dates of Mid-Term Test, and Final Exam

Mid-Term: February 11th (Sec.001) and 12th(Sec.002) - *in class* (120 minutes)

Final Exam:

Date/Time/Place: _____/_____/_____ (3 hours) *To take place sometime during final exam period*

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 18th (Sec. 001) and March 19th (Sec. 002)**. **Late submissions will not be accepted.**

5.3. IMC Group Project

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. **Please note that you are NOT allowed to choose the product or service that you already have picked for other projects.**

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

The complete project is due on **April 8th (Tuesday)**. Each group must hand in a paper copy at the start of class as well as submit the project through the assignment tab on the OWL site. Late submissions will not be accepted.

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.

You will have the opportunity to evaluate your group members' contributions to the project at the end of the semester.

Assign each person in the group a mark between zero and ten according to the allocation of the project work. For example, if all members participated equally, give everyone a ten. In the extreme case where a group member did not participate at all, give that person a zero.

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.

Lack of participation by one or more group members will not effect 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 evaluation is between 5/10 to 7/10, your grade on the project may 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 may 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 you have difficulty working with your group members during the semester, you are encouraged to meet me in person during office hours.

There are three deadlines: Please mark these in your calendars

1. By Week 2, **FORM GROUPS** of 4-5 members should be formed and one member from each group must send me 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 **COMPLETED PROJECT** is due on **April 8th (Tuesday)**. Each group must hand in a paper copy of the complete project to my office (SSC4313) between 12:00pm and 3:00pm on April 8th (Tuesday) as well as upload a copy through the assignment tab on the OWL course site.

Late submissions will not be accepted.

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.

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) extraordinary circumstances.

DAN Program Grade Policy

The Dan Program has a grade policy which states that for courses in the 3000-4000 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 the Director. Class averages are not grounds for appeals.

Course Outline Schedule

Date	Topic	Readings
Week 1 Jan. 7, 8	MARKETING FUNDAMENTALS Introduction to course – Review of course syllabus Discussion of Marketing paper (Group Project) Integrated Marketing Communications (IMC)	Chapter 1
Week 2 Jan. 14,15	Measuring performance Note: Group lists for the IMC project due end of this week	Chapter 12 Additional Reading #1
Week 3 Jan.21, 22	STRATEGIC PLANNING PRINCIPLES Market segmentation The marketing environment SWOT	Chapter 2
Week 4 Jan.28, 29	Branding Strategy Note: 1-pg. summary of the IMC project due beginning of class this week	Chapter 3 Additional Reading #2
Week 5 Feb. 4, 5	Advertising planning: Creative and traditional media	Chapters 4, 5 Additional Reading #3
Week 6 Feb. 11, 12	MID-TERM EXAM – in class (120 minutes)	
Week 7 Feb. 18, 19	Spring break	
Week 8 Feb. 25, 26	Internet & online marketing communications Direct marketing, POP promotions	Chapters 6, 7 Additional Reading #4,5
Week 9 Mar. 4, 5	Sales Promotion Public relations	Chapters 8, 9 Additional Reading #6
Week 10 Mar. 11, 12	Experiential marketing, events, sponsorships	Chapter 10 Additional Reading #7
Week 11 Mar. 18,19	Social Marketing & Global IMC Note: Assignment due at the beginning of class	Additional Reading #8, 9
Week 12 Mar. 25, 26	Group Presentations	
Week 13 Apr. 1, 2	Group Presentations (<i>continued</i>) Wrap-Up	
TBA	Final Exam	

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

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 Counseling 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 Counseling Office.
3. Make arrangements with your professor to reschedule the test.
4. The Academic Counseling 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 Counseling 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 Counseling 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 Counseling 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](#).

UNIVERSITY POLICY REGARDING 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 Counseling 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.

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 Counseling 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 Counseling 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 Counselors 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 counselor 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 Counselor.

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.

UNIVERSITY POLICY ON CHEATING AND ACADEMIC MISCONDUCT

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.

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.

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.

PROCEDURES FOR APPEALING ACADEMIC EVALUATIONS

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.

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.uwo.ca/uwocom/mentalhealth/)

<http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

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 Counselor.
- If you are registered in Social Science courses but registered in another faculty (e.g., Arts or Science), you should immediately consult the Academic Counseling 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 Counselors, the staff in Student Development Centre (Learning Skills Counselors), 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?
 1. What is your long-term degree/program objective?
 2. In what specific program do you wish to register during the coming year?
 3. 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.

For The University of Western Ontario Senate Regulations, please see the Handbook of Academic and Scholarship Policy at: <http://www.uwo.ca/univsec/handbook/>