
MOS 3322F Section – 002

Integrated Marketing Communications

Fall 2018

Course Outline

1. Course Information:

1.1 Class Location and Time:

Section 002 - Fridays 2:30pm – 5:30pm (loc. SSC 3010)

1.2 Contact Information:

Instructor: [Matthew Maxwell-Smith](#), PhD

Office: SSC 4434

Office Hours: **Fridays** 1:00pm – 2:00pm

Phone: 661-2111 xTBD

Email: mmaxwel3@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 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 behavior.

3 lecture hours, 0.5 course

Antirequisite(s): none

Prerequisite(s): MOS 2320A/B or MOS 3320A/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: There will be additional readings assigned (check the course OWL site) in addition to the ones listed here. You must read the assigned readings before the scheduled class and be prepared to talk about them.

1. Thomke, S. & Manzi, J. (2014), "The Discipline of Business Experimentation," *Harvard Business Review*, 92(12), 70-79
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. 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.
5. 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.
6. "Secret Websites, Coded Messages: The New World of Immersive Games"
http://archive.wired.com/entertainment/music/magazine/16-01/ff_args

4. 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.

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

Mid-Term Exam:	20%
Final Exam:	35%
IMC Plan Group Project:	20%
IMC Plan Group Project Presentation:	10%
Participation:	5%
Assignment:	10%
Total:	100%

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. Remember, you are responsible for your grades in this course.

6.1. 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.

Only non-programmable calculators will be allowed into the exams. If you are unsure, please ask your professor to check your calculator. Dictionaries are NOT allowed into the examinations. The mid-term and final exams are closed book.

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.

Students are responsible for material covered in the lectures as well as the assigned chapters/sections in the text and readings. Exams 1 will be during the designated time and location below. The final exam will be scheduled during the exam period. Exams will not be returned to students but may be reviewed in the instructor's office.

Dates of Mid-Term Test, and Final Exam:

Mid-Term - **Wednesday, Oct. 24th 7:00pm – 9:00pm** – location TBA (120 minutes)

Even though the final exam covers the entire course, major emphasis will be on material since the mid-term.

Final Exam

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

6.2. Assignment

Each student must 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 consult 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 **Session 8 (November 9th)**. Each student must hand in a paper copy of their assignment at the beginning of class AND submit an electronic copy of the assignment through the Turnitin assignment tab on our OWL site. **Late submissions will not be accepted.**

6.3. Participation / Professionalism

I will also track in-class participation (5%). 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 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 (12 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.

The complete project is due on **November 27th (Tuesday) at 5:00pm**. Each group must hand in a paper copy (either that week in class or I will be in my office Wednesday between 4:00pm – 5:00pm) AND submit the project through the Turnitin assignment tab on the OWL site.

Late submissions will not be accepted.

Group Project Pitch:

Sessions 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), and presenters are expected **to email a copy of their PowerPoint slides by 1:30pm the day of the presentation.**

All team members should contribute to the IMC Pitch and be present. 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 Presentation 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 7th you need to e-mail me a peer evaluation for the group members (mmaxwel3@uwo.ca). Send me an email with a list of the group member names including yourself. Assign each person in the group a mark between zero and ten. In an effort to have everyone give this some thought, **do not assign more than two people the same mark.** 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. 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.

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 you are having potential issues relating to group participation with one or more group members, please notify me by email by Session 10.

If you do not submit a peer evaluation, your grade on the Group Marketing Plan Project will be reduced by 10%.

There are six important days/deadlines: Please mark these in your calendars

1. By the end of week 2 (**Sept. 14**), **groups of 4-6 members will be formed** by the professor. By the beginning of **Session 3 (Sept. 21)** have one member from each group e-mail me (mmaxwel3@uwo.ca) a **GROUP MEMO** containing the names and valid email addresses of each group member, a logo for your group, and a time and location during the week in which all of your group members can commit to meeting regularly.
2. In addition to your group memo, each team must email a **1-PAGE REPORT** by the beginning of class on week 3 (**Sept. 21 by 2:30pm**). The report will be the framework for how you plan to proceed and must include the company you wish to advise, 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 advertising assignment (see section 5.2 above) **is due at the beginning of class on November 9th**. Each student must hand in a paper copy of their assignment, and submit an electronic copy via Turnitin through the assignment tab on the OWL site. **Late submissions will not be accepted.**

4. The complete **project is due on November 27th (Tuesday) by 5:00pm**. Each group must hand me a paper copy, and submit an electronic copy via Turnitin through the assignment tab on the OWL site. **Late submissions will not be accepted.**
5. **IN-CLASS PRESENTATIONS** summarizing the IMC Plan will take place on **Sessions 11 & 12**. Each presentation should be between ten and fifteen minutes (the time limit will depend on the number of groups and will be announced in class). The presentation will be graded and all team members should contribute.
6. The **PEER REVIEW** is due on **December 7th by midnight**.

7. Lecture and Examination Schedule

See Schedule on OWL.

8. Student Responsibilities

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.

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

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/pdf/academic_policies/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://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.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 Counselling 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.

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).

15. University Policy on Cheating and Academic Misconduct

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. 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.

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.

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.

18. Other Issues

18.1. Grade Policy

The DAN Department has a grade policy which states that for courses in the 3000-4000 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.

18.2. Senate Policy

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