



**Marketing Communication:
COMM 340 (A1)
Fall 2016**

INSTRUCTOR: Xin Ge
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OFFICE LOCATION: 10-4540
OFFICE HOURS: Wednesday, noon – 14:00
TELEPHONE NUMBER: (250) 960-5178

CLASS TIME: Thursday 8:30 – 11:20
CLASS LOCATION: 5-172

COURSE DESCRIPTION:

This course is designed to introduce you to the dynamic, ever-changing field of integrated marketing communications (IMC). IMC represents the intersection of a diverse array of marketing tactics, including advertising, public relations, sales promotion, personal selling, and direct marketing, with the intent of creating a coherent and consistent marketing campaign across all points of consumer contact with the organization or brand. We will approach this topic from the perspective of the brand manager whose responsibility it is to develop, implement, and evaluate the various components of the IMC campaign. In our attempt to understand how best to utilize IMC we will examine a number of theories from the social and behavioral sciences and their application in marketing practices.

COURSE OBJECTIVES:

- 1) Expose you to the key terms, concepts, and tools of IMC.
- 2) Provide opportunities to critically synthesize and apply terms, concepts, and tools to contemporary marketing dilemmas.
- 3) Allow you to apply the knowledge gained from the course to develop an integrated marketing communications plan (which will be a great take-away for you as you seek employment in the field).

TEXTBOOK:

Chris Fill (2006), “Simply Marketing Communications,” 1st Edition, Pearson Education Limited

COURSE FORMAT:

This course will consist of a combination of lectures, practical examples, cases, class discussions, and course project. You are expected to read relevant chapters and to prepare material, take notes and identify significant issues in advance for discussions in class. General lecture slides and reading materials designed to supplement class lectures will be posted on the BlackBoard prior to the scheduled discussion of the topic. It is strongly recommended that students download and bring a copy of the lecture slides to class.

TENTATIVE COURSE SCHEDULE:

WEEK	DATE	DAY	TOPIC	CHAPTER
1	8-Sept	R	Handing Out Syllabus; Introduction	1
2	15-Sept	R	Project tutorial; Targeting audience Communication theories	Supplement 5 2
3	22-Sept	R	<i>Submit group projects titles and group members</i> Audiences: behavior, attitudes and decision-making Measuring IMC campaigns	3 12
4	29-Sept	R	Strategic planning; Design communication messages	4 7 (I)
5	6-Oct	R	Using technology; Virtual worlds as a new platform	6 Supplement
6	13-Oct	R	<i>Midterm I (Ch. 1, 2, 3, 4, 5, 6, 7(I) & 12)</i>	
7	20-Oct	R	Advertising Media planning	7 (II) 8
8	27-Oct	R	More on media planning; Sales promotion	8 9
9	3-Nov	R	Public relations and sponsorship Direct marketing	10 11
10	10-Nov	R	Personal selling	11
11	17-Nov	R	Project work day	
12	24-Nov	R	<i>Midterm II (Ch. 7 (II), 8, 9, 10, 11)</i>	
13	1-Dec	R	<i>Term Paper Due</i> Group Presentations	

COURSE ASSIGNMENTS AND GRADE WEIGHTING

Component	Date	Weight
Midterm I	Oct. 13	25%
Midterm II	Nov. 24	25%
Class Discussions	TBA	5%
Group Project: Report	Dec. 1	40%
Group Project: Presentation	Dec. 1	5%
Total		100%

EXAMS (50%):

The two midterm exams will take the form of a combination of true or false questions, multiple choice questions, and short answer questions. The exams will cover both assigned readings and lecture materials. Midterm I will cover Chapters 1, 2, 3, 4, 5, 6, 7 (I) & 12. Midterm II will cover Chapters 7 (II), 8, 9, 10, & 11. (There is no final exam in this course.) There will be no makeup exams. If you miss an exam, you will receive zero marks. Exceptions may be made for documented medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor *prior to* the date of the scheduled exams.

The exams will be “closed book”. No electronic devices are allowed to be used (e.g. no calculators, dictionaries, cell phones, iPod, or electronic devices of any other kind).

CLASS DISCUSSIONS (5%):

All students are expected to attend all class sessions. Active participation in class discussions is critical to the learning experience in this course.

Each one of you is expected to contribute to class discussions. Please do your assigned readings for the scheduled lecture days so that you are in a better position to ask questions and comment on the material covered in class. This will make the learning process much more enjoyable for both you and me! After class and office hours discussions about ideas that you generated but did not find a chance to present in class are also encouraged.

In particular, students shall join teams of five for small group discussions. The objective of small group discussions is to apply the basic concepts and principles learned in the real business world. You can choose different group members each time.

Class discussions grade is primarily based on the frequency and quality of ideas and issues voiced during class discussions and office hours discussions although emphasis will be given to the small group discussions, and is determined by the instructor.

GROUP PROJECT (45%): AN INTEGRATIVE MARKETING COMMUNICATIONS CAMPAIGN

For this element of the course you will join a group of four students of your choice. Your task is to construct an integrative promotional campaign to cover the next year for a product or

service of your choice. The project will consist of two key deliverables: (1) a written communications plan (40%), and (2) a formal presentation given by your group (5%).

You can select any company or service you want. There are, however, a few things to consider: 1) The scope of the project—for example, if you select General Motors you should limit yourself to a particular make/model or a corporate image campaign). 2) The one caveat I have regarding product/service selection is that no member of your group should have extensive experience with your selection in a professional or quasi-professional capacity (e.g., having worked for the product/service in a paid or internship position).

Examples of products/services that you might choose: an actual local retailer, a restaurant, a retail or business that you are about to start, a local recreational facility, your favorite summer festival, the university, a manufacturer of industrial or consumer goods, a club with which you're associated. Try to make your example as realistic as possible. The work would be especially valuable if the campaign were actually used.

Your written communications plan should fully document all aspects of the campaign as follows:

- a. A discussion of the product or service, the industry and its competitive environment (e.g. company and competitor's sales, and promotional budgets).
- b. Define the target audience in terms of size, benefits sought, demographics, life styles, social class, or other relevant characteristics. Be sure to include your segmentation and positioning strategies. What are the competitors' positioning strategies (how do consumers perceive them)? If possible you should conduct some research on these points.
- c. Develop a set of basic objectives for the campaign. What are you trying to get your target audience to do?
- d. Determine the budget for the campaign and provide logic for setting the budget.
- e. Develop a basic campaign theme aimed at accomplishing the objectives. What do you want to say to your target audience to get them to behave according to your objectives?
- f. Using the campaign theme and message, develop actual advertisements to be used in the campaign. For print media, this should be a drawing of actual ads. For TV voice and radio, you should include the script to be used, for TV, this can also be a story board. For internet-based campaign, prepare sample website. Your imagination is the only limit in developing the theme and message. Make sure that your ads are consistent with behavioral concepts developed in the course. Let's see if you have any latent creative ability!
- g. Develop and justify a media schedule which will outline the date, time and cost of each insertion.
- h. Develop a method for measuring the effectiveness of your campaign.

The body of the IMC plan should not exceed 20 pages (double-space, 12 font size, Times New Roman, 1-inch margin space at the top, bottom, left side, and right-side of the document), excluding appendices, exhibits, and references. Feel free to be creative in how you present your plan (e.g., they do not need to be simple Word documents).

Each group has to inform the instructor of their chosen topic (and acquire her consent) by Sept. 22. The plan is due on Dec. 1. There is a project work day on Nov. 17. No class is scheduled on that day. If you desire to give a presentation dry-run to the instructor and seek her feedback (or her help in any other way), you are more than welcome to see her in her office on project work day. The final report of your project (hard copy) is due on Dec. 1 in class. Your group will give a 30-minute presentation on Dec. 1.

Grading System: Grading System (see Page 107 Academic Calendar)

<u>Excellent</u>	A+	=	90-100
	A	=	85-89.9
	A-	=	80-84.9
<u>Good</u>	B+	=	77-79.9
	B	=	73-76.9
	B-	=	70-72.9
<u>Satisfactory</u>	C+	=	67-69.9
	C	=	63-66.9
<u>Marginal</u>	C-	=	60-62.9
	D+	=	57-59.9
	D	=	53-56.9
	D-	=	50-52.9
<u>Failure:</u>	F	=	0-49.9

Plagiarism and Academic Misconduct

It is the student's responsibility to be aware of UNBC's Academic regulations, policies and procedures as described in the University calendar.

A definition of academic misconduct includes:

Cheating (using unauthorized material, information, or study aids in academic exercise), plagiarism, falsification of records, unauthorized possession of examinations, intimidation and any and all other actions that may improperly affect the evaluation of a student's academic performance or achievement, assisting others in any act, submission of the same work for grades in two courses without permission of the instructor or attempts to engage in such acts.

The regulations on plagiarism apply to all material submitted for a grade: essays, exams, assignments, cases, presentations, quizzes, and practice sets. Any case of suspected academic misconduct will be reported to the campus registrar. If the student is found guilty of academic misconduct there are both grade penalties and disciplinary penalties. Before there is any intention

(on your part) or suspicion (on the part of your instructor or your peers) of wrongdoing, please see the instructor to discuss any problems of this nature. If your paper closely resembles a paper from this class or any other class (either written by you or another student, in this semester or any other), this will be considered an infraction of the academic misconduct code.

Ethical Standards

The following behaviors are considered unethical:

1. Telling the instructor that you "need" a certain grade
2. Asking for extra assignments for the purpose of raising a grade
3. Asking that the grade be raised because it is very close to the next higher grade
4. Asking that the grade be raised because you did very well on one part of the course or grading scheme
5. Asking for a higher grade because you don't like the grading scheme
6. Asking to be allowed to turn in an assignment late - even a few minutes late - because of computer or printer problems or any other reason
7. Asking to be treated better than other students by making an exception to the rules
8. Asking for any other unfair advantage in grading.

Disability Services

If there are students in this course who, because of a disability, may have a need for special academic accommodations, please come and discuss this with me, or contact staff at the Access Resource Centre (arc@unbc.ca) located in the Teaching and Learning Centre, Room 10-1048 on the main campus. Students can also call the ARC at (250) 960-5682. Regional students can call the Centre toll-free at 1(888) 960-5682.

Respect

Please demonstrate respect to your fellow students who express their thoughts and explore new ideas in the course.

Academic Advising

For academic advising please e-mail advising@unbc.ca or call 250.960.6306.