

Fermanian School of Business

BMK3036: Integrated Marketing and Sales Communication

3 Units

Summer 2025

May 12 – August 31

Meeting Days: Monday

Meeting Times: 6:00-8:45pm

Meeting Location: Southwestern College Campus

Room 29-105 (Building 29)

Instructor: Karen Pascoe

Email: kpascoe@pointloma.edu

Phone: 916-749-5133

Office Location and Hours: *By appointment*

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Fermanian School of Business Mission

Character - Professionalism - Excellence - Relationships - Commitment - Innovation

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

COURSE DESCRIPTION

This course is a study of the marketing and sales communications functions. Topics include creative strategy and content, advertising media strategy and selection, public relations, sales promotions, personal selling theory, and ethics in marketing communication. Special emphasis will be given to developing an integrated marketing communications plan and a corresponding sales presentation to a client.

COURSE LEARNING OUTCOMES

The student who successfully completes this course will be able to:

1. Exhibit an in-depth understanding of the integrated marketing communications functions and their role in marketing strategies (PLO 1, G1 & G2).
2. Create an integrated marketing communication program to include advertising, direct marketing, sales promotions, public relations, digital/social media marketing and personal selling for a client (PLO 2, G1 & G2).
3. Perform a situation analysis and propose appropriate IMC tools and strategies for a product or service (PLO 2, G1 & G2).
4. Evaluate the effectiveness of an integrated marketing communications program (PLO 2, G1 & G2).
5. Collaborate effectively in teams in the formulation and presentation of an IMC plan (PLO 3 & 5).

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 16 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 113 total hours meeting the course learning outcomes. The time estimations are provided in the Canvas modules.

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

The link to purchase ebooks via Login is on Stukent upon signing in on Canvas. The fee for both books is \$120. You will need to use a credit or debit card for your purchase. These ebooks are required. After purchasing, you will have lifetime access.

NOTE: Students are responsible for having the required textbooks prior to the first day of class. Students are also encouraged to begin reading the books in preparation for the class as soon as possible.

1. *Integrated Marketing Communications: Building the Brand*, 2022 ebook only
Law, Diane.
2. *Mobile Marketing Essentials*, 2022 ebook only
McCabe, Becker, Schiele, Berney & Hanley

ASSESSMENT AND GRADING

Student grades for assignments will be posted in the Canvas grade book no later than midnight on Wednesday of each week beginning in Week Two of this course. It is important to read the comments posted in the gradebook, as these comments are intended to help students improve their work. Final grades will be posted by the due date as indicated in the Academic Calendar.

Distribution of Points	
Course Assignments	Points
IMC Campaign Plan & Communication Objectives (individual)	100
IMC Tactics: 5 Deliverables (Combination of group and individual assignments) (5 x 60 points)	300
Advertising Concepts Presentation (group)	100
Marketing in the News Practicum (5 x 20 points)	100
KPI assignment for Final IMC Paper (individual)	10
Integrated Marketing Communications Reflection (individual)	150
Final Written IMC Paper (group paper/presentation)	130
Syllabus Quiz	10
Class Attendance and Participation	50
10 Quizzes 5 points each	50

Total Points	1000
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The following grading scale will be used for all exams and final course grades:

- 93-100% = A
- 90 - 92% = A-
- 87 – 89% = B+
- 83 – 86% = B
- 80 – 82% = B-
- 77 – 79% = C+
- 73 – 76% = C
- 70 – 72% = C-
- 67 – 69% = D+
- 63 – 66% = D
- 62 – 60% = D-
- Below 60% = F

Multiple measures of evaluation are used in the course, allowing students opportunities to demonstrate their learning in more than one way. This offers consideration to individual learning styles. Course components that will be evaluated include:

Practicums

Occasionally, students will participate in classroom practicums with classmates that are related to the week's readings. These practicums support the interactive nature of the classroom that fosters strategic understanding of the material. **Practicums represent 10% of the overall course grade.**

Reflection Journals

Reflective journals are due throughout the online portion of this course. These journal entries will provide an opportunity for students to critically reflect on their own learning processes and their individual progress through the course. **Journals represent 10% of the overall course grade.**

Written Assignments

There are written assignments due in various weeks throughout this course. These assignments must reflect college-level writing and critical thinking. **Assignments represent 25% of the overall course grade.**

Final Projects

The final assignments for this course are the Final IMC Plan & Presentation and the IMC Plan Reflection. The purpose of the Final Projects is for students to collate, demonstrate and evaluate the learning achieved in the course. **Final Projects represent 55% of the overall course grade.**

INCOMPLETE OR LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due, including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini Pro 1.5, GrammarlyGo, Perplexity, etc.) to generate ideas, but you are not allowed to use AI tools to generate content (text, video, audio, images) that will end up in any work submitted to be graded for this course. If you have any doubts about using AI, please gain permission from the instructor.

CONTENT WARNING

I acknowledge that each of you comes to PLNU with your own unique life experiences. This contributes to the way you perceive various types of information. In Integrated Marketing and Sales Communications, all of the class content, including that which may be intellectually or emotionally challenging, has been intentionally curated to achieve the learning goals for this course. The decision to include such material is not taken lightly. These topics may include buyer decision-making and comprehension of subject matter. If you encounter a topic that is intellectually challenging for you, it can manifest in feelings of discomfort and upset. In response, I encourage you to come talk to me or your friends or family about it. Class topics are discussed for the sole purpose of expanding your intellectual engagement in the area of marketing and sales communication, and I will support you throughout your learning in this course.

TRIGGER WARNING

I acknowledge that each of you comes to PLNU with your own unique life experiences. This contributes to the way you perceive several types of information. In Integrated Marketing and Sales Communications, we will cover a variety of topics, some of which you may find triggering. These topics may include biases, personal beliefs of others, or other topics that cause discomfort for you. Each time this topic appears in a reading or unit, it is marked on the syllabus. The experience of being triggered versus intellectually challenged are different. The main difference is that an individual must have experienced trauma to experience being triggered, whereas an intellectual challenge has nothing to do with trauma. If you are a trauma survivor and encounter a topic in this class that is triggering for you, you may feel overwhelmed or panicked and find it difficult to concentrate. In response, I encourage you to take the necessary steps for your emotional safety. This may include leaving class while the topic is discussed or talking

to a therapist at the Counseling Center. Should you choose to sit out on discussion of a certain topic, know that you are still responsible for the material; but we can discuss if there are other methods for accessing that material, and for assessing your learning based on that material. Class topics are discussed for the sole purpose of expanding your intellectual engagement in the area of integrated marketing and sales communication, and I will support you throughout your learning in this course.

LANGUAGE AND BELONGING

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars, we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and free from prejudice. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities, such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demean persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at www.pointloma.edu/bias.

SEXUAL MISCONDUCT AND DISCRIMINATION

In support of a safe learning environment, if you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that accommodations and resources are available through the Title IX Office at pointloma.edu/Title-IX. Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu or find a list of campus pastors at pointloma.edu/title-ix or as shown in the PLNU Spiritual Care section of this syllabus.

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at www.pointloma.edu/bias

SPIRITUAL CARE

PLNU strives to be a place where you grow as a whole person. To this end, we provide resources for our Graduate and Adult Undergraduate students to encounter God and grow in their Christian faith. At the Mission Valley (MV) campus we have an onsite chaplain who is available during class break times across the week. If you have questions or a desire to meet or share any prayer requests with the onsite chaplain, you may email Dr. Sylvia Cortez Masyuk at scortezm@pointloma.edu.

In addition, on the MV campus there is a prayer chapel on the third floor which is open for use as a space set apart for quiet reflection and prayer.

GPS ACADEMIC RESOURCES

PLNU offers the following free virtual academic resources for Graduate Professional Studies (GPS) Students. Visit myPLNU through the links below for more information.

- **The GPS Writing Center offers:**
 - **Zoom Writers Workshops** offered each quad on a variety of helpful topics
 - **One-to-one appointments** with the Writing Coach
 - **Microlearning YouTube Video Library** for helpful tips anytime
 - **Research Help Guide** to help you start your research
 - The physical office is located on the third floor of the **Mission Valley Regional Center** off the student lounge
- **Academic Writing Resources Course**: Found on your Canvas Dashboard, this course is non-credit with 24/7 access, no time limits, and self-paced content. **Watch a quick video run-through** and take time now to explore!
- **Grammarly**: Students have unlimited FREE access to *Grammarly for Education*, a trusted tool designed to help enhance writing skills by providing real-time feedback, identifying areas for improvement, and providing suggestions. Grammarly's Generative AI is NOT available with our student accounts.
- **Tutoring**: Students have access to 24/7 live or scheduled subject tutoring through Tutor.com, including a Paper Drop-Off Service with feedback within 12 hours.

We are here to support you! Contact us anytime: GPSWritingCenter@pointloma.edu

PLNU COPYRIGHT POLICY

As a non-profit educational institution, Point Loma Nazarene University, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU RECORDING NOTIFICATION

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University Dean is strictly prohibited.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when, in reality, they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination or, depending on the seriousness of the offense, for the course.

For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See [Graduate Academic and General Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

During the first week of class, you will be asked to submit an Academic Honesty Verification Statement. Submitting the statement is a requirement of this course. By submitting the Academic Honesty Verification Statement, you will be verifying all assignments completed in this course were completed by you. Carefully review the Academic Honesty Statement below:

Statement: "In submitting this form, I am verifying all the assignments in this course will be completed by me and will be my own work."

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. The EAC makes accommodations available to professors at the student's request.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course. Accommodations are not retroactive, so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to ensure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any special accommodations.

COURSE MODALITY DEFINITIONS

1. Online Courses: These are courses with class meetings where all instruction and interaction are fully online.

a. Synchronous Courses: At least one class meeting takes place at a designated time.

b. Asynchronous Courses: All class meetings are asynchronous.

2. Hybrid Courses: These are courses with class meetings that take place both in the classroom and online synchronously and/or asynchronously.

3. In-Person Courses: These are courses that meet in person with the instructor and students in a physical classroom setting. With approval by the area dean, this may include up to 25% of qualified class interactions through a Learning Management System (such as Canvas).

PLNU ATTENDANCE AND PARTICIPATION POLICY

Face-to-Face BBA/BAOL Courses:

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. Therefore, regular attendance and participation in each course are minimal requirements.

If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university withdrawal date or, after that date, receive an "F" grade.

Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor. Acceptance of late work is at the discretion of the instructor and does not waive attendance requirements. Refer to [Academic Policies](#) for additional detail.

Synchronous Attendance/Participation Definition

For synchronous courses that have specific scheduled meeting times (including in-person, hybrid, and synchronous online courses), absences are counted from the first official meeting of the class regardless of the date of the student's enrollment. For courses with specific attendance requirements, those requirements are outlined in the course syllabus.

Note: For synchronous courses with an online asynchronous week, refer to the Online Asynchronous Class Attendance policy listed below.

Online Asynchronous Attendance/Participation Definition

Students taking online courses with no specific scheduled meeting times are expected to actively engage throughout each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes, but is not limited to:

- Engaging in an online discussion
- Submitting an assignment
- Taking an exam
- Participating in online labs
- Initiating contact with faculty member within the learning management system to discuss course content

Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.

USE OF TECHNOLOGY

In order to be successful in your course, you'll need to meet the minimum technology and system requirements; please refer to the [*Technology and System Requirements*](#) information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use. Please note that any course with online proctored exams requires a computer with a camera (tablets are not compatible) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

FINAL EXAMINATION POLICY

Successful completion of this class requires the completion of both the individual projects and the group project as defined in the ASSESSMENT AND GRADING section.

COURSE SCHEDULE AND ASSIGNMENTS

DATE PRESENTED	CLASS ASSIGNMENTS – Week 1	ASSIGNMENT DUE DATE
5/12	Read: IMC Chapters 1 & 2	5/12
5/12	Syllabus Quiz	5/12
5/17	Quiz 1	5/17
DATE PRESENTED	CLASS ASSIGNMENTS – Week 2	ASSIGNMENT DUE DATE
5/12	Read: IMC Chapters 3 & 4	5/19
5/19	Marketing In the News Practicum	5/19
5/19	Quiz 2	5/19
DATE PRESENTED	CLASS ASSIGNMENTS – Week 3	ASSIGNMENT DUE DATE
5/20-5/26	NO CLASS	
DATE PRESENTED	CLASS ASSIGNMENTS – Week 4	ASSIGNMENT DUE DATE
5/19	Read: IMC Chapters 5 & 6	6/2
6/2	Marketing In the News Practicum	6/2
6/2	Quiz 3	6/2
6/8	Company & Situation Overview, Campaign Plan & Objectives	6/8
DATE PRESENTED	CLASS ASSIGNMENTS – Week 5	ASSIGNMENT DUE DATE
6/2	Read: IMC Chapter 7	6/9
6/9	Case Study Examination	6/9
6/9	Marketing In the News Practicum	6/9
6/9	Quiz 4	6/9
DATE PRESENTED	CLASS ASSIGNMENTS – Week 6	ASSIGNMENT DUE DATE
6/9	Read: IMC Chapter 8; MME Chapters 1 & 2	6/16
6/16	Marketing In the News Practicum	6/16
6/16	Quiz 5	6/16
DATE PRESENTED	CLASS ASSIGNMENTS – Week 7	ASSIGNMENT DUE DATE
6/16	Read: IMC Chapters 9 & 10	6/23
6/23	Marketing In the News Practicum	6/23
6/23	Quiz 6	6/23
6/23	Develop A Digital Ad	6/29
DATE PRESENTED	CLASS ASSIGNMENT – Week 8	ASSIGNMENT DUE DATE

6/23	Read: IMC Chapter 11; MME Chapters 3 & 4; Out of Home	6/30
6/30	Quiz 7	6/30
6/16	Write A Press Release	7/6
6/30	Mid-Course Survey	7/6
DATE PRESENTED	CLASS ASSIGNMENT – Week 9	ASSIGNMENT DUE DATE
6/30	Read: IMC Chapter 12; MME Chapters 5 & 6	7/7
7/7	Quiz 8	7/7
6/30	Direct Mail Piece or Brochure	7/13
DATE PRESENTED	CLASS ASSIGNMENT – Week 10	ASSIGNMENT DUE DATE
7/7	Read: IMC Chapter 13; MME Chapters 7 & 8	7/14
7/14	Quiz 9	7/14
6/30	Mobile Marketing App	7/20
DATE PRESENTED	CLASS ASSIGNMENT – Week 11	ASSIGNMENT DUE DATE
7/21	Quiz 10	7/21
6/30	Commercial Storyboard Presentation	7/21
DATE PRESENTED	CLASS ASSIGNMENT – Week 12	ASSIGNMENT DUE DATE
6/23	Advertising Concepts Presentations	7/28
DATE PRESENTED	CLASS ASSIGNMENT – Week 13	ASSIGNMENT DUE DATE
6/23	Advertising Concepts Presentations	8/10
8/10	Assessment Reflection Paper	8/10
DATE PRESENTED	CLASS ASSIGNMENT – Week 14	ASSIGNMENT DUE DATE
6/23	Key Performance Indicators: Final IMC Plan	8/17
8/17	Peregrine Marketing Exit Exam	8/17
DATE PRESENTED	CLASS ASSIGNMENT – Week 15	ASSIGNMENT DUE DATE
6/23	Final IMC Plan	8/18
DATE PRESENTED	CLASS ASSIGNMENT – Week 16	ASSIGNMENT DUE DATE
8/25	IMC Plan Reflection	8/25
8/25	IDEA Course Evaluation	8/25