

Summer 2026 Q2
July 6-August 30

Meeting days: online	Instructor: Mary Beth McCabe
Meeting times: optional	Phone: (858) 488-2867
Meeting location: online	E-mail : mmccabe@pointloma.edu
Final Exam: IMC Campaign Submission	Office location and hours: By appointment.
Additional info:	Optional virtual faculty meetings: Students will receive 10 points extra credit if they set up and attend 20 minute online one on one or group meeting with professor.

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 becomes an expression of faith. Being of Wesleyan heritage, we aspire 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

A study of the marketing and sales communication 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

Upon completion of this course, students will be able to:

1. Exhibit an in-depth understanding of the integrated marketing communications functions and their role in marketing strategies; (BBA: PLO 1, G1 & G2).
2. Create an integrated marketing communication program to include a traditional mix of media employing advertising, direct marketing, sales promotions, public relations, and personal selling solutions (BBA: PLO 2, G1 & G2).
3. Develop an understanding of mobile marketing as part of an integrated marketing communication plan (BBA: PLO 1, G1 & G2).
4. Evaluate the effectiveness of an integrated marketing communications program (BBA: PLO 2, G1 & G2).
5. Collaborate effectively in teams in the formulation and presentation of an IMC plan (BBA: PLO 3 & 5).
6. Apply professional communication and sales skills to propose an integrated marketing communication plan (BBA: PLO 3 & G1).

EXPANDED COURSE DESCRIPTION

In today's world, there are many different types of marketing tools – advertising, direct mail, social media, email, SEO, content marketing – it's easy to get confused. Integrated Marketing Communications marketing tools to provide clarity, consistency, and maximum communications impact by providing customers with information in the format they prefer.

Integrated Marketing and Sales Communications provides an understanding of the key concepts and methods in marketing communications in traditional and digital media. This course provides a foundation in the development and execution of integrated communications strategies for an organization. Primary emphasis is placed on consumer insight, branding, market segmentation and positioning, message strategy, promotion, and the execution of marketing communications practice and sales through lectures, case study analysis and discussions. The course will examine the process by which integrated marketing and mobile communications programs are planned, developed, and executed as well as the various factors and considerations that influence the sales process.

This term's client project will allow for experiential learning and you have a choice of 1) a project for FSB BBA program enrollment, 2) Either: Charmet Tile, Saddleback Church San Diego, or Symposium by the Sea at PLNU; or 3) Your Business idea/project, possibly from your employer (You complete the Client Brief and get approval by July 10). All projects will complete the same assignments.

PREREQUISITE(S)

BMK 2032 or consent of instructor.

INTRODUCTION

In today's world, we are exposed to thousands of advertisements each day. With these levels of exposure and the competitive nature of our global economy, understanding marketing strategies, promotions and advertising is crucial to today's business professional. It has become increasingly

difficult for corporations to reach their targeted audiences, without getting lost in this sea of promotion. Throughout the semester, you will rely on your experiences and creativity to learn how to navigate in our world of advertising and promotion with traditional and digital tools.

In this course, you will build one integrated marketing and sales campaign. Each weekly project becomes one section of your final campaign. The goal is to help you think like a marketing professional: understand the audience, set objectives, develop a message, design a mobile customer journey, capture leads for sales, follow up ethically, budget realistically, and measure results.

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 8 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 112.5 total hours meeting the course learning outcomes. The time estimations are provided in the Canvas modules.

MARKETING PROGRAM FRAMEWORK

The Marketing Advisory Board (MAB) informs the Point Loma Nazarene marketing program. This group of local marketing professionals are active with the professor to shape this course. To be proficient in marketing, you need to demonstrate capabilities in the following areas. This course will give you exposure to most of the steps in this Step-by-Step process. It's called UCAM, which stands for Uncover, Connect, Activate and Measure. It's easy to remember: It sounds like "You CAN".

- Identify a market(s)
- Create insights from the applicable market(s) (Uncover)
- Build a strategy (Connect)
- Execute (Activate)
- Measure (Measure)

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

1. Integrated Marketing Communications: Building the Brand, 2026 eBook. Author: Law, D.
2. Mobile Marketing Essentials, 2026 eBook. Authors: Becker, M. and McCabe, M.

These are BOTH **REQUIRED** for the class and should be purchased via the link in your Canvas Class under the menu item called "Stukent." The cost is \$159 for both books. You can also get a free 10-day immediate access if you are unable to get funds on Day 1, for whatever reason. You will own these books for life, as long as you update your email address (perhaps to gmail) after you graduate from PLNU. To get support, email: support@stukent.com and tell them you need access right now, then arrange your payment. If a student is unable to pay for their books, please notify the instructor immediately, as you can apply for a scholarship.

STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map using the below link to view which states allow online (distance education) outside of California.

<https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures>

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 is strictly prohibited.

ATTENDANCE POLICY

Regular and punctual attendance at all synchronous 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 (virtual or face-to-face), 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. In some courses, a portion of the credit hour content will be delivered asynchronously, and attendance will be determined by submitting the assignments by the posted due dates. See ADC Academic Policies in the Catalog. 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. Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and plan to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor.

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
Student Introduction Discussions	25	A=93-100% A-=92-90% B+=87-89% B=83-86% B-=80-82% C+=77-79% C=73-76% C-=70-72% D+=67-69% D=63-66% D-=60-62% F=0-59%
Student Selection of Organization Project	25	
Weekly Marketing Lecture Discussions (6 x 25 points)	150	
Marketing Campaign Assignments 6 assignments x 50 points each	300	
Weekly Quizzes 5 quizzes x 20 points each	100	
Final Marketing Plan Presentation	200	
Peer Reviews of Plan Presentation 2 peer reviews x 25 points each	50	
Pre-submission of Plan review (faculty)	50	
IMC Reflection Paper	50	
Communications and participation	50	
TOTAL	1000	
End of Course Survey	Extra credit	
One on one meeting	Extra credit	

SCHEDULE:

Weekly Schedule

Date	Readings	Assignments
Week 1		
Week 1	Topics What is Integrated Marketing Communications (IMC)? Developing a Successful IMC Campaign. Understanding the Market and Creative Process Content	Discussions: ○ Answer questions in Week 1 Lecture Quiz: Quiz 1 Assignments: ○ Client Choice, IMC Campaign Goal and Target Audience

	IMC Book Read Chapter 1: What is Integrated Marketing Communications? IMC Book Chapter 2: Developing a Successful IMC Campaign. IMC Book Chapter 3: Understanding the Market. IMC Book Chapter 4: The Creative Process Watch Weekly Course Content Video	
Week 2		
Week 2	<u>Topics</u> Marketing Communications Mix and Advertising, Public Relations, Direct Marketing <u>Content</u> IMC Book Review Chapter 5 Marketing Communications Mix IMC Book Review Chapter 6: Advertising IMC Book Review Chapter 7: Public Relations IMC Book Review Chapter 9: Direct Marketing Watch Weekly Course Content Video	Discussions: ○ Answer questions in Week 2 Lecture Quiz: Quiz 2 Assignment: Situation Analysis (SWOT), Competitor Scan and Key Insight
Week 3		
Week 3	<u>Topics</u> Mobile Marketing, Mobile Strategy <u>Content</u> Mobile Marketing Book: Read Chapter 1 Introduction to Mobile Chapter 2 Mobile Strategy Watch Weekly Course Content Video	Discussions: ○ Answer questions in Week 3 Lecture Quiz: Quiz 3 Assignments: SMART Objectives, Positioning, and Message Strategy
Week 4		

Week 4	<u>Topics</u> Mobile Presence, Mobile Messaging <u>Content</u> Mobile Marketing Book Read: Chapter 3 Mobile Presence Chapter 4 Mobile Messaging Watch Weekly Course Content Video	Discussions: ○ Answer questions in Week 4 Lecture Quiz: Quiz 4 Assignments: Mobile First Customer Journey and Offline-to-Mobile Entry Point
Week 5		
Week 5	<u>Topics</u> Mobile Apps, Mobile Advertising <u>Content</u> Mobile Marketing Book Read: Chapter 5 Mobile Apps Chapter 6 Mobile Advertising Watch Weekly Course Content Video	Discussions: ○ Answer questions in Week 5 Lecture Quiz: Quiz 5 Assignments: Mobile Landing Page, Lead Form, Copy, and Sales Follow Up
Week 6		
Week 6	<u>Topics</u> Mobile Landscape, Design, Budget, KPI's <u>Content</u> Mobile Marketing Book Read: Chapter 7 Mobile Landscape Chapter 8 Designing for Mobile IMC Book Read Chapter 12 Implementing the Campaign; Watch Weekly Course Content Video	Discussions: ○ Answer questions in Week 6 Lecture Assignments: Budget, Channel Plan, KPIs and Optimization Submit all 6 weeks of Project so far.
Week 7		
Week 7	<u>Topics</u> Optimizing Channels, Measuring Campaign Success; Ethics <u>Content</u>	Assignments: ○ Peer Review Workshop (2 reviews) and

	Chapter 13: Measuring Campaign Success Chapter 14: Campaign Ethics Watch Weekly Course Content Video	Campaign Revision Plan
Week 8		
Week 8	<u>Topics</u> Presentation Success, Executive Summary, Video Preparation for Sales Pitch, Reflections Watch Weekly Course Content Video	Assignments: ○ Final Mobile-First Integrated Marketing and Sales Campaign ○ Brief Reflection of Campaign

ASSIGNMENTS:

Week 1 Assignment

Client Choice, IMC Campaign Goal, and Target Audience

Purpose: Students choose the organization and define the campaign problem.

Student steps: Uncover (UCAM)

Choose your client. This term's client project will allow for experiential learning and you have a choice of 1) a project for FSB BBA program enrollment, 2) Either: Charmet Tile, Saddleback Church San Diego, or Symposium by the Sea at PLNU; or 3) Your Business idea/project, possibly from your employer (You complete the Client Brief and get approval by July 10). All projects will complete the same assignments.

1. Choose your client.
2. Write a short overview of what the organization does.
3. Identify the campaign problem or opportunity.
4. Define one primary target audience.
5. Write one plain-language campaign goal.
6. Explain why this project fits Integrated Marketing Communications and Sales.

Week 2 Assignment

Situation Analysis, Competitor Scan, and Key Insight

Purpose: Students learn that strong campaigns begin with research.

Student steps: Uncover (UCAM)

1. Review the client's current website, social media, reviews, emails, or public materials.
2. Identify three current marketing strengths.
3. Identify three current marketing weaknesses or gaps.
4. Review two competitors or comparison organizations.
5. Create a SWOT table.
6. Write one key campaign insight.

Required sections

1. Current marketing review
2. Three strengths
3. Three weaknesses or gaps
4. Two competitors or comparison organizations
5. SWOT table
6. Key campaign insight
7. Sources used

Suggested length: 2–3 pages

Week 3 Assignment

SMART Objectives, Positioning, and Message Strategy

Purpose: Students turn research into a clear strategic direction.

Student steps: Connect (UCAM)

1. Write one primary SMART objective.
2. Write two secondary objectives.
3. Create a positioning statement.
4. Write three key campaign messages.
5. Explain how each message connects to the audience's needs.

Required sections

1. Primary SMART objective
2. Two secondary objectives
3. Positioning statement
4. Three key messages
5. Message-audience explanation

Week 4 Assignment

Mobile-First Customer Journey and Offline-to-Mobile Entry Point

Purpose: Students map how the audience moves from awareness to action, especially through a phone.

Student steps Connect (UCAM)

1. Describe your audience's likely mobile behavior.
2. Create a five-stage mobile customer journey:
 - Awareness
 - Interest
 - Action
 - Follow-up
 - Conversion
3. Choose one campaign entry point.
4. Include at least one mobile or offline-to-mobile tactic.
5. Identify three possible friction points.
6. Recommend fixes for each friction point.

Required sections

1. Audience mobile behavior
2. Five-stage customer journey
3. Campaign entry point
4. Offline-to-mobile or mobile tactic
5. Friction points
6. Recommended fixes

Week 5 Assignment

Mobile Landing Page, Lead Form, Copy, and Sales Follow-Up

Purpose: Students design the key conversion point and connect it to sales communication.

The **landing page** is where persuasion happens.

The **lead form** is where conversion happens.

The **follow-up message** is what moves the lead toward the final action.

Student steps Activate (UCAM)

1. Choose the purpose of the landing page.
2. Create a simple mobile landing page wireframe.
3. Define the lead form fields.
4. Write the landing page copy.
5. Write a three-message sales follow-up sequence.
6. Add one objection-handling response.

Required sections

1. Landing page purpose
2. Mobile landing page wireframe (basic)
3. Lead form fields
4. Landing page copy (detailed)
5. Three follow-up messages
6. One objection-handling response
7. Explanation of how this supports the campaign objective

Week 6 Assignment

Budget, Channel Plan, KPIs, and Optimization

Purpose: Students show how the campaign will be funded, measured, and improved.

Student steps: Measure (UCAM)

1. Use the assigned campaign budget.
2. Choose 3–4 campaign channels.
3. Explain the purpose of each channel.
4. Allocate the budget.
5. Choose campaign KPIs.
6. Create a simple KPI dashboard.
7. Explain what you would change if results are weak.

In this assignment, include **all of the previous assignments** for review in one document.

Week 7 Assignment

Peer Review Workshop and Draft Campaign Review

Purpose: Students improve their final campaign before submitting it in Week 8.

Student steps

1. Submitted a complete rough draft of the campaign. (Completed in Week 6)
2. Review two classmates' campaigns.
3. Use the peer review checklist.
4. Give specific, respectful, useful feedback.
5. Complete a short revision plan for your own project.

What students submit in Week 7

1. Two completed peer reviews
2. One-page Campaign Revision Plan and Draft of campaign slides/document

Week 8 Final Project

Final Mobile-First Integrated Marketing and Sales Campaign

Purpose: Students submit a polished, revised campaign.

Final submission

Students submit:

1. Final slide deck
2. One-page executive summary
3. Short recorded presentation

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 for any online or hybrid classes. 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.

INCOMPLETES AND 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. Automatically, a zero will be posted. If there is a technical issue, make a screenshot that it was completed. Incompletes will only be assigned in extremely unusual circumstances.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled day**. The final examination schedule is posted on the [Class Schedules](#) site. No requests for early examinations or alternative days will be approved.

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. Faculty should follow and students may appeal using the procedure in the university Catalog. See the [Academic Honesty Policy](#) in the Graduate and

Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

USE OF AI TOOLS

This course recognizes the potential of artificial intelligence (AI) tools, such as chatbots, text generators, image creation, paraphraser, summarizers, or solvers, to enhance your learning and creativity. You are encouraged to use AI tools as supplementary resources to assist you with your assignments, if you do so in an ethical and responsible manner. We may also integrate AI Tools into some of our assignments. This means that you:

- Use AI tools only for tasks that are appropriate for your level of learning and understanding. Do not use AI tools to replace your own thinking or analysis, or to avoid engaging with the course content.
- Cite any AI tools you use properly, following the citation style specified by the instructor. Provide the name of the AI tool, the date of access, the URL of the interface, and the specific prompt or query you used to generate the output.
 - For example: Chat GPT. Accessed August 1, 2026. Prompt “Give your prompt, and then the response here.”
- Provide evidence of how you used the AI tool and how it contributed to your assignment. Explain what you learned from the AI tool, how you verified its accuracy and reliability, how you integrated its output with your own work, and how you acknowledged its limitations and biases.
- Take full responsibility for any mistakes or errors made by the AI tool. Do not rely on the AI tool to produce flawless or correct results. Always check and edit the output before submitting your work. If you discover any inaccuracies or inconsistencies in the output after submission, notify the instructor immediately and correct them as soon as possible.
- If you are working on a group assignment, discuss the use of AI tools with your group

Using AI tools in an unethical or irresponsible manner, such as copying or paraphrasing the output without citation or evidence, using the output as your own work without verification or integration, or using the output to misrepresent your knowledge or skills, is considered a form of academic dishonesty and will result in a zero grade for the assignment and possible disciplinary action. If you have any questions about what constitutes ethical and responsible use of AI tools, please consult with the instructor before submitting your work.

PLNU ACADEMIC ACCOMMODATIONS

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. 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 issue an academic accommodation plan (“AP”) to all faculty who teach courses in which the student is enrolled each semester.

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 and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodation 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.

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith. If students have questions, a desire to meet with the chaplain or have prayer requests you can contact the [Office of Spiritual Development](#)

FERPA POLICY

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by (Note: each faculty member should choose one strategy to use: distributing all grades and papers individually; requesting and filing written student permission; or assigning each student a unique class ID number not identifiable on the alphabetic roster.). Also, in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the "Information Release" section of the student portal. See [Policy Statements](#) in the (undergrad/graduate as appropriate) academic catalog.

COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, 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

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