



Fermanian School of Business

MKT 3036-1: Integrated Marketing and Sales Communication

3 Units

Fall 2026

Meeting days/times Tu/Th 1:30pm-2:45pm

Meeting location (Fermanian School of Business Room 105)

Final Exam: Thursday, 12/17, 1:30 – 4:00 pm

Course Information	Specifics for the Course
Instructor title and name:	Dr. Mary Beth McCabe
Phone:	858 488 2867
Email:	mmccabe@pointloma.edu
Office location and hours:	FSB 134, available upon request

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.

A Few Words About Your Instructor:

Dr. McCabe has been teaching at PLNU since August 2021. She was the Program Director for the Master of Science in Marketing and was responsible for the undergraduate marketing courses at National University from 2010 to 2021. She is the founder of Sun Marketing Advertising/Media, with previous clients among Fortune 500 firms and family businesses. She works with clients in traditional and digital marketing. She was an Account Executive at KUSI-TV in San Diego and WCIU-TV in Chicago (Univision). She is active in several marketing trade groups, including the San Diego American Marketing Association, the PLNU American Marketing Association student chapter, and is a frequent speaker at marketing events. Her Doctorate is in Marketing from Alliant International University, an MBA, Marketing from DePaul University, and a BA, Communications from the University of Dayton. She has successfully traveled around the world twice, each time solo for 90 days. She is the author of several books in the series *5 Steps to Solo Travel*, and her author name is Dr. Mary Travelbest.

Course Description

The course explores the importance of developing Integrated Marketing Communication (IMC) as an overall strategy for creating a brand. The emphasis in this course is on the integration of marketing communication content for advertising, public relations, and sales promotion using traditional and digital media. A multi-channel communication approach will be explored, including the use of mobile marketing, measurement, and effective professional sales communication.

Program and 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 (TUG: PLO 1, G1 & G2); (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 (TUG: PLO 2, G1 & G2); (BBA: PLO 2, G1 & G2).
3. Develop an understanding of mobile marketing as part of an integrated marketing communication plan (TUG: PLO 1, G1 & G2); (BBA: PLO 1, G1 & G2).
4. Evaluate the effectiveness of an integrated marketing communications program (TUG: PLO 2, G1 & G2); (BBA: PLO 2, G1 & G2).
5. Collaborate effectively in teams in the formulation and presentation of an IMC plan (TUG: PLO 3 & 5); (BBA: PLO 3 & 5).
6. Apply professional communication and sales skills to propose an integrated marketing communication plan (TUG: PLO 3 & G1); (BBA: PLO 3 & G1).

About the class

We will operate as “THE AGENCY” during the semester, as if we are the ad agency of record for our client. We will use UCAM to help us Uncover, Connect, Activate and Measure. We will be working in teams with Panera Bread and their [Manna Development Group](#) and [365-Connect](#), an event with purpose non-profit organization this term. We will participate in a Sales Contest with

Stukent, and create our own Mini-Portfolio by the end of the semester, as well as a Group Client Project. The final exam is in person, essay on Dec 17

Required Texts and Recommended Study Resources

Students are responsible for having the required course textbooks prior to the first day of class. All supplemental materials posted on this course site (including articles, book excerpts, or other documents) are provided for your personal academic use. These materials may be protected by copyright law and should not be duplicated or distributed without permission of the copyright owner.

1. Law, D. (2026). Integrated Marketing Communications: Building the Brand, Stukent, Inc Courseware Package
2. McCabe, M. and Becker, M. (2026). Mobile Marketing Essentials, Stukent, Inc. Courseware Package

Recommended:

3. The following content sites should be used to provide additional marketing information for **Marketing in the News Discussions in the first few weeks of class. These are preferred platforms for high quality news content.**
 - [Marketing Profs](#)
 - [Marketing Dive](#)
 - [Social Media Examiner](#)
 - [American Marketing Association](#)
 - [Ad Age](#)
 - [ADWEEK](#)
 - [Chief Marketer](#)
 - [Creative Magazine](#)
 - [eMarketer](#)
 - [Marketing Charts](#)

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

Assessment and Grading

Grades will be based on the following:

Grade Scale Based on Percentages

A	B	C	D	F
A 93-100	B+ 87-89	C+ 77-79	D+ 67-69	F Less than 59
A- 90-92	B 83-86	C 73-76	D 63-66	
	B- 80-82	C- 70-72	D- 60-62	

ASSIGNMENTS POINTS GRADE SCALE	
Company Situation Overview (SWOT), SMART Objectives, and Campaign Plan (group)	100
IMC Tactics: 5 Deliverables Combination of group and individual assignments (5 x 60 points)	300
AI Advertising Topics Presentation/Demonstration (group)	60
Marketing in the News Discussion/Case (5 x 20 points)	100
KPI assignment for Final IMC Paper (individual)	50
Integrated Marketing Communications Reflection Final (individual)	50
Mini-portfolio (individual)	50
Written IMC Paper (group paper and in class presentation)	130
Scavenger Hunt Assignment	10
Sales Contest (Stukent)	25

Class Attendance, Peer Evaluation, and In Class assignments	40	
IMC Video of Field Trip to PLNU TV/Radio/Podcast Studios	10	
10 Quizzes 5 points each	50	
Extra Credit for course eval., Student honors, etc.	----	
TOTAL	1,000	

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 [Traditional Undergraduate Records: Final Exam Schedules](#) site. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for *one* of those exams. However, unless you have three (3) or more exams on the same day, no requests for alternative final examinations will be granted.

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, we will cover a variety of topics, some of which you may find triggering. These topics include use of AI, ethical behaviors, and other topics. 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 on that material. Class topics are discussed for the sole purpose of expanding your intellectual engagement in the area of Marketing, and I will support you throughout your learning in this course.

General Course Concerns

If you have a concern related to the content or structure of this course, please bring your concern(s) to me (the instructor) in a timely manner, so that we have the opportunity to discuss your thoughts and work together toward a solution.

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. **Late assignments will automatically get a zero in Canvas.** Incompletes will only be assigned in extremely unusual circumstances.

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 you have questions, a desire to meet with the chaplain or have prayer requests you can contact your professor or the [Office of Spiritual Life and Formation](#).

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 on [State Authorization](#) to view which states allow distance education outside California.

PLNU 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

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 (refer to the 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. Please consult the Academic Honesty Policy in the University Catalog for definitions of kinds of academic dishonesty and for further policy information.

PLNU Academic Behavior Policy

Both faculty and students at Point Loma Nazarene University have the right to expect a safe and ordered environment for learning. Students are expected to take the initiative to learn and conduct themselves in a mature and civil manner in the classroom environment. Any student behavior that is disruptive or threatening is a serious affront to Point Loma Nazarene University as a learning community. Students who fail to adhere to these behavioral standards may be subject to disciplinary action, including removal from class or further university sanctions. For a full definition of disruptive behavior, response procedures, and the appeal process, please consult the Academic Behavior Policy in the University Catalog.

PLNU Artificial Intelligence (AI) Policy

You are allowed to use alternative sources of intelligence (AI) tools (e.g., ChatGPT, iA Writer, Gemini, etc.) in this course for brainstorming and idea generation. You may NOT use AI on exams in this course or cite AI as a source for any research or evidence-based work. Follow the professor's verification process outlined below when using AI to help you find information to include in your marketing efforts:

Cross-reference it by searching for the same information on sources like Google or Google Scholar. Find two or more sources that contain the same piece of information.

Establish the credibility of each source in step 1. To do so, check who else is citing the source (at least one other) and determine whether the information is current (within the past 12 months).

Follow Google's E-EAT guidelines (experience, expertise, authority, and trustworthiness). Provide at least two additional sources that establish the company as an authority on the piece of information based on points 1 and 2 above. Cite both sources using APA 7th edition in-text and reference guidelines.

Any work that utilizes AI-based tools must be clearly cited per APA 7th edition guidelines. Here is an example of proper citation:

OpenAI. (2025). *ChatGPT* (version 3.5) [Large language model]. Retrieved from <https://chat.openai.com/chat>.

Plagiarism is defined as using or taking credit for someone or something else's work without permission or acknowledgment. If you use AI tools to generate work in this course and do not

properly cite it then it is considered plagiarism and will be reported to the university as an Academic Integrity violation. In addition to reporting plagiarism to the university, students who use AI to generate work and do not properly cite it will receive a zero on the assignment submitted.

Students must provide a copy of the AI-generated work along with the proper citation. *The*

AI-generated work is not sufficient. You must “own” the work by making revisions that align with the specific assignment objective(s) and it must be clear that your final submission is uniquely your “own” work. Credit will not be given for work that is AI-generated, without evidence of your “human touch. Lastly, you may not copy and paste anything from the textbook used in this course and upload it into an AI tool. That is copyright infringement and will be dealt with as an academic honesty integrity violation

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, [by email](#) or phone at 619-849-2533. 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 approved accommodations. Professors are able to view a student’s approved accommodations through Accommodate.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their approved accommodations in that particular course. Accommodations are not retroactive; as such, 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-related need should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. In accordance with ADA, accommodations cannot constitute a fundamental alteration to course outcomes; therefore, planning ahead is vital in establishing appropriate accommodations for equal access to this course. 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 eligibility 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 accommodations.

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 prejudice-free. 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 demeans 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) has experienced other forms of discrimination, you can find more information on reporting and resources via the [Nondiscrimination and Anti-harassment Policy](#).

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](#). 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](#) or [consult the list of campus pastors](#).

If you (or someone you know) has experienced other forms of discrimination or bias, you can find more information on reporting and resources via the [Nondiscrimination and Anti-harassment Policy](#).

PLNU Attendance and Participation Policy

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. 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.

Use of Technology

In order to be successful in the online or hybrid environment, 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 nor allowable) 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.

Loma Writing Center

Getting feedback from the Loma Writing Center while you're in the process of working on an assignment is a great way to improve the quality of your writing and develop as a writer. You are encouraged to talk with a trained writing consultant about getting started on an assignment, organizing your ideas, finding and citing sources, revising, editing for grammar, and polishing final drafts, and more.

Walk-ins are welcome, but we recommend making an appointment in advance. For information about how to make in-person or online appointments, see [Loma Writing Center webpage](#) or visit the Loma Writer Center on the first floor of the Ryan Library, room 221.

- [Appointment Calendar](#)
- [Website](#)
- [Email](#)

LomaBooks Instructions for Students

This course is part of our course material delivery program, [LomaBooks](#). The bookstore will provide each student with a convenient package containing all required physical materials; all digitally delivered materials will be integrated into Canvas.

You should have received an email from the bookstore confirming the list of materials that will be provided for each of your courses and asking you to select how you would like to receive any printed components (in-store pick up or home delivery). If you have not done so already, please confirm your fulfillment preference so the bookstore can prepare your [LomaBooks](#) materials.

Assignments At-A-Glance/Canvas Course Summary

Class Dates	Class Content	Assignment Due
Week 1		
September 1, 3	Welcome to THE AGENCY Review of syllabus, course content, assignments, AI policies, grading, etc. Sales Conest Sign up (limited time)	Introductions Advertising Concepts Stukent Sales Competition signup

	<u>IMC Chapter 1</u> <u>IMC Chapter 2</u> Integrated Marketing Communications (IMC) and Successful Campaigns In class demonstration of creativity, IMC plans, practice on outside client projects.	Scavenger Hunt Quiz 1
Week 2		
Sept 8, 10	<u>IMC Chapter 3</u> Understanding the Market (Uncovering from UCAM) <u>IMC Chapter 4</u> The Creative Process IMC Team Projects/mini workshops Tuesday Meet the Client, 365 Connect teams 1-3	Discussion Quiz 2
Week 3		
Sept 15, 17	<u>IMC Chapter 5</u> Marketing Communications Mix (Connecting from UCAM) <u>IMC Chapter 6</u> <u>Channels:</u> Advertising IMC Team Projects/mini workshops Tuesday Meet the client Manna Development. teams 4-6	Discussion Quiz 3 <i>(Group Assignment)</i> Company Situation Overview (SWOT), SMART Objectives and Campaign Plan
Week 4		

Sept 22, 24 (Cause Conference, possible field trip)	<u>IMC Chapter 7</u> <u>Channels:</u> Public Relations Practice Press Release in Class	Discussion Quiz 4 IMC Ch 7 <i>Individual Assignment:</i> Write a Press Release
Week 5		
Sept 29, Oct 1	<u>IMC Chapter 8</u> <u>Channels:</u> Digital Marketing Practice Digital Ad in class <u>Mobile Marketing Ch 1, 2</u>	Discussion Quiz 5 on MM Ch 1, 2 <i>Individual Assignment:</i> Create a digital ad
Week 6		
Oct 6, 8	<u>IMC Chapter 9</u> <u>Channels:</u> Direct Marketing <u>IMC Chapter 10</u> <u>Channels:</u> Broadcast Media Field Trip to PLNU-independent/outside of class time TV/Radio/Podcast in Ryan Library (tent date)	Discussion Quiz 6 on IMC Ch 9, 10 Video Summary of PLNU-TV, Radio/ Podcast Field Trip Visit
Week 7		
Oct 13, 15	<u>Mobile Marketing Ch 3, 4</u> Mobile Messaging and Marketing Apps in class	Quiz 7 on MM Ch 3, 4 <i>Individual Assignment:</i> Develop Mobile SMS campaign and strategy
Week 8		

Oct 20, Fall Break No class Oct 22	Practice creating: Direct Mail/Brochure in class <u>Mobile Marketing Ch 5, 6</u>	Quiz 8 on MM Ch 5, 6 Group Assignment: Develop a direct mail postcard or brochure, submitted to client for review.
Week 9		
Oct 27, 29	<u>Mobile Marketing Ch 7, 8</u> Case Study – Sephora and PR/Crisis Communication	Quiz 9 on MM Ch 7, 8 Case Study on Sephora
Week 10		
Nov 3, 5	<u>Mobile Marketing Ch 9, 10</u> A1 in Advertising Topics Group Presentations Teams 1-3 Thursday	Quiz 10 on MM Ch 9, 10 AI Advertising Concepts Presentations (Groups 1-3 Assignment) Group Assignment: Develop Storyboard and TV commercial
Week 11		
Nov 10, 12	AI Advertising Topics Group Presentations: Teams 4-6 Tuesday	

		AI Advertising Concepts Presentations (Groups 4-6 Assignment)
Week 12		
Nov 17, 19	IMC Chapter 12 Implementing the Campaign IMC Chapter 13 Measuring Campaign Success Sales Lab 1: Personal Selling Lab Sales Lab 2: Sales Automation/Management (Guest Speaker TBA) Budget Allocation Exercises: Media Planning budget decisions (Activate)	In class pre-Selling Reflection assignment
Week 13		
Nov 24 (Thanksgiving)	Exercise: Spend Budget of \$2.5 IMC Prep for Presentations and written plans: KPI's Budget, Implementation, Measurement	Individual assignment Submit written expectations of KPI's, Budget, Implementation, Measurement
Week 14		
Dec 1, 3	IMC Client Presentations: Teams Panera Tuesday, Dec 1 Teams 365 Thursday, Dec 3	Assignment: (Group Assignment) Due on presentation day. Final IMC Campaign Plan and Client Presentation/Peer Evaluation

Week 15		
Dec 8, 10	Pitch your Campaign to other teams Mini Portfolio completed IMC Plan Reflections practice, post feedback, pitching campaign	In Class Assignment: Peer Pitching Campaigns to classmates. (Individual Assignment) Mini-Portfolio of class design work
Finals Week		
Thursday December 17, 2026, Class final at 1:30pm		

ASSIGNMENTS

3 Part Assignment: Company and Situation Overview (SWOT), Objectives (SMART) and Campaign Plan

(Group Assignment)

Purpose: The purpose of this assignment is to help you create an IMC plan with a sound foundation, supported by UCAM (Uncovering, Connecting, Activating and Measuring) using more advanced tools and techniques.

Skills:

The skills of accessing and collecting information from appropriate secondary and primary sources.

Synthesizing information to develop informed applications of marketing campaign development. Composing a well-organized, clear report to expand your marketing knowledge.

Knowledge:

You will take away skills of developing a SWOT analysis. You will learn how to create a campaign plan and objectives. You will gain an understanding of an organization, its products, targets and competitors with an overview and analysis.

Task:

1. Review the company information provided by the client plus research the internet and databases for additional details not provided.

2. Create the overview of the situation (SWOT) from what you have learned and write it clearly in document to be shared with your team after submission.
3. Submit your work, at least 3 typed pages in a Word doc

Company & Situation Overview (SWOT) (part 1)

- Gain an understanding of the organization, product/service, target audience and competition.
- Provide an overview of the organization and their product/service
- Analyze what is going on with client and its customers in the market with a SWOT analysis

IMC Campaign SMART Objectives (part 2)

- Develop the campaign communication objectives. **Minimum of 3 SMART objectives** for your campaign and explain your rationale.
 - What are you trying to achieve with the campaign? Awareness, stimulate sales, influence target market preferences, etc. (e.g., “achieve 10 percent market share in the market within 12 months of product introduction” is a SMART objective).
- Be sure your objectives are SMART (specific, measurable, achievable, relevant, and time specific).
 - Every element of your plan is put in place to help you achieve your objectives

IMC Campaign Plan (part 3)

- Define the campaign.
Is the marketing strategy to penetrate the market rapidly? Will you try to build awareness and market share over time?
- Determine Campaign Duration
How long will the campaign last and what is the timing of each element?
- Marketing Tactics
Explain what promotional elements you will employ to best capture your target market's attention and motivate them to act. Determine several target markets and personas (describe one typical person in the target in detail) and why you selected this specific audience to best achieve the campaign objectives.

Consider various types of promotional appeals and tactics. **Do not create the promotional mix elements yet.**

Assignment: Press Release

Note: Individual Assignment

Task: Write a press release in the proper format for the audience you want to reach, i.e., media and influencers. Use an image to create a bigger impact. Be sure to include a caption.

- **Everyone** in the group will write a press release that may be used in the group's earned marketing activities.
- Select a topic for the press release that meets your SMART objectives and share the concept with your team before submitting.
- Minimum of 3 to 4 paragraphs using the template provided in Canvas.

Assignment: Digital Ad

Note: Individual Assignment

Skills: The skills you will develop here will demonstrate how you would communicate in a paid ad with your target audience (persona), using the branding and messaging elements of the campaign the group has decided on. You will develop the skills of explaining the rationale for your choices of headline, images, font, and call to action.

Task: Design a digital ad for your client assigned. Consider tangible and intangible elements. Design the advertisement to be used in the IMC campaign that meets your SMART objectives from the earlier project and conversations with your team members. Your team members should all share ideas on branding for this assignment, because the ads will **all** be included in the final project.

- Explain the reasons you selected the type of advertisement you developed. Explain the brand image you are looking to portray, the message you are sending with the advertisement, how the advertisement supports the marketing objectives, and where you will run the ad (ex. Facebook, YouTube, etc.).

Assignment: Mobile Messaging Campaign

Note: Individual Assignment

Task: Experience Text Message Campaigns

See MME Chapter 4 Assignments in your Mobile Marketing Essentials textbook and complete all three sections. Explain how this campaign will be used in your IMC client campaign. Submit in Canvas.

Assignment: Direct Mail Postcard or Brochure

Note: Group Assignment

- Design a direct mail postcard **or** a brochure. Explain the brand image, message and means of delivery to be used for the campaign. Include rationale supporting the proposed creative development and explain the brand image you expect to achieve. Consider tangible and intangible elements, such as delivery date and shape as well as Call to Action.

Assignment: Commercial Storyboard and Commercial for TV

Note: Group Assignment

Task: Develop a storyboard and a TV commercial

- Design a commercial storyboard that demonstrates how you plan to bring your positioning and messaging strategies to life. Explain the brand image, message and means of delivery to be used as the platform for the campaign. Include rationale supporting the proposed creative development and explain the brand image you expect to achieve.
- Include the audio elements in your description, such as script, narration, dialogue, sound effects, etc.
- Create the video from the storyboard, using your phone or other editing tools. It can be 15, 30, 60 seconds. Submit the file with team number to Canvas. A link is not enough, the file needs to be sent, too. Be sure to include the script, music, and sound effects in the storyboard.

Assignment: AI in Advertising Topic Presentation

Note: Group Assignment

Due Dates: Varies based on topic. See topics list below.

Task: Research the topic assigned. See the list of guidelines below.

Students will develop a presentation/demonstration based on an advertising topic. You have 15 minutes to discuss the topic and demonstrate how to use the ideas. Following are the pre-selected topics. For each of the following topics develop a presentation/demonstration that teaches the class about the specific topic. Show your class how you researched, found and created content. Include two discussion questions. Have fun teaching us.

AI in Advertising Topics

One Big Idea Across Channels: Paid, Owned, Earned Media, same brand

Sales Promotion Ideas/Premiums

Billboard Design

Sales Management and Automation

Ads for Low-Interest Products (insurance, toothpaste, utilities, etc.)

Assignment: KPI's, Budget and Implementation, Measurement

Note: Individual Assignment

Tasks:

Make a list of the KPI's (Key Performance Indicators, which will come from your metrics (what you measure), such as: Number of new customers, revenues, downloads, CPC, CPA, etc.) for your final presentation.

Include a one-page summary with visuals of your KPI's and what you expect. (min of 3-4 paragraphs)

Create a budget (google or excel spreadsheet) with the items that you will need for this campaign, and only those items. Total the budget expenses.

Create the detail that this plan will be implemented by your team.

Assignment: Final IMC Plan & Presentation

Note: Group Assignment

Two deliverables: (Group PPT and presentation 30 points and written document plan 100 points)

Tasks: Collaborate as a group to combine these UCAM elements into one presentation (PPT) and one paper (Word). Review for coherence and clarity. Consider one voice in your written submissions.

- Title Page
- Table of Contents
- Company and Situation Overview(SWOT)
- Campaign Plan
 - Campaign Objectives
 - Campaign Impact and Duration
- Marketing Tactics (select those that apply or add more to the paper)
 - Advertising Strategy
 - Digital Ads
 - TV Commercial/Storyboard
 - Email Campaign
 - Mobile Marketing/Messaging Strategy
 - Privacy Strategy
 - PR Strategy
 - Press Releases
 - Direct Marketing Strategy
 - Direct Mail or Brochure
 - Sales Promotion Strategy (if using a sales promotion)
 - Develop a sales promotion, i.e., contest, coupon, sampling, etc.
 - Personal Selling Strategy (if needed)
 - Sponsorships/Events (if using sponsorships or events)
 - Recommend sponsorships and/or special events
- Implementation
 - Develop a timeline for the launch of the campaign and its specific elements (media flowchart).

- Budget, including spending details, CPM's and media recommended
- Evaluation and Measurement
 - How will you know if your campaign was a success?
 - Include KPI's (expected) measurement metrics, anticipated results, and means for evaluating the proposed campaign.
- References/APA 7.0 Style

Students will use the instructor's feedback to revise each deliverable and deliver a final comprehensive integrated marketing communications plan to support the launch of the product/service. Project will be "sold" to the client at final presentation. Ask for the client to hire you for the project. Selling your ideas is part of the process.

Peer-to-peer evaluations will be conducted to evaluate the best presentations and give added feedback.

Assignment: Student Mini Portfolio (individual)

Students individually submit all revised individual projects plus group projects into one PPT, as a mini portfolio. See Canvas for more details.

Final Exam in class: IMC Plan Reflection (individual)

At the end of the IMC team project, each team member will write a 1-2 page report in class for the final exam. It will be to the Chief Marketing Officer about your integrated marketing communications and sales strategy as the Media Manager, informing and defending your marketing communication and media decisions and making specific recommendations. The CMO wants to know: What strategy decisions did you make? Why did you make specific decisions? What were the expected (KPI's) results of your decisions? What changes would you make now? What are the next steps in your campaign?

Your analysis includes:

- Overview of the situation at the start of the campaign (very brief)
- Market factors and target audiences leading to your campaign strategies/tactics from analysis of the environment (brief)
- Main marketing communication strategies/tactics used (including mobile marketing)
- List and explain the strategies/tactics and the rationale for using it.
- Results expected in terms of SMART objectives. KPI's should be identified, explained and defended.
- Conclusions/Summary from current IMC team plan in your own words (focus on specific outcomes)
- Recommendations for the future based on the changes suggested for improving the campaign (focus here on specific marketing strategies you would have done differently, like a Monday morning quarterback).

Student Sales Competition

Students take on the role of a sales representative for the fictional company. They'll create a sales pitch for a potential client and then perform a live cold call with an AI avatar. **The top 10**

calls will then be reviewed by a sales professional to determine the top three pitches for the prize money.

<https://www.stukent.com/competitions/professional-selling>

From September 21 through Oct 9, you will be participating in the Sales Competition, to showcase your sales skills, and hopefully win the cash award. Every student is required to enter the competition by September 5, 2026. You will earn points for honorable mentions and the prizes.