



Fermanian School of Business

Point Loma Nazarene University BMK 3036: Integrated Marketing and Sales Communications

Number of Units: 3

Spring 2021

Meeting days: Tuesday	Instructor: Diane Law, MBA, MSA, ABD
Meeting times: 6:00 – 8:45 pm	Phone: (408) 472-7085
Meeting location: Online	E-mail : dlaw@pointloma.edu
Final Exam: N/A	Office location and hours: By appointment
Additional info: Carol Cho (619) 849-2772 ccho@pointloma.edu	

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 communications function. Topics include creative strategy, direct marketing, media strategy, advertising, public relations, promotional program, budgeting and

effectiveness, and ethical issues. Special emphasis will be given to developing an integrated marketing communications plan and a corresponding sales presentation to a client.

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. How best to understand all these marketing options, integrate them! Integrated Marketing Communications integrates all these various marketing tools to provide clarity, consistency and maximum communications impact by providing customers with information in the format they prefer.

Integrated Marketing 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 through lectures, case study analysis and discussions. The course will examine the process by which integrated marketing communications programs are planned, developed and executed as well as the various factors and considerations that influence the process.

PREREQUISITE(S)

BMK 3032 or consent of instructor.

INTRODUCTION

In today's world, we are exposed to more than 5,000 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.

COURSE OBJECTIVES & LEARNING OUTCOMES

This course is designed to enable students 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 15 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

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 process.

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

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

1. Integrated Marketing Communication: Creative Strategy from Idea to Implementation; Robyn Blakeman. Third Edition – ISBN: 9781538101049. Available on [Amazon](#).
2. Digital MediaPro Simulation License (Cost \$35)
 - Go to <https://shop.stratxsimulations.com/> (If nothing happens, copy and paste the link in a new browser)
Enter the file number: **P5FD2FA1**
 - Tick that box indicating you are not a robot and click ENTER
 - Verify the order and register on the ecommerce site
 - Complete the order process
3. Recommended Reading
 - Marketing Rebellion – The Most Human Company Wins. Author: Mark Schaefer
 - Known – The Handbook for Building and Unleashing Your Personal Brand in the Digital Age. Author: Mark Schaefer

4. The following sites can be used to provide additional marketing information:

- Marketing Profs: www.marketingprofs.com
- Social Media Examiner: www.socialmediaexaminer.com
- AMA Marketing News: <http://www.ama.org/publications/MarketingNews/>
- eMarketer: <https://www.emarketer.com/>
- Marketing Charts: <https://www.marketingcharts.com/>

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 ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. 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 drop date or, after that date, receive the appropriate grade for their work and participation. 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 Academic Policies in the Academic Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

Asynchronous Attendance/Participation Definition

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

Students taking online courses are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded activity in the course. (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.)

Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days will be dropped from the course retroactive to the last date of recorded attendance.

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.

CLASSROOM ETIQUETTE

Class will begin promptly at 6:00 pm. All students are expected to be in class and ready to begin class at 6:00 pm. If you are late due to an emergency, please email/text the professor prior to class. While in the classroom, diverse perspectives are welcomed and encouraged; and everyone is to be treated with respect and kindness.

Cell phones should be put away during class unless they are being used for research during a class assignment. All students are to remain in the classroom during class. Do not walk out of the classroom at any time during the class unless it is a medical emergency. All students must ask permission from the professor prior to leaving class. Laptops are not to be used for non-related class activities. While laptops may enhance the learning experience, they can also be disruptive to the learning experienced when used for non-related class activities during class.

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
IMC Campaign Plan & Communication Objectives	100	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%
IMC Tactics: 5 Deliverables Combination of group and individual assignments (5 x 60 points)	300	
Advertising Concepts Presentation	75	
Advertising Concepts Discussion (8 x 10 points)	80	
Marketing in the News Discussion (10 x 10 points)	100	

Digital Media Pro Introduction Quiz	30
Digital Media Pro Score (2x20 points)	40
Digital MediaPro Simulation Briefing Paper	150
Final Written IMC Plan & Presentation (Paper 100 points; Presentation 25 points)	125
TOTAL	1,000

USE OF TECHNOLOGY

In order to be successful in the online 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 compatible with their computer available to use. If a student is in need of technological resources please contact student-techrequest@pointloma.edu.

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 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.

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. Incompletes will only be assigned in extremely unusual circumstances.

Weekly Schedule

Date	Readings	Assignments
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Week 1		
January 19 th	<p>Introductions, Course Content Teams Assignments, Grading, etc.</p> <p><u>Chapter 1</u> Integrated Marketing Communications</p>	Review, Assign Project
Week 2		
January 26 th	<p><u>Chapter 2</u> IMC Marketing Communication Plans</p>	Discussion: Marketing in the News
Week 3		
February 2 nd	<p><u>Chapter 7</u> Marketing Campaigns</p>	<p>Discussion: Marketing in the News Assignment: IMC Situation Overview and Campaign Plan (Group Assignment) due Sunday, February 7th</p>
Week 4		
February 9 th	<p><u>Chapter 4</u> Creative Briefs</p> <p><u>Chapter 5</u> The Creative Process</p>	<p>Discussion: Marketing in the News Assignment: Write a blog post (Individual Assignment) due Sunday, February 14th</p>
Week 5		
<u>Chapter 16</u> February 16 th	<p>Discussion: Marketing in Internet Marketing and Social Media</p> <p>Discussion: Advertising</p> <p><u>Chapter 17</u> Concepts: The Evolution Mobile Media Marketing of</p>	<p>the News</p> <p>Advertising</p>
Week 6		

February 23 rd	<p>Chapter 14 Direct Marketing</p> <p>Chapter 15 Sales Promotions</p>	<p>Discussion: Marketing in the News Discussion: Advertising Concepts: Advertising Styles Assignment: Develop a brochure (Group Assignment) due Sunday, February 28th</p>
Week 7		
March 2 nd	<p>Chapter 17 Public Relations</p>	<p>Discussion: Marketing in the News Discussion: Advertising Concepts: Male & Female Representation in Commercials Assignment: Develop a Digital Ad (Individual Assignment) due Sunday, March 7th</p>
Week 8		
March 9 th	Spring Break	
Week 9		
March 16 th	<p>Chapter 9: Newspaper Advertising Chapter 10: Magazine Advertising</p>	<p>Discussion: Marketing in the News Discussion: Advertising Concepts: Music & Sound in Commercials Assignment: Write a Press Release (Individual Assignment) due Sunday, March 21st</p>
Week 10		

March 23 rd	<p>Chapter 11: Radio Advertising Chapter 12: Television Advertising Chapter 13: Out-of-Home and Transit Advertising</p>	<p>Discussion: Marketing in the News Discussion: Advertising Concepts: Product Placement Assignment: Create a commercial storyboard (Group Assignment) due Sunday, March 28th</p>
Week 11		
March 30 th	Digital MediaPro Simulation Introduction	<p>Discussion: Advertising Concepts: Celebrity Endorsements Digital Media Pro: Set Up Digital Media Pro: Introductory Quiz</p>
Week 12		
April 6 th	Digital MediaPro Simulation	<p>Discussion: Marketing in the News Discussion: Advertising Concepts: Social Media Advertising Assignment: Complete Years 1 – 2. Post Score to Canvas.</p>
Week 13		
April 13 th	Digital MediaPro Simulation	<p>Discussion: Marketing in the News Discussion: Advertising Concepts: AI in Advertising Assignment: Complete Years 3,4 & 5. Post Score to Canvas.</p>
Week 14		
April 20 th	IMC Plan Presentations	<p>Assignment: Final IMC Campaign Plan and Presentation (Group Assignment) due April 22nd.</p>

Week 15		
April 27 th	IMC Plan Presentations	Assignment: Digital Media Pro Simulation Briefing (<i>Individual</i>
		Assignment) due Thursday, May 2 nd

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As explained in the university catalog, 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. Violations of university academic honesty include cheating, plagiarism, falsification, aiding the academic dishonesty of others, or malicious misuse of university resources. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for a) that particular assignment or examination, and/or b) the course following the procedure in the university catalog. Students may appeal also using the procedure in the university catalog. See [Academic Policies](#) for further information.

ACADEMIC ACCOMMODATIONS

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified student's equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of

each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

Spiritual Care

At the Mission Valley (MV) campus we have an onsite chaplain, Rev. Gordon Wong, who is available during class break times across the week. If you have questions for, desire to meet or share a prayer request with Rev. Wong you can contact him directly at mvchaplain@pointloma.edu or gordonwong@pointloma.edu. Rev. Wong's cell number is 808429-1129 if you need a more immediate response. 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.

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.

ASSIGNMENTS

Note: Each assignment must contain a title page with the names of all the group members, the title of the project and the date. Points will be deducted if the assignments do not contain a proper title page.

Assignment: Situation Overview and Campaign Plan

Note: *Group Assignment Situation*

Overview

- Provide an overview of the company and its products/services
- Explain competitors' perceived strengths, value propositions and marketing campaigns.

Campaign Plan

- Define the target market.
- Develop the campaign communication objectives. **Minimum of 3 objectives** for your campaign and explain your rationale for each objective.
 - 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”).
- Determine Campaign Duration ○ How long will the campaign last?
- Messaging Strategies ○ Define your value proposition ○ Explain what message strategies will capture the interest of your target audience.
 - What is your call to action?
- Marketing Tactics ○ Describe the promotional activities you will employ to best capture your target market’s attention and motivate them to act.
 - Consider various types of promotional appeals.

Assignment: Blog Post

Note: Individual Assignment

Everyone in the group will write a blog post that may be used in the group’s digital marketing activities for the client.

- Choose a blog topic
- Create an information but catchy title to grab reader’s attention
- Use images to enhance the blog post
- Blog must be a minimum of 500 words

Assignment: Brochure

Note: Group Assignment

- Design 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.

Assignment: Press Release

Note: Individual Assignment

- **Everyone** in the group will write a press release that may be used in the group’s marketing activities for the client.
- Select a topic for the press release
- Minimum of 3 to 4 paragraphs

Assignment: Digital Advertisement *Note:*

Individual Assignment

- Each group member will design a digital advertisement to be used in the campaign. The advertisement must include some type of a promotion for the client.

- 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.

Assignment: Commercial Storyboard

Note: Group Assignment

- Develop a storyboard for a 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 (where will you run your commercial) 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.

Assignment: Advertising Concepts Presentation

Note: Group Assignment

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

Students will develop a presentation based on an advertising topic. Following are the pre-selected topics. For each of the following topics develop a presentation that teaches the class about the specific topic. Have fun teaching us.

Advertising Concepts Topics

1. The Evolution of Advertising
2. Music and Sound in Commercials
3. Advertising Styles
4. Male and female representation in advertising of the decades
5. Celebrity Endorsements
6. Product Placement
7. Social Media Advertising
8. Artificial Intelligence in Marketing

Presentation Guidelines:

For this assignment, become the expert on the selected topic and figure out the best way to teach the other students in the class about the topic.

Make sure the following aspects are included in your lesson plan:

1. Define the topic and relate it to the overall course content.
2. Include a real-world and/or current topic aspect of the topic. For example, has the subject been in the news recently? Are any companies doing an exemplary work in this area? Are there great videos available on the topic? Are there any outstanding resources to share?
3. The lesson plan should take students approximately 10 minutes to present in class plus a time of conversation. Time is limited to 20 minutes for the presentation and discussion.

4. Include at least two discussion questions to engage the class on the topic.
5. The content of the presentation and presentation style and skills will be assessed.

Assignment: Final IMC Plan & Presentation

Note: Group Assignment

Final IMC Plan must include the following sections:

- **Title Page • Table of Contents**
- **Situation Overview**
 - Provide an overview of the company and its products/services.
 - Analyze what is going on with customers in this market.
 - Explain competitors' perceived strengths and benefits and the competitor's marketing campaigns.
- **Communication Objectives**
 - Define your target market.
 - Define the campaign communication objectives. What are you trying to achieve with the campaign? (I.e. awareness, stimulate sales, influence target market preferences, etc.)
- **Creative Strategy**
 - Develop an overall campaign theme and appeal.
 - Explain the brand image, message, and means of delivery to be used as the platform for the campaign. Include the rationale supporting the proposed creative development and explain the brand image you expect to achieve. Consider both tangible and intangible elements.
- **Messaging Strategies**
 - Define your value proposition.
 - Explain what message strategies you will employ to best capture your target market's attention and motivate them to action.
 - What is your call to action?
- **Promotional Mix**
 - Define the specific promotional tactics you will employ to communicate your message to your target audience. You **do not** need to use all these options. Only include the tactics that you will use in your campaign.
 - ✦ Advertising Strategy: Digital and Traditional (Include all your blogs posts, digital ads, and commercial storyboard developed for the client)
 - ✦ PR Strategy (include all the Press Releases written for the client)
 - ✦ Direct Marketing Strategy (include the brochure for the client) ✦ Sales Strategy
 - ✦ Sponsorships and Events
- **Promotional Budget**
 - Allocate a budget for each promotional mix element.
- **Implementation**
 - Develop a media plan that includes a timeline for the launch of the campaign and its specific elements (media flowchart).
 - List in priority order all the tasks, elements, and promotional executions.

- **Evaluation and Measurement** ○ How will you know if your campaign was successful? Include measurement metrics, anticipated results, and means for evaluating the proposed campaign.

Paper Mechanics Guidelines:

- Paper **must** be written in 3rd person only. Points will be deducted if the paper contains first-person content.
- Paper **must** contain a separate cover page and references.
- Paper **must** be double spaced.
- Paper must be in a .doc or .docx format only.
- Paper **must** follow APA Guidelines.
- Reference Page
- Points will be deducted if the paper does not meet these requirements.
- Post the Final Paper to Canvas.

Presentation Guidelines:

1. Presentation should include all the topics covered in the paper
2. Presentation must include speaker notes. What you would be saying if you actually were presenting.
3. Presentation content: visually pleasing, correct grammar and spelling, no more than 20 slides
4. Post the Presentation to Canvas.

Assignment: Digital MediaPro Simulation

Note: Group Assignment

In this simulation, students will define and execute the media strategy needed to achieve the company’s aggressive objective of driving their brand to undisputed market leadership within the next five years.

Digital MediaPro Registration:

1. Go to <https://shop.stratxsimulations.com/> (If nothing happens, copy and paste the link in a new browser)
2. Enter the file number: **P5FD2FA1**
3. Tick that box indicating you are not a robot and click ENTER
4. Verify the order and register on the ecommerce site
5. Complete the order process

Please note, that all sales are final. There are no returns or refunds. Please click [here](#), to know our terms & conditions.

You may obtain your invoice by going to shop.stratxsimulations.com login and entering your email and password you used to make the purchase of your license, then click ACCOUNT to access your invoices.

If students run into any issue when ordering, they may send us a [support ticket](#).

Performance for each group will be assessed each year on:

- Media management skills
- How well you connect and influence consumers in their purchase decisions (Purchase Funnel Performance)
- Your business results – sales, market share gain and improved profit (Overall Performance Index)

Each group will present their strategy and final results to the class.