

Fall 2021

Meeting days: Tuesday, Thursday	Dr. Mary Beth McCabe
Meeting times: 1:30-2:45pm	Phone: 858 488 2867 (cell)
Meeting location: FSB 105	E-mail: mmccabe@pointloma.edu
Final Exam: Dec 14 1:30-4pm	Office location and hours: FSB 136 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

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.

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)

MKT 3032 or consent of instructor.

INTRODUCTION

In today's world, we are exposed to more than 10,000 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 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 (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)

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

https://www.amazon.com/Integrated-Marketing-Communication-Creative-Implementation/dp/153810105X/ref=sr_1_1?ie=UTF8&qid=1544740883&sr=8-1&keywords=integrated+marketing+communication+blakeman

2. Digital MediaPro Simulation License (Cost \$35)

(To allow emails please put administration@emt.stratxsimulations.net on your safe list)

Go to <https://shop.stratxsimulations.com>(if nothing happens, copy and paste the link in a new browser)

Enter the File number: P61155AF

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. 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/>
- Advertising Age: <http://adage.com/>
- Ad Week: <http://www.adweek.com/>
- Target Marketing: <http://www.targetmarketingmag.com/>
- Chief Marketer: <http://chiefmarketer.com/>
- CREATIVE: <http://www.creativemag.com>
- eMarketer: <https://www.emarketer.com/>
- Marketing Charts: <https://www.marketingcharts.com/>

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%
IMC Tactics: 5 Deliverables	300	
Combination of group and individual assignments (5 x 60 points)		B-=80-82% C+=77-79% C=73-76% C-=70-72% D+=67-69%
Advertising Concepts Presentation	100	D=63-66% D-=60-62%

Marketing in the News Discussion (10 x 10 points)	100	F=0- 59%
Digital MediaPro Introduction Quiz	30	
Digital MediaPro Score	40	
Digital MediaPro Simulation Briefing Paper	200	
Final Written IMC Plan & Presentation (Paper 100 points; Presentation 30 points)	130	
TOTAL	1,000	

WEEKLY SCHEDULE

Date Presented	Class Content	Assignment Due Date
Week 1		
September 2	Introductions; Ice Breaker Exercise Review of course content, assignments, grading, etc. <u>Chapter 1</u> Integrated Marketing Communications	IMC Project Teams Advertising Concepts Team Selection
Week 2		
September 7 & 9	<u>Chapter 2</u> IMC Marketing Communication Plans Guest Speaker: Rady Children's Hospital IMC and/or Midway Museum	Meet the clients: (subject to change) <ul style="list-style-type: none"> • Rady Children's Hospital Foundation • Midway Museum
Week 3		
September 14 & 16	<u>Chapter 7</u> Marketing Campaigns and Case Study on Ethics (Theranos)	Read Ethics Case Study on Theranos
Week 4		
September 21 & 23	<u>Chapter 6</u> Copywriting Guest Speaker TBA	Assignment: IMC Company and Situation Overview, Campaign Plan and Objectives

		<i>(Group Assignment)</i> due Sunday, Sept 26
Week 5		
September 28 & 30	Chapter 4 Creative Briefs Chapter 5 The Creative Process	
Week 6		
October 5 & 7	Chapter 16 Internet Marketing and Social Media Chapter 17 Mobile Media Marketing	Assignment: Write a blog post (<i>Individual Assignment</i>) due Sunday, Oct 10 th
Week 7		
October 11 & 14	Chapter 14 Direct Marketing Chapter 15 Sales Promotions Chapter 8 Public Relations	Assignment: Write a Release (Individual Assignment)
Week 8		
October 19 & 21	Chapter 9 Newspaper Advertising Chapter 10 Magazine Advertising	Assignment: Develop a direct mail piece or brochure (<i>Group Assignment</i>) due Sunday, Oct 24
Week 9		
October 26 & 28	Advertising Concepts Group Presentations: <ul style="list-style-type: none"> • The evolution of advertising • Music and sound in commercials • Male and female representation in advertising of 3 decades Chapter 11: Radio Advertising Chapter 12: Television Advertising	Advertising Concepts Presentations (<i>Group Assignment</i>)
Week 10		
November 2 & 4	Advertising Concepts Group Presentations: <ul style="list-style-type: none"> • Mobile Marketing • Social Media Advertising 	Assignment: Create a commercial storyboard (<i>Individual Assignment</i>) due Sunday, Nov 7 Advertising Concepts Presentations (<i>Group Assignment</i>)
Week 11		
November 9 & 11	Advertising Concepts Group Presentations: <ul style="list-style-type: none"> • Virtual Reality Advertising 	Advertising Concepts Presentations (<i>Group Assignment</i>)

	<ul style="list-style-type: none"> • Video Game Marketing <p>Chapter 13 Out-of-Home and Transit Advertising</p> <p>Advertising Concepts Group Presentations: Mistakes</p>	
Week 12		
November 16 & 18	Digital MediaPro Simulation	<p>Assignment: Digital MediaPro Quiz</p> <p>Marketing in the News Discussion due Sunday, Nov 21</p>
Week 13		
November 23	Digital MediaPro Simulation	<p>Assignment: Run the simulation for 5 years, make decisions based on yearly results. Post Digital MediaPro Score. (<i>Group Assignment</i>)</p>
Week 14		
November 30 & December 2	IMC Plans and Presentations	<p>Assignment: Final IMC Campaign Plan and Presentation (Group Assignment)</p> <p>In Class Presentations</p>
Week 15		
December 7 & 9	Final Exam Prep: Simulation Briefing Report	<p>Assignment: Simulation Briefing Report (<i>Group Assignment</i>) due Thursday, Dec 9</p>
Week 16		
FINAL EXAM	Tuesday December 14 1:30 – 4:00 pm	

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.

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](#)

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 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 [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

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 accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

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 drop date or, after that date, receive the appropriate grade for their work and participation.

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.

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 require 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 taking the final examination **on its scheduled day**. No requests for early examinations or alternative days will be approved.

ASSIGNMENTS

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: Company and Situation Overview, Campaign Plan and Objectives

Note: Group Assignment

Due Date: Sunday, September 26

Company & Situation Overview

- 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

IMC Campaign Plan

- 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.
 - Consider various types of promotional appeals.

IMC Campaign Objectives

- Develop the campaign communication objectives. **Minimum of 3 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").
- Be sure your objectives are specific, measurable, achievable, relevant, and time specific.
 - Every element of your plan is put in place to help you achieve your objectives.

Assignment: Blog Post

Note: Individual Assignment

Due Date: Sunday, October 10

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

- 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: Direct Mail Piece or Brochure

Note: Group Assignment

Due Date: Sunday, October 24

- Design a direct mail piece **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.

Assignment: Press Release

Note: Individual Assignment

Due Date: Sunday, November 7

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

Assignment: Commercial Storyboard

Note: Group Assignment

Due Date: Sunday, November 21

- 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 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 – Oct 26
2. Music and Sound in Commercials – Oct 26
3. Male and female representation in advertising of 3 decades – Oct 28
4. Mobile Marketing – Nov 2
5. Social Media Advertising – Nov 4
6. Virtual Reality Advertising – Nov 9
7. Video Game Marketing – Nov 11

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 will be assessed.

Assignment: Final IMC Plan & Presentation

Note: Group Assignment

Due Date: Tuesday, December 7 and Thursday December 9

- Title Page
- Table of Contents
- Company and Situation Overview
- Campaign Plan
 - Campaign Objectives
 - Campaign Impact and Duration
- Marketing Tactics
 - Advertising Strategy
 - Commercial
 - Email Campaign (Blog)
 - PR Strategy
 - Press Releases
 - Direct Marketing Strategy
 - Direct Mail or Brochure
 - Sales Promotion Strategy (if using a sales promotion)
 - Develop a sales promotion
 - 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).
- Evaluation and Measurement
 - How will you know if your campaign was a success?
 - Include 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.

Peer-to-peer evaluations will be conducted.

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