

Spring 2022

Meeting days: Tuesday, Thursday	Instructor: Dr. Mary Beth McCabe
Meeting times: 3-4:15pm	Phone: 858 488 2867 (cell)
Meeting location: FSB 101	E-mail: mmccabe@pointloma.edu
Final Exam: May 3 4:30-7pm	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 professionals. 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: 978-153-8101056

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: P61B7884

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. An Audience of One: Jamie Turner and Chuck Moxley, McGraw Hill (2022) --ISBN: 978-1-264-26854-2

https://www.amazon.com/Audience-One-Marketing-One-One/dp/1264268548/ref=sr_1_1?crid=GFJWXWQDJH2I&keywords=an+audience+of+one&qid=1639429929&srefix=an+audienc%2Caps%2C213&sr=8-1

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/>
- 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 (group)	100	A=93-100% A-=92-90% B+=87-89% B=83-86%
IMC Tactics: 5 Deliverables Combination of group and individual assignments (5 x 60 points (weeks 6-10))	300	

Consumer Insight		
Advertising Concepts Presentation (group)	100	B-=80-82% C+=77-79% C=73-76% C-=70-72% D+=67-69% D=63-66% D-=60-62% F=0- 59%
Marketing in the News Discussion (10 x 10 points)	100	
Digital Media Pro Introduction Quiz	30	
Digital Media Pro Score (group)	40	
Digital Media Pro Simulation Briefing Paper (individual)	200	
Final Written IMC Paper (group 100 for paper, 30 for presentation)	130	
TOTAL	1,000	

WEEKLY SCHEDULE

Date Presented	Class Content	Assignment Due Date
Week 1		
Jan 11 & 13	Introductions; Ice Breaker Exercise Review of course content, assignments, grading, etc. Get started with Digital Media Pro early. <u>Chapter 1</u> Integrated Marketing Communications (IMC) Chapter 19 and 1: Audience of One	IMC Project Teams Advertising Concepts Teams Selection
Week 2		
Jan 18 & 20	<u>Chapter 2</u> IMC <u>Chapter 3,4</u> Audience of One IMC Marketing Communication Plans TBA IMC (teams 2, 4, 6,8) or TBA (teams 1, 3, 5, 7)	Discussion Post Tuesday Meet the clients: GRID Alternatives: Dan/Michelle and
Week 3		
Jan 25-27	<u>Chapter 7</u> IMC <u>Chapter 5</u> Audience of One	Discussion Post Monday. Read Ethics Case Study on Theranos

	Marketing Campaigns and Case Study on Ethics found in Canvas(Theranos)	Consumer Insight Assignment (Individual assignment) and Due Jan 30
Week 4		
Feb 1 & 3	Chapter 6 IMC Chapters 9 and 12 Audience of One Copywriting Guest Speaker	Discussion Post Monday. Assignment: IMC Company and Situation Overview, Campaign Plan and Objectives (Group Assignment) due Sunday, Feb 13
Week 5		
Feb 8 & 10	Chapter 4 IMC Creative Briefs Chapter 5 IMC The Creative Process	Discussion Post Monday. Assignment: Write a blog post (Individual Assignment) due Sunday, Feb 20
Week 6		
Feb 15 & 17	Chapter 16 IMC Internet Marketing and Social Media Chapter 17 IMC Mobile Media Marketing	Discussion Post Monday. Assignment: Write a Press Release (Individual Assignment) due Sunday, Feb 27
Week 7		
Feb 22 & 24	Chapter 14 IMC Direct Marketing Chapter 15 IMC Sales Promotions Chapter 8 IMC Public Relations	Discussion Post Monday. Assignment: Develop a direct mail piece or brochure (Group Assignment) Due Sunday, March
Week 8		
March 1 & 3	Chapter 9 IMC Newspaper Advertising Chapter 10 IMC Magazine Advertising	Discussion Post Monday. Assignment: Develop a digital ad/promo (Individual Assignment) due Sunday, March 6
Spring Break Mar 7-11		
Week 10		
March 15 (see assignment) & 17	Social Media Marketing World Conference March 14-16 San Diego. Special Assignment for those not attending replaces the March 15 meeting. TBD Advertising Concepts Group Presentations: <ul style="list-style-type: none"> ● The evolution of advertising ● Music and sound in commercials Chapter 11 IMC	Discussion Post Monday. Assignment: Develop Storyboard (Individual Assignment) Due Sunday, March 20 Advertising Concepts Presentations (Group Assignment)

	Radio Advertising Chapter 12 IMC Television Advertising	
Week 11		
March 22 & 24	Mobile Marketing and Social Media Advertising Concepts Group Presentations: <ul style="list-style-type: none"> ● Male and female representation in advertising of 3 decades ● Mobile Marketing ● Social Media Advertising 	Discussion Post Monday. Advertising Concepts Presentations (Group Assignment) Begin Digital Media Pro (group)
Week 12		
March 29 & 31	Advertising Concepts Group Presentations: <ul style="list-style-type: none"> ● Virtual Reality Advertising ● Video Game Marketing ● Advertising Mistakes Chapter 13 IMC Out-of-Home and Transit Advertising	Discussion Post Monday. Advertising Concepts Presentations (Group Assignment)
Week 13		
April 5 & 7	Digital Media Pro Simulation Quiz Chapter 15 Audience of One	Assignment: Digital Media Pro Quiz (Individual) due Sunday, April 10
Week 14		
April 12 & 14	Digital Media Pro Simulation	Assignment: Run the simulation for 5 years, make decisions based on yearly results. Post Digital Media Pro Score. (Group Assignment) Due April 17
Week 15		
April 19 & 21	IMC Plans and Presentations	Assignment: Final IMC Campaign Plan and Presentation (Group Assignment) In Class Presentations Due Thursday April 21
Week 16		
April 26 & 28	DeBrief and preparing the Simulation Briefing Report	Assignment: Simulation Briefing Written Report (Individual Assignment) Due Thursday May 5 4pm

Final Exam	Thursday May 3, 4:30-7pm	Quiz on Audience of One

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 be eligible for up to 80% the first day late, 60% the second day and zero the third day. If there is a technical issue, make a screenshot that it was completed. 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 requires a computer with a camera (tablets are not compatible) to complete exams online. Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

FINAL EXAMINATION POLICY

Successful completion of this class requires 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: Consumer Insight (Audience of One Chapters reading response)

Note: Individual Assignment

Due Date: Sunday, January 30

Create a two page essay about who is tracking you and provide screenshots of the data you have found about you on the internet. Response includes:

- Make a list of the companies that are tracking your information.
- Make a list of the data that they collect.
- Describe what you see as the value of this data.
- How does it make you feel knowing that all of this is available to others?

Assignment: Company and Situation Overview, Campaign Plan and Objectives

Note: Group Assignment

Due Date: Sunday, February 13

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, February 20

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: Press Release

Note: Individual Assignment

Due Date: Sunday, Feb 27

- **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: Direct Mail Piece or Brochure

Note: Group Assignment

Due Date: Sunday, March 6

- 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: Digital Ad

Note: Group Assignment

Due Date: Sunday, March 20

- Design a digital ad. Consider tangible and intangible elements. Design the advertisement to be used in the campaign for either the USS Midway or Rady's Children's Hospital Foundation.

- 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

Due Date: Sunday, March 27

- 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 –
2. Music and Sound in Commercials –
3. Male and female representation in advertising of 3 decades –
4. Mobile Marketing –
5. Social Media Advertising –
6. Virtual Reality Advertising –
7. Video Game Marketing –
8. Influencers -
9. Privacy in Advertising
10. Marketing Tools

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 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 and Thursday, April 19 and 21

- 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
 - Digital ad
 - 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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