

**Spring 2023**

|                                  |  |
|----------------------------------|--|
| <b>Meeting days:</b> Tu/Th       | <b>Instructor:</b> Dr. Mary Beth McCabe                  |
| <b>Meeting times:</b> 8-9:15am   | <b>Phone:</b> 858 488 2867 (cell)                        |
| <b>Meeting location:</b> FSB 101 | <b>E-mail:</b> mmccabe@pointloma.edu                     |
| <b>Final Exam:</b> May 4 7:30am  | <b>Office location and hours:</b> 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, mobile media, social media, email, SEO, content marketing – it's easy to get confused. How best to understand all these marketing options is to integrate them in a campaign. Integrated Marketing Communications combines 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, with a focus on the audience. 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 the 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 and tactics, including promotions and advertising is crucial to today's business professionals. It has become increasingly difficult for corporations to reach their targeted audiences. 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**

---

We are guided by the philosophy of marketing espoused by the literature...we are Market Oriented. We believe that this philosophy leads to the following principles.

- Market analysis shapes our Marketing
- Marketing Strategy guides Tactics
- Don't become myopic

The **UCAM** is a direct result of this philosophy of marketing. It is how the students take our philosophy and put it into practice to solve problems. "We are problem solvers."

- Identify a market(s) (Uncover)
- Insights from the applicable market(s) (Create)
- Build a strategy (Action)
- Execute (Action)
- Measure

## REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

---

1. Integrated Marketing Communications: Building the Brand, 2022 ebook only

Author, Law, Diane

Link to purchase ebooks via sign on from Stukent once you sign in on Canvas. The fee for both books is \$120. and you need a credit card. These are required.

2. Mobile Marketing Essentials, 2022 ebook only

McCabe, Becker, Schiele, Berney, Hanley

Link to purchase ebooks via sign on from Stukent once you sign in on Canvas and you need a credit card. These are required. Please complete this ASAP.

3. The following content sites should be used to provide additional marketing information for **Marketing in the News Discussions**.

- [Marketing Profs](#)
- [Social Media Examiner](#)
- [AMA Branding Topics](#)
- [AdAge](#)
- [ADWEEK](#)
- [Chief Marketer](#)
- [Creative Magazine](#)
- eMarketer now called [Insider Intelligence](#)
- [Marketing Charts](#)
- [Direct Mail information](#)

## ASSESSMENT AND GRADING

| ASSIGNMENTS POINTS GRADE SCALE   |     |  |
|--|-----|--|
| IMC Campaign Plan & Communication Objectives (individual)                                      | 100 |  |
| IMC Tactics: 5 Deliverables<br>Combination of group and individual assignments (5 x 60 points) | 300 |  |
| Advertising Concepts Presentation (group)  | 100 |  |

|   |              |
|---|--------------|
| Marketing in the News Discussion (5 x 10 points)            | 100          |
| KPI assignment for Final IMC Paper (individual)             | 10           |
| Integrated Marketing Communications Reflection (individual) | 200          |
| Final Written IMC Paper (group paper/presentation)          | 130          |
| Syllabus Quiz (Week 1)                                      | 10           |
| Class Attendance and Participation                          | 50           |
| 10 Quizzes (Weeks 2-11) 5 points each                       | 50           |
| <b>TOTAL</b>  | <b>1,000</b> |

#### Grades

| Grade     | Score %       |
|-----------|---------------|
| <b>A</b>  | <b>93-100</b> |
| <b>A-</b> | <b>92-90</b>  |
| <b>B+</b> | <b>87-89</b>  |
| <b>B</b>  | <b>83-86</b>  |
| <b>B-</b> | <b>80-82</b>  |
| <b>C+</b> | <b>77-79</b>  |
| <b>C</b>  | <b>73-76</b>  |
| <b>C-</b> | <b>70-72</b>  |
| <b>D+</b> | <b>67-69</b>  |
| <b>D</b>  | <b>63-66</b>  |
| <b>D-</b> | <b>60-62</b>  |
| <b>F</b>  | <b>0-59</b>   |

## WEEKLY SCHEDULE

| Class Date    | Class Content   | Assignment Due Date   |
|---------------|---|---|
| <b>Week 1</b> |   |   |
| Jan 12        | Introductions<br>Review of course content, assignments, grading, etc.<br><u><b>Chapters 1, 2</b></u><br>Integrated Marketing Communications (IMC) and Successful Campaigns  | Introductions<br>Advertising Concepts<br>Syllabus Quiz Due Sunday   |
| <b>Week 2</b> |   |   |
| Jan 17, 19    | <u><b>Chapter 3</b></u> Understanding the Market<br><u><b>Chapter 4</b></u> The Creative Process<br><br>IMC Team Project Explained<br>Meet the Client teams 1-4: Jill/Teresa, Moms in Prayer,<br><br>Meet the Client teams 5-8: David Martin/Claire Johnson, San Diego Mag Media. | Discussion due Monday<br><br>Quiz 2   |
| <b>Week 3</b> |   |   |
| Jan 24, 26    | <u><b>Chapter 5</b></u> Marketing Communications Mix<br><br><u><b>Chapter 6 IMC Channels:</b></u> Advertising   | Discussion due Monday<br>Quiz 3<br><br><i><b>(Individual Assignment)</b></i><br>IMC Company and Situation Overview, Campaign Plan and Objectives Due Sunday |
| <b>Week 4</b> |   |   |
| Jan 31 Feb 2  | <u><b>Chapter 7 IMC Channels:</b></u> Public Relations<br>Case Study Ethics<br>Guest speaker: Social Media Marketing World 2023 Jonathan Zide, SME  | Discussion-Theranos due Monday<br>Quiz 4<br>Read Ethics Case Study on Theranos for Monday discussion  |
| <b>Week 5</b> |   |   |
| Feb 7, 9      | <u><b>Chapter 8 IMC Channels: Digital Marketing</b></u><br><u><b>Mobile Marketing Ch 1, 2</b></u>   | Discussion due Monday<br>Quiz 5   |
| <b>Week 6</b> |   |   |
| Feb 14-16     | <u><b>Chapter 9 IMC Channels:</b></u> Direct Marketing  | Discussion due Monday<br>Quiz 6<br><i><b>Individual Assignment:</b></i><br>Create a digital ad due Sunday, Feb 19   |

|                                |  |  |
|--------------------------------|--|--|
|                                | <b><u>Chapter 10: IMC Channels:</u></b><br><b><u>Broadcast Media</u></b><br>Visit to PLNU TV and Radio station (tent)  |  |
| <b>Week 7</b>                  |  |  |
| Feb 21, 23                     | <b><u>Chapter 11: IMC Channels:</u></b><br><b><u>Print/OOH</u></b><br><br><b><u>Mobile Marketing Ch 3, 4</u></b>   | Quiz 7<br><b>Individual Assignment:</b><br>Write a Press Release<br>Due Sunday, Feb 26   |
| <b>Week 8</b>                  |  |  |
| Feb 28, March 2                | <b><u>Chapter 12</u></b> Implementing the Campaign<br><br><b>Mobile Marketing Ch 5, 6</b>  | Quiz 8<br><b>Group Assignment:</b><br>Develop a direct mail piece or brochure<br>due Sunday, March 5   |
| <b>Spring Break March 6-12</b> |  |  |
| <b>Week 9</b>                  |  |  |
| March 14, 16                   | <b><u>Chapter 13</u></b> Measuring Campaign Success<br><b>Mobile Marketing Ch 7-8</b>  | Quiz 9<br><b>Individual Assignment:</b><br>Develop Mobile Ad<br>due Sunday, March 19   |
| <b>Week 10</b>                 |  |  |
| March 21, 23                   | <b>Mobile Marketing Ch 9-10</b><br><br>Advertising Concepts Group Presentations:<br><ul style="list-style-type: none"> <li>• 1 Male and female representation in advertising of any 3 decades</li> <li>• 2 Web 3 and Crypto</li> <li>• 3 Social Media Advertising</li> </ul> | Quiz 10<br><b>Group Assignment:</b><br>Create a commercial storyboard/video<br>due Sunday, March 26<br><br>Advertising Concepts Presentations ( <b>Groups Assignment</b> ) |
| <b>Week 11</b>                 |  |  |
| March 28, 30                   | <b>Advertising Concepts Group Presentations:</b> <ul style="list-style-type: none"> <li>• 4 Virtual Reality Advertising</li> <li>• 5 Video Game Marketing</li> <li>• 6 Advertising Mistakes</li> </ul>   | Quiz 11<br>Advertising Concepts Presentations ( <b>Groups Assignment</b> )   |
| <b>Week 12</b>                 |  |  |
| April 4 (Easter Break 6-7)     | <b>Advertising Concepts Group Presentations:</b> <ul style="list-style-type: none"> <li>• 7 Digital Privacy</li> </ul>   | Advertising Concepts Presentations ( <b>Groups Assignment</b> )  |

|   |  |  |
|---|--|--|
|   | <ul style="list-style-type: none"> <li>8 Sales-Account Based Management</li> </ul>   |  |
| <b>Week 13</b>  |  |  |
| April 11, 13  | IMC Presentations and written plans preparation, Budget, Implementation, Measurement | <b>Individual assignment</b><br>Submit written expectations of KPI's Due April 16  |
| <b>Week 14</b>  |  |  |
| April 18, 20  | IMC Client Presentations   | <b>Assignment:</b><br>Final IMC Campaign Plan and Client Presentation/Peer Evaluation ( <b>Group Assignment</b> ) Due on presentation day. |
| <b>Week 15</b>  |  |  |
| April 25, 27  | IMC Plan Reflections, post feedback  | <b>Optional Assignment:</b><br>Reflection Draft optional   |
| <b>Finals Week</b>  |  |  |
| <b>May 4, Reflections are due by 7:30am (individual take home exam)</b> |  |  |

## INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Automatically, a zero will be posted. Late assignments will be eligible for up to 80% the first day late, 60% the second day and no points 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](mailto: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: Company and Situation Overview, Campaign Plan and Objectives

### Note: Individual Assignment

#### 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 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 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

- 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.

## Assignment: Digital Ad

### Note: Individual Assignment

Design a digital ad. Consider tangible and intangible elements. Design the advertisement to be used in the IMC campaign that meets your SMART objectives

- 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: Press Release

### Note: Individual Assignment

- **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 that meets your SMART objectives
- Minimum of 3 to 4 paragraphs

## Assignment: Direct Mail Piece or Brochure

### Note: Group Assignment

- 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: Commercial Storyboard/TV spot**

#### **Note: Group Assignment**

- Develop a storyboard for 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.
- Create the video for the storyboard, using your phone or other tools as available.

### **Assignment: Mobile App campaign Ad**

#### **Note: Individual Assignment**

Design a mobile marketing campaign. Consider how users experience will be with your app. Consider what you will do in your campaign to get people to download and use the app.

- Explain the reasons you selected the type of mobile app, what it will take to build a prototype, wireframe, test and use the app, and how you will promote download and use.

### **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. Male and female representation in advertising of any three decades
2. Web 3 and Crypto
3. Social Media Advertising
4. Virtual Reality Advertising
5. Video Game Marketing
6. Advertising Mistakes
7. Digital Privacy
8. Sales-Account Based 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:

- A. Define the topic and relate it to the overall course content.

- B. 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?
- C. 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.
- D. Include at least two discussion questions to engage the class on the topic.
- E. The content of the presentation and presentation style will be assessed.

### **Assignment: KPI's for Final IMC Plan**

#### ***Note: Individual Assignment***

What are the KPI's (Key Performance Indicators, which will come from your metrics, such as: Number of new customers, downloads, CPC, CPA, etc.,) for your final presentation. One page summary of your KPI's and what you expect. (min of 3-4 paragraphs)

### **Assignment: Final IMC Plan & Presentation**

#### ***Note: Group Assignment***

#### ***(Group PPT and written plan)***

- Title Page
- Table of Contents
- Company and Situation Overview
- Campaign Plan
  - Campaign Objectives
  - Campaign Impact and Duration
- Marketing Tactics (select those that apply)
  - Advertising Strategy
    - TV Commercial
    - Email Campaign
    - Mobile Marketing 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 business.

Peer-to-peer evaluations will be conducted.

### **Final Exam: IMC Plan Reflection (individual)**

At the end of the IMC team project, each team member will write a brief report to the Chief Marketing Officer reporting on your integrated marketing communications strategy as the Media Manager. Develop a professional and effective marketing management report informing and defending your marketing communication and media decisions and making specific recommendations. The CMO wants to know: What decisions did you make? Why did you make specific decisions? What were the expected (KPI's) results of your decisions? What are the next steps in your campaign?

#### **Your analysis includes:**

- Overview of the situation at the start of the term/your campaign
- Market factors and target audiences leading to your campaign strategies/tactics from your analysis of the environment
- 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 words
- Recommendations for the future