

Spring 2024

Meeting days:	Instructor: Mary Beth McCabe
Meeting times:	Phone: (858) 488-2867
Meeting location: Online	E-mail : mmccabe@pointloma.edu
Final Exam: N/A	Office location and hours: By appointment
Additional info:	

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 and Sales 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 and sales 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 8 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 112.5 total hours meeting the course learning outcomes. The time estimations are provided in the Canvas modules.

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 Communications: Building the Brand, 2023 eBook only. Author: Law
2. Mobile Marketing Essentials, 2023 eBook only. Authors: McCabe, Becker, Schiele, Berney, Hanley
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](#)
 - [Social Media Examiner](#)
 - [AMA Branding Topics](#)
 - [AdAge](#)
 - [ADWEEK](#)
 - [Chief Marketer](#)

- [Creative Magazine](#)
- [Insider Intelligence](#)
- [Marketing Charts](#)
- [Direct Mail information](#)

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.

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
Weekly Discussions (6 x 25)	150	A=93-100%
Marketing in the News Discussion (5 x 20 points)	100	A-=92-90%
Marketing Campaign Assignments	450	B+=87-89%
Final Marketing Plan Presentation	100	B=83-86%
BBA Marketing Exit Exam	50	B-=80-82%
IMC Reflection Paper	150	C+=77-79%
TOTAL	1,000	C=73-76%
		C-=70-72%
		D+=67-69%
		D=63-66%
		D-=60-62%
		F=0-59%

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: Company & Situation Overview

Note: Group Assignment

- Find your group in Canvas.
- Connect with your group and select a company to build a marketing campaign or select PLNU FSB if you can't choose one.
- Gain an understanding of the organization, product/service, target audience and competition.
- Write an overview of the organization and their products/services
- Analyze what is going on with the organization and its customers in the market
- General Assignment Mechanics

- Submit your work in a word format (.doc or .docx)
- Minimum of 2 full pages double spaced. (not including cover and reference pages)
- Paper must be written in 3rd person only.
- Include a title page.
- Make sure to provide the source (in APA format) of the evidence that you use to build your response.
- Assignment is free of spelling, grammatical, and formatting errors.
- Use the following format when naming your file to submit **Team Number_Company Overview**
- Points will be deducted if the assignment does not meet these general assignment mechanics.

Assignment: IMC Campaign Strategy

Note: Group Assignment

- Describe the campaign?
 - What is the campaign trying to achieve? Awareness, stimulate sales, influence the target market, etc.
- Establish several objectives for your campaign and explain your rationale.
- Be sure your objectives are SMART Objectives (Specific, measurable, achievable, relevant, and time specific). Every element of your campaign is put in place to help you achieve the campaign objectives.
- Determine the various communication channels to be used in the campaign: social media, public relations, advertising, digital options, traditional options, etc.). Explain your rationale for these specific channels.
- Explain the promotional elements you will employ to best capture your target market's attention and motivate them to act. Consider various types of promotional appeals.
- General Assignment Mechanics
 - Submit your work in a word format (.doc or .docx)
 - Minimum of 4 full pages double spaced. (not including cover and reference pages)
 - Paper must be written in 3rd person only.
 - Include a title page.
 - Make sure to provide the source (in APA format) of the evidence that you use to build your response.
 - Assignment is free of spelling, grammatical, and formatting errors.
 - Use the following format when naming your file to submit **Team Number_Campaign Strategy**
 - Points will be deducted if the assignment does not meet these general assignment mechanics.

Assignment: Target Market (Buyer Persona)

Note: Individual Assignment

- Determine several target markets and why you selected this specific audience to best achieve the campaign objectives.

- **Each member** in the group will develop a **buyer persona** for one of the various specific markets the team selected to target. Each member writes about a different target market.
- Elaborate on relevant customer information such as demographics, geographic, buying behavior, benefit, and usage. Follow the buyer persona template provided in the textbook.
- *General Assignment Mechanics*
 - Submit your work in a word format (.doc or .docx)
 - Minimum of 3 full pages double spaced. (not including cover and reference pages)
 - Paper must be written in 3rd person only.
 - Include a title page.
 - Make sure to provide the source (in APA format) of the evidence that you use to build your response.
 - Assignment is free of spelling, grammatical, and formatting errors.
 - Use the following format when naming your file to submit **Your Name_Buyer Persona**
 - Points will be deducted if the assignment does not meet these general assignment mechanics.

Assignment: Mobile App

Note: Group Assignment

- Design a mobile app. Consider how users experience will be with your app. Consider what you will do that's different if your firm already has an app. Use your persona 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.
- Use examples found in Canvas to give you inspiration.
- Assignment is free of spelling, grammatical, and formatting errors.
- Use the following format when naming your file to submit **Team Number_Mobile App**
- Points will be deducted if the assignment does not meet these general assignment mechanics.

Assignment: Blog Post

Note: Individual Assignment

Each member in the group will write a blog post on a topic related to the campaign 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 Content
- *Blog must be a minimum of 500 words and double spaced*
- Points will be deducted if the blog post does not meet these requirements.

Assignment: Press Release

Note: Individual Assignment

Each member 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 related to your company.
- Press Release must follow the press release format and have the following sections:
 - Length/Content: a minimum of 3 – 4 paragraphs
 - Media Contact Information
 - Minimum of 1 quote
 - Headline and Subhead line
 - About Company Section
 - Points will be deducted if the press release does not meet these requirements.
 - Use this Press Release template when writing the press release: [Press Release Example.pdf](#)

Assignment: Digital Advertisement

Note: Individual Assignment

- **Each member** of the team will design a digital advertisement to be used in the campaign.
- 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.
- *General Assignment Mechanics:*
 - Assignment is free of spelling, grammatical, and formatting errors.
 - Use the following format when naming your file to submit **Your Name_Digital Advertisement**
 - Grading Rubric:
 - Graphical Elements (15 points)
 - Explanation (15 points)
 - Points will be deducted if the assignment does not meet these general assignment mechanics.

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.
- Detail your 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: Final IMC Presentation

Note: Group Assignment

The final marketing plan will consist of all the assignments that you have completed throughout the semester combined into ONE coherent form. The final document is a presentation to be presented to the Chief Marketing Officer. Bring the concepts to life. This is not a boring academic presentation. Using charts and visuals will enhance the presentation of the overall marketing plan.

The final plan presentation must include all the following sections:

- Company Overview
- IMC Campaign Strategy
- Target Market (Include all Buyer Personas)
- Marketing Tactics
- Digital Advertisements (Include all Buyer digital ads)
- Blog Posts (Include all blog posts)
- Press Releases (Include all press releases)
- Budgeting and Measuring Success
- *General Assignment Mechanics*
 - Submit your work in PowerPoint (.ppt or .pptx)
 - Include a title slide and reference slide.
 - Make sure to provide the source (in APA format) of the evidence that you use to build your response.
 - Assignment is free of spelling, grammatical, and formatting errors.
 - Use the following format when naming your file to submit **Team Number_Campaign Presentation**
 - Points will be deducted if the assignment does not meet these general assignment mechanics.

Assignment: IMC Reflection Paper

Note: Individual Assignment

Each member of the team must write their own IMC Plan Reflection using terminology from the course.)

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 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 results of your decisions? What are the next steps in your campaign?

Your analysis should include: (110 points)

- Overview of the situation at the start of the term/your campaign (20 points)
- Market factors and target audiences leading to your campaign strategies/tactics from your analysis of the environment (20 points)

- Main marketing communication strategies/tactics used, including mobile marketing (30 points) 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 (15 points)
- Conclusions/Summary from current IMC team plan (20 points)
- Recommendations for the future (Looking back on your team's campaign, what would you have done differently? (40 points)

Suggestion: Insert evidence to support your statements in the IMC Plan Reflection.

- **Paper Mechanics Guidelines: (40 points)**
 - Paper **must** be written in 3rd person only. Points will be deducted if the paper contains first person content.
 - Paper **must** be a minimum of **4 full pages** excluding references and title page.
 - 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.
 - Use the following format when naming your file to submit **LastName, First Name_IMC Plan Reflection**
 - Reference Page
 - Points will be deducted if the paper does not meet these requirements.
 - Post the Final Paper to Canvas.

Weekly Schedule

Date	Readings	Assignments
Week 1		
Week 1	<p>Topics What is Integrated Marketing Communications (IMC)?</p> <p>Developing a Successful IMC Campaign.</p> <p>Content Read Chapter 1: What is Integrated Marketing Communications? Chapter 2: Developing a Successful IMC Campaign.</p> <p>2. Watch Course Intro Video</p>	<p>Discussions: ○ Professional Sports and IMC</p> <p>Assignments: ○ Marketing Campaign Company Overview and Situation.</p> <p>Team Assignments</p>
Week 2		
Week 2	<p>Topics Understanding the Market</p>	<p>Discussions: ○ Marketing in the News</p>

	<p><u>Content</u> Chapter 3: Understanding the Market.</p> <p>Watch Weekly Course Content Videos</p>	<p>○ Market Segmentation</p> <p>Assignments: ○ IMC Campaign Strategy</p>
Week 3		
Week 3	<p><u>Topics</u> The Creative Process & Marketing Communications Mix</p> <p><u>Content</u> Chapter 4: The Creative Process Chapter 5 Marketing Communications Mix</p> <p>Watch Weekly Course Content Videos</p>	<p>Discussions: ○ Marketing in the News ○ Creative Brainstorming</p> <p>Assignments: ○ Target Market</p>
Week 4		
Week 4	<p><u>Topics</u> Advertising & Public Relations</p> <p><u>Content</u> Chapter 6: Advertising Chapter 7: Public Relations</p> <p>Watch Weekly Course Content Videos</p>	<p>Discussions: ○ Marketing in the News ○ IMC Communication Channels</p> <p>Assignments: ○ Press Release ○ Digital Advertisement</p>
Week 5		
Week 5	<p><u>Topics</u> Digital Marketing & Direct Marketing</p> <p><u>Content</u> Chapter 8: Digital Marketing Chapter 9: Direct Marketing</p> <p>Mobile Marketing: Chapters 1 & 2</p> <p>Watch Weekly Course Content Videos</p>	<p>Discussions: ○ Favorite Ad discussion ○ AI in Marketing</p> <p>Assignments: ○ Blog Post ○ Direct Mail Piece or Brochure</p>
Week 6		
Week 6	<p><u>Reading Topics</u> Broadcast Media, Out-of-home Marketing and Print Media.</p>	<p>Discussions: subject to change ○ Marketing in the News ○ Broadcast Media</p>

	<p><u>Content</u> Chapter 10: Broadcast Media Chapter 11: Print Media and Out-of-Home Communications</p> <p>Mobile Marketing: Chapters 3 & 4</p> <p>Watch Weekly Course Content Videos</p>	<p>Assignments:</p> <ul style="list-style-type: none"> ○ Mobile App ○ Press Release
Week 7		
Week 7	<p><u>Topics</u> Implementing the Campaign; Measuring Campaign Success</p> <p><u>Content</u> Read Chapter 12: Implementing the Campaign Chapter 13: Measuring Campaign Success</p> <p>Mobile Marketing: Chapters 5 & 6</p> <p>Watch Weekly Course Content Videos</p>	<p>Discussions: TBD</p> <p>Assignments:</p> <ul style="list-style-type: none"> ○ Budget/Measurement Assignment ○ Storyboard/TV spot ○ BBA Marketing Exit Exam
Week 8		
Week 8	<p><u>Topics</u> Course Review and Reflection</p>	<p>Discussions:</p> <ul style="list-style-type: none"> ○ Customer Lifetime Value <p>Assignments:</p> <ul style="list-style-type: none"> ○ Final Marketing Plan ○ Reflection Paper

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.

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.

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.

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 the [Academic Honesty Policy](#) in the Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

USE OF AI TOOLS

This course recognizes the potential of artificial intelligence (AI) tools, such as chatbots, text generators, image creation, paraphrasers, summarizers, or solvers, to enhance your learning and creativity. You are welcome to use AI tools as supplementary resources to assist you with your assignments, as long as you do so in an ethical and responsible manner. We may also integrate AI Tools into some of our assignments. This means that you:

- Use AI tools only for tasks that are appropriate for your level of learning and understanding. Do not use AI tools to replace your own thinking or analysis, or to avoid engaging with the course content.
- Cite any AI tools you use properly, following the citation style specified by the instructor. Provide the name of the AI tool, the date of access, the URL of the interface, and the specific prompt or query you used to generate the output.
 - For example: Bing. “recent high quality instructional materials for teaching algebra to college students.” Accessed August 1, 2023.
<https://www.bing.com/chat>.

- Provide evidence of how you used the AI tool and how it contributed to your assignment. Explain what you learned from the AI tool, how you verified its accuracy and reliability, how you integrated its output with your own work, and how you acknowledged its limitations and biases.
- Take full responsibility for any mistakes or errors made by the AI tool. Do not rely on the AI tool to produce flawless or correct results. Always check and edit the output before submitting your work. If you discover any inaccuracies or inconsistencies in the output after submission, notify the instructor immediately and correct them as soon as possible.
- If you are working on a group assignment, discuss the use of AI tools with your group members and agree to how you plan to use them and how you will be transparent with the instructor regarding their use.

Using AI tools in an unethical or irresponsible manner, such as copying or paraphrasing the output without citation or evidence, using the output as your own work without verification or integration, or using the output to misrepresent your knowledge or skills, is considered a form of academic dishonesty and will result in a zero grade for the assignment and possible disciplinary action. If you have any questions about what constitutes ethical and responsible use of AI tools, please consult with the instructor before submitting your work.

PLNU ACADEMIC ACCOMMODATIONS

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

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](#)

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.

ADMINISTRATIVE DROP POLICY (SPRING 2024 PILOT FOR OUS PROGRAMS)

The administrative drop policy requires an online submission in Canvas during week 1 for all OUS courses (Spring 2024 pilot) in order for a student to be considered present. Instructional Design runs a report on Monday of week 2 (Tuesday if there's a holiday) and Student Success reaches out to students to let them know they will be dropped unless they retroactively complete a week 1 submission in Canvas. For full semester courses we run the report after week 2. By dropping unresponsive students administratively, this allows for a full refund.