

SYLLABUS

Seattle University: Albers School of Business and Economics
MKTG-3520-01 Marketing Communications 17FQ PIGT 100 9:20am-10:45am MWF
Subject To Change Based On Speaker Availability

Joe Barnes, Lecturer

Office Hours: Mondays, Wednesdays, Fridays 7:15am-6pm, Pigott Lobby, or by Appointment

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Welcome to Marketing 3520: Integrated Marketing Communications

COURSE OVERVIEW

“Integrated marketing communications” (IMC) is one of the most important topics in today’s marketplace. Effective marketing has always started with knowing and understanding who your audience is and how your audience perceives your business. Integrated marketing teaches students how to effectively communicate in the business world. Today’s effective marketers have to be able to grasp and shape the overall strategy, and then create appropriate messaging and select the most effective media for each market segment.

This course is intended to prepare you for the real world. Learners will explore the “big picture” and all of the elements that make up an integrated marketing communications plan including advertising and promotions, social media, blogs, mobile, sponsorships, media relations, public affairs and other marketing tactics. Learners then take the tools that we study in this course and apply them in a live setting by developing a marketing communications plan for a local business.

During the course student groups will be providing weekly presentations as follows:

1. What’s New in Integrated Marketing Communications campaigns.
2. Business Project Updates as assigned by professor (leading to the final IMC marketing plan)

Topics Covered

Integrated Marketing Communications Overview

Brand Strategies and Brand Management

Consumer Buyer Behaviors

The (IMC) Integrated Marketing Communications Planning Process

Micro-Moments

Customer Journey

Advertising Campaign Strategies and Management

Advertising Design Strategies

IMC Through Traditional Media Channels, including how to buy paid media.

Digital Marketing Campaign Strategies and Management

Social Media Campaign Strategies and Management

Alternative Marketing Strategies and Management

Database and Direct Response Marketing and Personal Selling

Sales Promotion

Public Relations and Sponsorship Programs

IMC Ethical Concerns

Evaluating an Integrated Marketing Program

The course will include instructor lectures, class discussions, case analyses, videos, and exercises. You can best broaden your knowledge by actively participating with questions, ideas, interpretations, and comments.

You can expect many assignments and class exercises in this course. During this course, you will be submitting papers and working collaboratively.

You will also create a marketing plan and presentation for a real business.

LEARNING OUTCOMES

It is expected that upon completion of this course, you will be able to:

1. Understand the role of advertising, promotions, social media, blogs, mobile, sponsorships, media relations, public affairs and other tactics in the context of integrated marketing.
2. Understand the use of various IMC strategies and tactics to capture, engage, and convert people into customers.
3. Effectively analyze a given business client marketing situation and objectives, and effectively evaluate the role of IMC in the company's marketing strategy.
4. Create an Integrated Marketing Communications plan to engage the business or organization's target market.
5. Build collaboration skills through participation in activities that prepare them for the real world IMC environment.
6. Understand the importance of trust and transparency in IMC.
7. Learn how to evaluate the effectiveness of an IMC plan.
8. Demonstrate a basic understanding of IMC in marketing research

Learners will create an Integrated Marketing and Communications (IMC) plan and presentation for a real business.

TEAMWORK

During this course you will be working in assigned teams with weekly assignments and an overall class project. Your active and consistent participation is essential. Lack of consistent and active participation in class and behind the scenes with you team can affect your grade.

WEEKLY ASSIGNMENTS

Each week you can expect reading assignments, individual work, collaborative work, a weekly project assignment (see below--Marketing Project), and there will be two concept quizzes).

MARKETING PROJECT

In the first week of the course your team will be asked to select a business or you will be assigned a business by the professor as your course project. During the course you will create an Integrated Marketing Communications plan for this business. Each week your team will have an assignment that correlates to one part of a strategic marketing plan. For example, in one week you may be asked to develop a SWOT (Business Strengths, Weaknesses, Opportunities and Threats Analysis), in another week you will be asked to identify the customer targets for your business, in another week you will be asked to create a promotion plan, etc.

The business you select or is assigned to you should be a small to medium size business you are familiar with and one that you can make a difference with. It might be a nonprofit in your community that needs marketing help, or a small struggling business you want to see succeed, perhaps a faith-based organization, etc.

Your final plan will be both a written marketing plan and a PowerPoint or Keynote presentation in class.

RECOMMENDED MATERIAL

Integrated Advertising, Promotion, and Marketing Communications, 7th Edition, Kenneth E. Clow, University of Louisiana at Monroe, Donald E. Baack, Pittsburg State University, ©2016 | Pearson | Paper | 504 pp | ISBN13: 9780133866339. Available at Seattle University Bookstore.

Social Media Ethics Made Easy: How to Comply with FTC Guidelines, Joseph Barnes, Seattle University. Available at: <http://businessexpertpress.com/books/social-media-ethics-made-easy-how-comply-ftc-guidelines>

GRADING

Assignments	Points Possible
Final Marketing Plan (Written) Team Assignment	0-150 For Each Team member
Final Marketing Plan Presentation in Class (Team)	0-150 For Each Team Member
Two Quizzes	200 (100 points each)
<p>What's New Team Participation "What's New" Weekly Team Presentation</p> <p>Each week each team comes to class to share "new," innovative and/or creative examples in marketing in a class presentation. We will discuss these examples and how they can be used.</p>	<p>200 (25 Points each week x 8)</p> <p><i>If you are absent on presentation day you do not earn points</i></p> <p><i>If there is a complaint that you are not fully participating, you lose points for that week.</i></p> <p>Based on Quality of Content Based on Each Member's Team Participation No participation, less participation affects points</p>
<p>Weekly Team Presentation (8)</p> <p>Each week each team comes to class with an assigned update on their marketing project in a class presentation.</p>	<p>200 (25 Points each week x 8)</p> <p><i>If you are absent on presentation day you do not earn points.</i></p> <p><i>If there is a complaint that you are not fully participating, you lose points for that week.</i></p> <p>Based on Quality of Content Based on Each Member's Team Participation No participation, less participation affects points</p>
Attendance	100 30 Classes 1,000 Points

GRADING

- 95-100% =A
- 90-94.9%=A-
- 86.6-89.9%=B+
- 83.3-86.5%=B
- 80.0-83.2%= B-
- 76.6-79.9%=C+

LATE WORK POLICY

- All assignments: 10% late per 24-hour period or fraction thereof.
- Quizzes will be locked after the due date.
- Final Presentation and Final Report: 10% late per hour.

WRITING EXPECTATIONS

To achieve the maximum number of points, please follow these expectations:

1. Cite your sources using APA style and make it clear to the reader what is your writing, and what is the writing of a source.
2. Use correct grammar, spelling, capitalization, and punctuation. (Seattle University has a great writing center that can help you).
3. On all assignments you submit include: Your all team member names, date, assignment, and class.
4. ALL work presentations must be submitted as a Microsoft PowerPoint or Apple Keynote presentation
5. All papers must be submitted as a Microsoft Word document or saved as an RTF document. Please do not submit a PDF.

COURSE EXPECTATIONS AND RESPONSIBILITIES

Academic Honesty:

Academic integrity is expected in this class. Academic integrity means that you are expected to approach all assignments within the letter and the spirit of the class rules and the Seattle University Academic Integrity Policy.

These rules exist to maximize the learning experience for all students, preserve the integrity of the class, and to help you practice the high level of integrity expected from business professionals. If you have any doubt about whether anything related to this class meets the standards of integrity, you are expected to disclose the particulars of the situation fully to me.

Academic dishonesty, as defined by university policy, will not be tolerated in any form. If you observe instances of dishonesty, please report them to me immediately. University procedures will be used to investigate reported instances of dishonesty. Seattle University is committed to the principle that academic honesty and integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Acts of academic dishonesty will be addressed according to the Seattle University Academic Honesty Policy. The policy can be found at: <http://www.seattleu.edu/regis/Policies/> If you are not sure whether a particular action is acceptable according to the Academic Honesty Policy, you should check with your instructor before engaging in it.

UNIVERSITY RESOURCES AND POLICIES

Academic Resources

- Library and Learning Commons (<http://www.seattleu.edu/learningcommons/>)
(This includes: Learning Assistance Programs, Research [Library] Services, Writing Center, Math Lab)
- Academic Integrity Tutorial (*found on Angel and SU Online*)

Academic Policies on Registrar website (<https://www.seattleu.edu/registrar/academics/performance/>)

- Academic Integrity Policy
- Academic Grading Grievance Policy
- Professional Conduct Policy (*only for those professional programs to which it applies*)

Notice for students concerning Disabilities:

If you have, or think you may have, a disability (including an 'invisible disability' such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff located in Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.

CLASS SCHEDULE * Subject To Change Based On Speaker Availability *

DATE	IN-CLASS
WEEK 1	
9/20 Wednesday (1)	Introductions and Expectations Team Assignments Syllabus Review Explain weekly team presentation expectations
Class 2 Friday 9/22	Integrated Marketing Communications Overview
WEEK 2	
Class 3 Monday 9/25	Brand Strategies and Brand Management
Class 4 Wednesday 9/27	Consumer Buyer Behavior: Understanding the Consumer Journey (Journey Mapping)
Class 5 Friday 9/29	Team Presentation: Project Update Team Presentation: What's New Review/Preview
WEEK 3	
Class 6 Monday 10/2	The (IMC) Integrated Marketing Communications Planning Process The Creative Brief Process
Class 7 Wednesday 10/4	Creating an Integrated Marketing Communications Plan
Class 8 Friday 10/6	Team Presentation: Project Update Team Presentation: What's New Review/Preview
WEEK 4	
Class 9 Monday 10/9	Types of Marketing
Class 10 Wednesday 10/11	Advertising Campaign Strategies and Management + Advertising Design Strategies
Class 11 Friday 10/13	Team Presentation: Project Update Team Presentation: What's New Review/Preview
WEEK 5	
Class 12 Monday 10/16	IMC Through Traditional Media Channels, including how to buy paid media.
Date TBD	Online Midterm Exam
Class 13 Wednesday 10/18	Digital Marketing Campaign Strategies and Management
Class 14 Friday 10/20	Team Presentation: Project Update Team Presentation: What's New
WEEK 6	
Class 15 Monday 10/23	Social Media Campaign Strategies and Management
Class 16 Wednesday 10/25	Alternative Marketing Strategies and Management
Class 17 Friday 10/27	Team Presentation: Project Update Team Presentation: What's New Review/Preview
WEEK 7	
Class 18 Monday 10/30	STORYTELLING
Class 19 Wednesday 11/1	Nudge
Class 20 Friday 11/3	Team Presentation: Project Update Team Presentation: What's New Review/Preview
WEEK 8	
Class 21 Monday 11/6	Public Relations and Sponsorship Programs

Class 22 Wednesday 11/8	Team Presentation: Project Update Team Presentation: What's New
Friday 11/10	NO CLASS---Veteran's Day Observance
WEEK 9	
Class 23 Monday 11/13	IMC Ethical Concerns
Class 24 Wednesday 11/15	FTC Social Media Disclosure Requirements
Class 25 Friday 11/17	Team Presentation: Project Update Team Presentation: What's New Review/Preview
WEEK 10	
Class 26 Monday 11/20	Evaluating an Integrated Marketing Program-Measuring Success
Wednesday 11/22	NO CLASS—Thanksgiving Break
Friday 11/24	NO CLASS—Thanksgiving Break
WEEK 11	
Class 27 Monday 11/27	TBD
Class 28 Wednesday 11/29	Marketing: Future
Class 29 Friday 12/1	FINAL PRESENTATIONS
Date TBD	Online Final Exam
WEEK 12	
Class 30 TUESDAY 12/5	FINAL PRESENTATIONS Tues 10am-11:50am

MKT 3520 FALL 2017 TEAM ASSIGNMENTS -- Please sit with your teams for all classes

Unassigned will get team assignments the first day of class.

NAME	TEAM
Auw, Steven	1
Bahreyni, Bijan D.	4
Benzel, Griffin L.	4
Borracchini, Andrew T.	2
Bui, Janet N.	5
Chang, Yung-Hsiang	2
Evans, Samantha C.	6
Freitas, Ryan L.	5
Gant, Taylor B.	7
Halim, Olivia Y.	3
Hwang, Ashley J.	4
Larocca, Amanda J.	8
Maloney, Madison A.	1
Morton, Emi M.	2
Nordstrom, Andrea R.	3
Patrick, Sean C.	4
Pham, Huynh Que Anh	5
Prasetya, Robby D.	6
Rianty, Levana	7
Salvador, Chelsea N.	5

Schneider, Courtney J.	6
Scott, Savannah L.	7
Sebastian, Kathleen	8
St.Onge, Chloe J.	8
Tang, Alicia P.	1
Tran, Elizabeth M.	3
Truong, Phat H.	1
Vale, Alby A.	2
Woodman, Kelli R.	6
Yempuku, Jade H.	3
	7
	8
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