This course syllabus includes a great deal of information that is necessary for you to successfully complete the course. Please read everything very carefully before the beginning of the course.

This course will use a web-based assignment and assessment platform from McGraw-Hill CONNECT. You can access CONNECT anytime, from anywhere throughout the duration of the course. All readings (ebook) will be accessed through CONNECT, and all assignments with respect to testing will be accessed through CONNECT. Your final project will be submitted via CONNECT.

You will find course assignment and calendar information at the course website:

COURSE RELATED INFORMATION

**Required text:** ebook: *Advertising and Promotion: An Integrated Marketing Communication Perspective*, Belch and Belch, 10th edition, McGraw Hill. (This is an abbreviated version of including 15 chapters of the text)

Your CONNECT access is via: http://connect.mheducation.com/class/r-mack-mktg-334-imc-summer-2017

YOU ARE REQUIRED TO PURCHASE CONNECT (includes the ebook) for $125. When you go to the site and purchase CONNECT, you can also follow the option to upgrade for a hardcopy loose leaf hardcopy of our book if you want to do so. This will cost an additional $25.

**REQUIRED SOFTWARE:** Internet browser (such as Internet Explorer, Safari, Firefox, etc.). Required Hardware: Computer with high-speed internet access, sound card, microphone and speakers. Adobe Reader

**COURSE LOGISTICS OVERVIEW:** This section of MKTG 334, Integrated Marketing Communications, is an asynchronous Distance Education course. It is a combination of lectures, readings, practice quizzes, a project and weekly exams. Students will work independently. The course is presented in modules, each representing a unit of learning. All assignments in each module must be completed BY THE MODULE END/CLOSE TIME each
week for credit. MAKE SURE THAT YOU COMPLETE EACH WEEK’S WORK BY THE DEADLINE FOR CREDIT! Also, **NOTE THAT THE DEADLINES ARE SET TO EST** SO IF YOU ARE IN A DIFFERENT TIME ZONE, YOU WILL HAVE TO HAVE YOUR WORK COMPLETED AND SUBMITTED BY THE EST ZONE AS IN CHARLESTON. Each module must be completed BEFORE moving onto the next module. Once one module is complete, you may move onto the next module. This will allow you some flexibility in your summer schedule.

Your work must be accessed through the Course List of Assignments and not in any other way for class credit.

You will be receiving an email from me with a POWERPOINT deck on using the CONNECT website. Please review this carefully before the class starts.

**Communications and Student Expectations**

Communication with my students is important to me and I believe an important part of your learning. I will be widely available to you during the six weeks of the course initially via email. We can also set up a time for phone or personal meetings as you desire as I will be on campus during most of the six-week period. I check my email frequently and you can expect to hear from me within 24 hours, with the exception of weekends—I WILL NOT ANSWER EMAILS ON WEEKENDS. Please email me to arrange for any appointments.

For technical support, you can contact McGraw Hill’s Customer Experience Group Support Center at: 1-800-331-5094. The hours of operation are: Sunday (11 am – 1am; Monday through Thursday (7am – 3am); Friday (7am – 8pm; Saturday (9am-7pm).

The first thing available to you is a course overview that I provided which describes the syllabus, course activities, your responsibilities, and my expectations. As indicated in the recording, please contact me via email with any questions you have.

**LEARNING ACTIVITIES**: Each course week/module will include the following components:

*Readings (weekly)* - Text/ebook chapter assignments. Three chapters each week (5 weeks)

*Quizzes (weekly) (15) – LEARNSMART – these are quiz questions to strengthen your mastery of text material in preparation of the exam. (Make sure you access these through the course List of Assignments – not directly through LEARNSMART.

*Exams (weekly) (5) – These are multiple choice, one each week, over the three chapters. *(PLEASE NOTE THAT THE EXAMS ARE TIMED AND ONCE YOU OPEN AN EXAM TO COMPLETE IT, YOU MUST FINISH IT...IT CAN BE ACCESSED ONLY ONCE)*

Final Project – Description provided below. *(Due Monday, June 26, 5:00 PM EST)* Email final project to me directly.

PLEASE NOTE that each course component has a due date associated with it that is reflected in the course schedule. All components must be completed by the due date each week in order to receive credit. Again, due dates and times are all according to EST.
TIME COMMITMENT
This course is taught at an accelerated rate and will be completed in six weeks (we are doing an entire semester of work in six weeks). Therefore, it is crucial that you spend the sufficient time on a weekly basis to assure that you complete the course successfully. You will be expected to log in to the course website at least three to four times weekly. Please remember that I track your activity on the website so make sure that you are playing an active and continuous role in the course. The readings, CONNECT practice, and exams run for the first five weeks. The fifth week is devoted to the project. I strongly encourage you, however, to be working on the project throughout the entire course starting the first week.

INTEGRATED MARKETING COMMUNICATIONS COURSE CONTENT, OVERVIEW AND OBJECTIVES
The emphasis of this course is on the role of different promotional tools in the integrated marketing communications program (IMC) of an organization. The course contains: 1) integrated marketing program situation analysis, 2) analyzing the communication process, 3) objectives and budgeting, 4) developing the IMC program, and 5) measuring IMC program effectiveness.

Specifically, the course objectives are:
1. To provide an in-depth understanding of the integrated marketing communications (IMC) program for an organization and the related concepts, principles, and terminologies.
2. To understand the various IMC tools used in contemporary marketing including traditional advertising.
3. To gain hands-on experiences in planning and developing IMC programs.
4. To evaluate effectiveness of IMC programs.

School of Business Learning Goals
1. Communication Skills. Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.
2. Intellectual Innovation and Creativity: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.
3. Global and Civic Responsibility: Students will be able to identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues.
4. Synthesis: Students will demonstrate the ability to integrate knowledge form multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

*GRADES

<table>
<thead>
<tr>
<th>Components</th>
<th>Total points</th>
<th>Percentage of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams (5 exams, 35 points each)</td>
<td>175</td>
<td>43.75%</td>
</tr>
<tr>
<td>Quizzes (15 quizzes, 10 points each)</td>
<td>150</td>
<td>37.5%</td>
</tr>
<tr>
<td>Project</td>
<td>75</td>
<td>18.75%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>400</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
*ALL ASSIGNMENTS MUST BE COMPLETED ON TIME TO RECEIVE CREDIT*

**COURSE TIMELINE**

**WEEK 1**
May 15 – May 21
- **MODULE** INTRODUCTION TO IMC ITS ROLE AND THE COMMUNICATION PROCESS
  - Read Chapters 1, 2, 5
  - CONNECT Practice Quiz/Question Assignment
- **EXAM 1**

**WEEK 2**
May 22 – May 28
- **MODULE** SOURCE, MESSAGE, CHANNELS AND CREATIVE STRATEGY
  - Read Chapters 6, 8, 9
  - CONNECT Practice Quiz/Question Assignment
- **EXAM 2**

**WEEK 3**
May 29 – June 4
- **MODULE** IMC MEDIA
  - Read Chapters 10, 11, 12
  - CONNECT Practice Quiz/Question Assignment
- **EXAM 3**

**WEEK 4**
June 5- June 11
- **MODULE** SUPPORT MEDIA, DIRECT MARKETING AND THE INTERNET
  - Read Chapters 13, 14, 15
  - CONNECT Practice Quiz/Question Assignment
- **EXAM 4**

**WEEK 5**
June 12 – June 18
- **MODULE** SALES PROMOTION, PR, PUBLICITY, MEASURING EFFECTIVENESS
  - Read Chapters 16, 17, 18
  - CONNECT Practice Quiz/Question Assignment
- **EXAM 5**

**WEEK 6**
June 19 - June 26
- Work on Final Project
- **PROJECT DUE: June 26, 5:00 PM EST**
- **PROJECT TO BE SENT TO MY EMAIL ADDRESS!** mackr@cofc.edu
FINAL PROJECT ASSIGNMENT:
Choose a medium to small business that you are familiar with and whose marketing communications you can observe adequately for project purposes. Write a 8-12 page paper (typed and double spaced) including the following aspects listed below. Make sure that your company is one that utilizes a sufficient amount of communications so that you have something to work with. Otherwise you will not be able to develop a full project.

1) Introduction to company (product(s))/service(s). So that I understand it.
2) Thorough examination and discussion of the competitive market and target market(s), and clear description of positioning used
3) Thorough description of the organization’s current IMC campaign (objectives, media mix, timing, message(s), etc.... all the things we have studied. If they employ different media options, describe each fully.
4) Write a Detailed critical analysis of campaign (good/bad) and detailed suggestions for improvement to this campaign. Make sure that you are realistic with your suggestions with respect to budget.

PLEASE CONTACT ME IF YOU HAVE ANY QUESTIONS @ mackr@cofc.edu