INTEGRATED MARKETING COMMUNICATIONS (IMC)
MKTG 334
Online Course

Summer I 2018
Course Dates: June 1 – June 28.
Professor: Dr. Rhonda Mack
Email: mackr@cofc.edu
Office Hours: email, phone or personal appointment by request
(My office is located on the CofC campus, Beatty Center, room 305.)

This course syllabus includes a great deal of detailed 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 (not OAKS), and all assignments with respect to testing will be accessed through CONNECT. Your final project will be submitted directly to my email address at the College of Charleston. mackr@cofc.edu

You will find course assignments and calendar information at the course website provided below.

COURSE RELATED INFORMATION
Required text: ebook: Advertising and Promotion: An Integrated Marketing Communication Perspective, Belch and Belch, 11th edition, McGraw Hill. (This is an abbreviated version of including 14 chapters of the text)

Your CONNECT access is via: http://connect.mheducation.com/class/r-mack-belch-advertising-and-promotion-11e---prebuilt-instructor-course

You can go to the following “Connect Success Academy” website which gives you a wealth of information on how to register, use Connect, etc.

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. Also make sure that your popup blockers are not a problem.
COURSE LOGISTICS OVERVIEW: This section of MKTG 334, Integrated Marketing Communications, is an asynchronous Distance Education/online course. It is a combination of readings, practice quizzes, weekly exams and a final project. 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.

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

Use the Connect Success Academy link provided earlier in the syllabus to learn how to work with the course components. 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 four weeks of the course initially via email. We can also set up a time for phone or personal meetings when you need as I will be on campus during the four-week period. I check my email frequently and you can expect to hear form me within 24 hours, with the exception of weekends—I try to not check my emails frequently 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).

I have provided an introductory audio course overview (find it on the lower left hand side of your course page under “recorded lectures”. This basically talks about what is on the syllabus and your responsibilities for the course, and hopefully answers a few questions for you.. As indicated in the recording, please contact me via email with any questions you have. For each week, in this same “recorded lectures” section, I have also added a very brief discussion of what we are covering that week.

LEARNING ACTIVITIES: Each course week/module will include the following components:
*READINGS (weekly) - Text/ebook chapter assignments. Four (4) chapters each of the first three weeks and only 2 chapters on week four so that you can spend additional time on your project that week.
*QUIZZES (weekly-one per chapter) – LEARNSMART –These are quiz questions to strengthen your mastery of text material in preparation for the weekly exam over the chapters read that week. (Make sure you access these quizzes through the course Assignments.
*EXAMS(one each week) – These are multiple choice, one each week, over the week’s chapters. PLEASE NOTE THAT THE EXAMS ARE TIMED. The first three weeks’ exams are
100 questions each and you have 200 minutes to complete each exam. The fourth exam is only 50 questions and you have 100 minutes for completion. **ONCE YOU OPEN AN EXAM TO COMPLETE IT, YOU MUST FINISH IT...IT CAN BE ACCESSED ONLY ONCE**

*FINAL PROJECT—Description provided below. (Due Friday, June 29, 12:00 PM noon EST)*

Email your final project to me directly at: mackr@cofc.edu

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. Regarding exam results, you will be able to see the questions missed and correct answers one hour after the close of each module.

**TIME COMMITMENT**

This course is taught at an accelerated rate and will be completed in just four weeks (*an entire semester of work in four weeks*). Therefore, it is crucial that you spend 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 five to six times weekly so arrange your schedule accordingly. 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 quizzes, and exams run for the entire four weeks with lighter reading on the fourth week so you can devote more time 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 CONTENT, OVERVIEW & 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.
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 from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

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<th>GRADES: Components</th>
<th>Total points</th>
<th>% of Grade</th>
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</thead>
<tbody>
<tr>
<td>Exams (4 exams, #s 1,2 &amp; 3=96pts. each; #4=42pts.)</td>
<td>330</td>
<td>55</td>
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<tr>
<td>Quizzes (14 quizzes, 10 points each)</td>
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<tr>
<td>Project</td>
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<tr>
<td>TOTAL</td>
<td>600</td>
<td>100%</td>
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*ALL ASSIGNMENTS MUST BE COMPLETED ON TIME TO RECEIVE CREDIT*

COURSE TIMELINE

WEEK 1+  
MODULE INTRODUCTION TO IMC & ITS ROLE; THE COMMUNICATION PROCESS; Source, MESSAGE AND CHANNELS; CREATIVE STRATEGY  
Read Chapters 1, 5, 6, 8  
CONNECT Practice Quizzes  
EXAM 1

WEEK 2  
MODULE CREATIVE STRATEGY con’t, MEDIA PLANNING AND EVALUATION  
Read Chapters 9, 10, 11, 12  
CONNECT Practice Quizzes  
EXAM 2

WEEK 3  
MODULE SUPPORT MEDIA; DIRECT MARKETING, THE INTERNET AND SALES PROMO  
Read Chapters 13, 14, 15, 16  
CONNECT Practice Quizzes  
EXAM 3

WEEK 4  
MODULE PR & PUBLICITY; MEASURING THE EFFECTIVENESS OF THE PLAN  
Read Chapters 17,18  
CONNECT Practice Quizzes  
EXAM4  
Work on Final Project  
PROJECT DUE: FRIDAY, June 29, 12:00 PM, noon 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 8-10 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 profile target market(s), and clear description of positioning used by your organization.
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.
5) Make sure that everything is proof read for complete thoughts, flow and professionalism, grammar and spell checked. Use the terminology and concepts that you have studied in the course.

EMAIL YOUR FINAL PROJECT DIRECTLY TO ME AT: mackr@cofc.edu

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