

Course Syllabus
MKTG 4233 – Integrated Marketing Communications
Section 018
M - F 12:30 – 2:00
Room: WJWH 103
Summer 2012

Instructor:

Matthew A. Hawkins
University of Arkansas, Fayetteville, AR
Office Location: WCOB 306
Email: matthewallen.hawkins@esade.edu

Office hours:

By appointment – the best way to reach me is via email.

Course description:

The theory, knowledge, and application relevant to the coordination of marketing communications including advertising, personal selling, sales promotion, public relations, and publicity.

Course Objective:

The purpose of this course is to further develop the students' understanding of integrated marketing communications as a component of the marketing process. The course will be devoted to the study of advertising/promotion as it relates to other aspects of the marketing mix, consumer behavior, and the legal and ethical business environment. Areas covered also include layout, design and copywriting as well as analyses of various advertising medium. The course will culminate with the creation and presentation of a promotional campaign that integrates service learning into the curriculum.

Prerequisite: MKTG 3433

Course Materials: In lieu of using a standardize textbook, we will tackle readings that have been recently distributed in advertising and promotional publications. This will ensure that we are always using the best and most updated information possible. We will rely heavily on Blackboard for disseminating information/readings so please make sure you check that source regularly.

If you feel in need of additional support in the class, you may purchase the optional textbook: 'Shimp, Terence A. (2010). Advertising, Promotion, and other aspects of Integrated Marketing Communications (8th ed.). South-Western Cengage Learning, Mason, OH'. Although helpful, this book is not necessary for the successful completion of this course.

Assignments:

Class sessions will consist primarily of lectures, discussions, projects and student presentations. Reading assignments are to be completed before class. Class discussion is encouraged and cannot be productive if familiarity with the topic does not exist. If I notice a lack of class discussion, I hold the right to have a pop-quiz where the points are embedded into your test scores. Any additional assignments, quizzes, etc.. will be embedded into your exam grade (see 'exam' section in syllabus for more details).

Attendance & Late Work:

Although attendance is not required, research confirms that regular class attendance is positively correlated to course performance. In addition to the expectation of regular class attendance, you are expected to read any assigned readings ahead of lectures. It is your responsibility to get notes from a classmate if you miss class.

Unless changed by me, deadlines noted in the course schedule and subsequent handouts are firm. Be sure to allow adequate time to resolve unanticipated or anticipated (e.g., student athlete travel) problems with respect to course deadlines. Late assignments will not be accepted. Late is considered any time after the assigned class period. Any exception to this will be given only in circumstances deemed extraordinary by the instructor.

Classroom Professionalism:

Classroom professionalism is to be maintained at all times. My goal is to create a positive, courteous, and respectful environment that is conducive to learning. Any person engaged in disruptive or distracting behavior (this includes excessive interruptions by cell phones or pagers, consistently arriving late or leaving early, not contributing to the class discussion, etc...) can lower your course grade by as much as one-letter grade. I will provide verbal notice of concern in advance of the grade reduction. Laptops are not allowed to be used in class.

Email Professionalism:

I expect all emails regarding this class to follow proper email etiquette. This is also what will be expected of you in the business world. Some necessities for writing a professional email include: staying concise, not writing in all lower case or capitals, using a meaningful subject, making the email personally addressed, avoiding the words 'urgent' and 'important' and using proper spelling, grammar and punctuation. Emails that have been written to me in an unprofessional manner will be returned to the student with corrections to be made before a response is warranted.

Academic Honesty:

All students are expected to understand and adhere to the University's policy on academic honesty. The University's 2011-2012 Catalog of Studies states "Academic dishonesty involves acts that may subvert or compromise the integrity of the educational process at the University of Arkansas. Included is an act by which a student gains or attempts to gain an academic advantage for himself or herself or another by misrepresenting his or her or another's work or by interfering with the completion, submission, or evaluation of work." For a partial list of acts of academic dishonesty, please take a look at the 2011 - 2012 Catalog of Studies.

Note: A student committing any violation of the policy on academic honesty will result in the failure of that particular assignment/exam and will be reported to The Office of Student Affairs.

Grades:

“Every class is about life skills. Some teachers do adjust grades while others do not. That is, I admit, much how life works. And some students are far better at playing instructors, just as those students will be better at officiating. We cannot control the fact that life is not always fair, but we can try to make our classrooms as fair as possible.” - C.S. Wyatt¹

My goal is to make my classroom as fair as possible. Therefore, pleading for a better grade will not be tolerated. Remember: **grades are earned and not given**. Course letter grades will be assigned on a percentage basis of total points possible. Absolutely no rounding will occur. Note: an 89.999% will be a B.

Grade Inputs

	<u>Points Possible</u>
Exam 1	150
Exam 2	150
Exam 3	150
Group Logo	20
Creative Project 1	60
Creative Project 2	120
Total	650

*An optional cumulative final can replace your lowest exam grade

*Bonus opportunities will be provided if/as I think they are appropriate.

Grade Scale

	<u>Percentage</u>	<u>Points Needed</u>
A	90.00 – 100	585 points
B	80.00 – 89.99	520 points
C	70.00 – 79.99	455 points
D	60.00 – 69.99	390 points
F	< 60.00	

¹ Wyatt, C. S. (2006). *Grades are Earned*. Retrieved from Rogue Rhetorician: <http://roguerhet.blogspot.com/2006/06/grades-are-earned.html>

Exams:

Three 150-point exams and a 150-point **optional** comprehensive final will be given. The final can replace a test score if it is higher. If the student scores lower on the final, no penalty will be assessed. The final will also be used to replace missed exams. Exams will be comprised of multiple-choice, true/false, and fill in the blank questions and will be strongly application oriented. It is the Walton College policy that students with disabilities must contact me ten days prior to the test date in order to receive testing accommodations.

Pop-quiz points and class assignments (e.g., logorama assignment) are embedded in your test scores, not an addition to your test scores. If you are absent on the day of a pop quiz or other point opportunity, the grade is a zero. The only exception to this is if you have documentation of a sanctioned University activity which precludes you from attending class. This documentation must be provided IN ADVANCE of the absence in order to be valid. Again, any exception to this will be given only in circumstances deemed extraordinary by the instructor

Group Work:

Past experience has shown that students often do not care for group projects. Usually the dislike stems from the fear of getting “stuck” with students who fail to “pull their weight.” Nevertheless, students must realize that the team work environment is crucial to the success of any advertising agency.

Therefore, much of the work in this class is team oriented. To make this successful, first give careful consideration in the selection of your team members. What strengths do they bring? What weaknesses do they compensate for? Do they come to class regularly? Do they participate? Is their schedule compatible to the rest of the group? What are their grade goals? Beware of working with friends! After groups are established, schedule meetings and distribute a detailed assignment timeline as soon as possible so you can document/take possible recourse. What this means is that your firm, just like any real business/ad agency, has the power to hire and fire your own employees.

Any student who fails to meet the performance standards or deadlines of the group will be informed by group members as to the problems, and a timetable/plan for remediation in order to remain with the agency. If the student does not act accordingly, he/she can be dismissed from the firm. Like any unemployed individual, the student may seek employment with another agency or start his/her own agency. On the other hand, an individual who feels the group is not performing up to his/her standards may seek employment elsewhere too. Given the scope of this project, a one-person agency is **not** recommended.

This applies to smaller assignments as well. In fact, I would encourage you to use the early smaller projects as an indication of performance for the larger project. Again, take necessary action early to make sure your group is on task. After the major campaign, each student will be required to write an evaluation assessing and scoring their own as well as the group’s performance. **This means that all members of the group may not receive the same grade on a project.**

The recommended group size to start off with is 3-4 people.

Tentative Class Schedule

Week	Day	Topic	Reading and Other Assignments	Optional Chapter Reading
1	7/2	Course Overview / Intro to IMC (PP1)	-	-
	7/3	Role of IMC in Marketing (PP1)	Read: 'What Your Taste in Beer Says About You'	1
	7/4	NO CLASS - HOLIDAY	Read: 'Have we Killed Brand Advertising?'	2
	7/5	Marketing Communication Challenges (PP2)	-	7
	7/6	Role of Agencies (PP3)	Due: Teams	4,10
2	7/9	Research/Evaluation (PP4)	-	-
	7/10	Logorama Day (PP5) and Logo Discussion Presentations	Due: Team Logo	-
	7/11	Communication Strategy (PP6)	Read: 'Social Intelligence Report – Lady Gaga'	5
	7/12	Exam 1	Due: Logorama Assignment	-
	7/13	NO CLASS	-	-
3	7/16	Objectives Budgeting (PP6)	Read: 'How to Spend the Minimal Effective...'	6
	7/17	Creative Strategy (PP7)	Read: 'Why Metrics are Killing Creativity...'	8
	7/18	Media Planning (PP8)	Read: 'Is the New-Media Mix Too Mixed?'	9
	7/19	Broadcast and Print (Traditional) Media (PP9)	-	11,12
	7/20	Creative Project 1 Presentations	-	-
4	7/23	Support, Direct and Interactive Media (PP10)	Read: 'True Blood Social Intelligence Report'	13,14
	7/24	Exam 2	-	-
	7/25	Sales and Promotion (PP11)	Read: 'Marketers: Beware the Coupon Mom'	15,16,17
	7/26	PR & Personal Selling (PP12)	-	-
	7/27	NO CLASS	-	-
5	7/30	Regulation and Social Aspects of Ads (PP13)	Read: 'GoodGuide Puts Brands' Ethical Claims...'	18,19,21
	7/31	Killing us Softly Video	Read: 'Ten 2005 Ads...' & 'French Lawmakers...'	-
	8/1	Exam 3	-	-
	8/2	Creative Project 2 Presentations	Due: Slides (1 hour before class)	-
	8/3	Optional Final Exam	-	-