



**SCHOOL OF BUSINESS AND CREATIVE DESIGN**

**MARKETING AND MANAGEMENT DEPARTMENT**

**Course Outline – Spring 2014**

**Course Code:** MKT 3353

**Course Title:** Integrated Marketing Communications

*Prepared By:* C. Vandenende

*Date:* December 2013

*Revised By:*

*Date:*

*Approved By:* Yvonne Clarke, Associate Dean

*Prerequisite:* MKT 1014

*Corequisite:* None

*Prerequisite for:* None

## 1. Course Description

*In today's marketing world, there are more advertising contact points and specialized media competing for consumer's attention than ever before. To effectively break through the clutter, companies need to use a well-coordinated approach to selecting different promotional methods to differentiate their communication and present a consistent message to target audiences. This course introduces students to the concept of integrated marketing communications (IMC); a strategic planning process that helps companies identify the most appropriate and effective methods for communicating and building relationships with consumers. Students will learn the essential components of an IMC plan, including how to integrate advertising, sales promotions, public relations, direct marketing and digital media to maximize the impact of communications. Students will utilize this knowledge to build their own comprehensive marketing communications plan for a selected product or service.*

## 2. General Education and Essential Employability Skills

**This course provides the following provincial Essential Employability Skills:**

- #1: Communication
- #2: Numeracy
- #3: Critical Thinking and Problem Solving
- #4: Information Management
- #5: Interpersonal
- #6: Personal

**Is this course approved as a General Education course?**

**No**

**Yes**

Students should refer to their program's restricted General Education courses for final determination.

## 3. Learning Outcomes

Upon successful completion of this course, the learner will be able to:

1. Explain the role of integrated marketing communications (IMC) in the overall marketing program.
2. Apply the strategic planning process for developing an IMC strategy for marketing products or services based on an identified target market.
3. Determine appropriate segmentation and positioning strategies for the development of an integrated marketing communications plan.
4. Develop a creative brief identifying target market, communication objectives, unique selling proposition and support for given pieces of advertising.
5. Construct a media plan, including blocking chart and budget, to support a given creative strategy.

6. Examine the role of each of the promotional mix elements and their ability to achieve the communications and behaviour objectives of the IMC campaign.
7. Communicate marketing information persuasively and accurately in oral, written, and graphic formats.
8. Utilize primary and secondary market research to provide information needed to make marketing communications decisions.
9. Identify methods of measuring and critically evaluating the communications effects and results of an IMC campaign to determine its success.

#### 4. Course Objectives

(The number in brackets at the end of each objective refers to the learning outcome from section 3.)

		<i>Learning Outcome Reference Number</i>
<b>Unit 1</b>	<b>Integrated Marketing Communications Planning</b>	
1.1	Describe the role of integrated marketing communications planning in business.	[1]
1.2	Identify the components of the integrated marketing communications mix.	[1,6]
1.3	Summarize a model of the IMC planning process and examine the steps in developing a marketing communications program.	[1,2]
1.4	Apply the steps in a situational analysis to assess the internal and external factors impacting the marketing communications situation.	[1,2,7,8]
1.5	Assess the information needed to select and identify appropriate target markets.	[1,2,3]
2.1	Understand the framework for setting marketing and communication objectives for all aspects of an IMC plan.	[1,2,4,5,6]
1.6	Explain how the consumer decision making process and buying behaviour influences marketing communications.	[1,2]
1.7	Apply the strategic planning process to set marketing and communication objectives for a given product, idea or service.	[1,2,4,7,8]
<b>Unit 2</b>	<b>Creative Strategy: Articulating the Message</b>	
2.2	Describe the concepts of branding and the role it plays in marketing communications	[1,2,3]
2.3	Explain various brand positioning and repositioning strategies.	[2,3]

2.4	Explore the steps creative strategy planning process.	[2,3,4]
2.5	Identify various approaches used for determining the creative theme that forms the basis of an advertising campaign.	[2,3,4]
2.6	Summarize different types of message appeals that advertisers use to persuade their target audience	[2,3,4]
2.7	Describe the characteristics of different source options for a promotional message.	[2,3,4]
2.8	Analyse the various creative execution styles that advertisers can use and the situations where they are most appropriate.	[2,3,4]
2.9	Develop a creative brief that supports objectives and positioning strategy for a given product or service	[2,3,4,7]
<b>Unit 4</b>	<b>Media Strategy: Delivering the Message</b>	
5.1	Describe the steps involved in developing a media plan, including the development of a blocking chart and budget.	[2,5]
5.2	Describe the process of deciding on and implementing media strategies and tactics.	[2,5]
5.3	Apply theoretical and managerial approaches for media budgeting.	[2,5]
5.4	Design a media plan to support a given creative strategy within assigned budget and timelines.	[2,5,7,8]
<b>Unit 5</b>	<b>Media Vehicles: Strengthening the Message</b>	
5.5	Recognize the strengths and limitations of broadcast media including television and radio.	[6,9]
5.6	Assess strategies for delivering effective television and radio advertising.	[6]
5.7	Identify the different types of print advertising mediums and their strengths and weaknesses.	[6]
5.8	Describe how space is purchased for magazines and newspapers and how rates are determined.	[6]
5.9	Describe various types of out-of-home and support media and the role they play in the IMC campaign.	[6]
5.10	Identify the strengths and limitations of out-of-home and support media.	[6, 9]
5.11	Examine the role of sales promotions in the IMC program and why it is increasingly important.	[6]
5.12	Examine the consumer and trade sales promotion strategy options and factors to consider in using them.	[6]

- 5.13 Examine the role of public relations tools in the promotional mix and how to evaluate their effectiveness. [6, 9]
- 5.14 Recognize how public relations is generated through media publicity and the strengths and limitations to using it. [6, 9]
- 5.15 Assess the role of database management techniques in design and implementation of direct marketing communications. [6]
- 5.16 Examine the strengths and limitations of direct marketing approaches. [6, 9]
- 5.17 Assess the growing role of internet communications on IMC planning. [6]
- 5.18 Examine the various ways of advertising via the Internet and the strengths and limitations of each approach. [6, 9]
- 5.19 Synthesize a media communications plan for a given product or service that satisfies marketing objectives and assigned budget for a campaign [6,7,9]

## 5. Resources and Supplies

### a. Required

Belch, G., Belch, M., & Guolla, M. (2011). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. (4<sup>th</sup> Canadian Ed). Whitby, ON: McGraw-Hill Ryerson.

### b. Supplemental

Weekly lessons, hybrid assignments, required readings, and support materials will be available on LION. Check LION daily.

## 6. Methodology

This course will consist of interactive lectures, group discussions, cases and examples to help explain the concepts and principles of integrated marketing communications. Throughout the course, students will have an opportunity to apply concepts learned in class to develop their own comprehensive integrated marketing communications plan for a selected product or service.

## 7. Student Evaluation

The following elements will determine the student's final grade:

Evaluation Method	Percentage
Tests (Test 1 @ 10%; Test 2,3,4 @ 15%)	55%
IMC Plan (Part 1 @ 10%; Part 2 @ 15%; Part 3 @ 10%)	35%
IMC Plan Presentation	10%
<b>Total</b>	<b>100%</b>

The round off mathematical principle will be used. Percentages are converted to letter grades and grade points as follows:

Mark (%)	Grade	Grade Point	Mark	Grade	Grade Point
94-100	A+	4.0	67-69	C+	2.3
87-93	A	3.7	63-66	C	2.0
80-86	A-	3.5	60-62	C-	1.7
77-79	B+	3.2	50-59	D	1.0
73-76	B	3.0	0-49	F	0.0
70-72	B-	2.7			

***Missed Test Policy:***

Adequate notice will be given of impending tests and if the student is not present, the result is recorded as zero. The instructor may make an exception and allow the test to be written at other than the scheduled time provided that:

- a) A medical certificate is presented as proof of the student's inability to have been present at the scheduled time, or
- b) The instructor has agreed in advance that there is justification for the learner not being present at the scheduled time.

It is the student's responsibility to understand and follow the rules above.

## **8. Academic Integrity**

Lambton College is committed to high ethical standards in all academic activities within the College, including research, reporting and learning assessment (e.g. tests, lab reports, essays).

The cornerstone of academic integrity and professional reputation is principled conduct. All scholastic and academic activity must be free of all forms of academic dishonesty, including copying, plagiarism and cheating.

Lambton College will not tolerate any academic dishonesty, a position reflected in Lambton College policy. Students should make themselves familiar with the [Students Rights and Responsibilities Policy](#), located on the MyLambton website for details concerning academic dishonesty and the penalties for dishonesty and unethical conduct.

Questions regarding this policy, or requests for additional clarification, should be directed to the [Lambton College Centre for Academic Integrity](#)

## **9. Related Items**

### ***Students with Disabilities***

If you are a student with a disability please identify your needs to the professor and/or the Accessibility Centre so that support services can be arranged for you. You can do this by making an appointment at the SSD, Room L103 ext.3427 or by arranging a personal interview with the professor to discuss your needs.

**Student Rights and Responsibility Policy**

Acceptable behaviour in class is established by the instructor and is expected by all students. Any form of harassment or violence will not be tolerated. Action will be taken as outlined in Lambton College policy.

Cheating and plagiarism are serious academic offences subject to disciplinary action. It is the student's responsibility to be aware of the cheating policy as described in the Lambton College Student Rights and Responsibilities policy. For further information on all of these policies, links may be found on the Lambton College website.

**Prior Learning Assessment Statement**

This course is eligible for Prior Learning Assessment

**Yes**       **No**

If yes has been selected, you may choose to contact the Counselling Department for advice on Prior Learning Assessment.

**Date of Withdrawal without Academic Penalty**

Please consult the Academic Regulations and Registrar's published dates.

**Waiver of Responsibility**

Every attempt has been made to ensure the accuracy of this information as of the date of publication. The content may be modified, without notice, as deemed appropriate by the College.

Note: It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.