

MCS 3620: Marketing Communications
Time: 2:30pm - 03:50pm; Location: MACS 121

Department of Marketing and Consumer Studies
College of Business and Economics
University of Guelph
Fall 2016

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Office Hours: Wednesday 1:00 – 3:00 pm (by appointment)
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Please Note: Course Outline is Subject to Change

Required Textbook

- *Integrated Marketing Communications: Strategic Planning Perspectives* (Fourth Edition) by Keith J. Tuckwell.

On-Line Communication:

- This course has a website (see <http://courselink.uoguelph.ca/>). All announcements will be made on the course website. Please check your website frequently.
- PowerPoint slides used during the lectures will be posted, but please note that copies of class handouts will not be provided on the website. Students should check the website regularly for course-related news and announcements.
- Additional communication will take place with you via your central email account <uoguelph.ca> from time to time. You are required to check this account on a regular basis. Please be advised that your hotmail/yahoo etc. accounts will not be accommodated.

Course Description

This course covers core concepts of communication management as practiced by organizations in various sectors. Communication management principles are applied to the design and evaluation of communication programs. As students learn about marketing communication they design, present and evaluate their own and others' integrated marketing communication plans.

Prerequisite(s): 10.00 credits including [MCS*1000](#), [MCS*2600](#)

Restriction(s):

This course is designed to provide undergraduate students with an opportunity to gain a further understanding about the nature and scope of marketing communications. Primary topics to be covered in this course include integrated marketing communication (IMC), target markets and segmentation, branding strategy, advertising and media planning, sponsorship, celebrity endorsements, product placement, public relations, and social media. Students are expected to develop analytical skills by analyzing actual business situations and problems and proposing recommended courses of action. Consideration will be given to the marketing and promotion of goods and services that affect both domestic and international markets.

Classes usually take the form of lectures (i.e., the combined use of PowerPoint slides, props to serve as examples, and videos), case analyses, and class discussion. While formal lectures will be given students will also take part in case analyses, which provide an opportunity for students to actively participate and see the practical application of marketing communications. An effort will be made to have a guest speaker during the term. This will be an opportunity for you to meet interesting, skilled marketing professionals, and to see how the marketing concepts discussed in class have practical relevance. Please note that the dates of the guest lecturers may be altered to more suitably accommodate the schedules of the guest speakers.

Learning Outcomes

Upon successful completion of this course students will be expected to:

- Demonstrate developed knowledge of key terminology relating to marketing communications;
- Identify and prioritize key marketing communication challenges and objectives;
- Recommend and justify marketing communication strategies for actual business situations thereby effectively solving problems they encounter rather than merely identifying them;
- Demonstrate the capacity to communicate ideas and issues clearly as well as effectively, and in doing so be accountable both personally and in group contexts, where there is a need to work well together.

Method and Timing of Evaluation:

Your performance will be evaluated based on the following:

Assignment/Examination	Marks allocated
Class Contribution	10%
Assignment 1	10%
Assignment 2	10%
Mid Term Exam	30%
IMC Plan Presentation	15%
IMC Plan Report	25%

Late Submissions will be heavily penalized. Extensions will only be granted on the basis of extenuating circumstances.

If you are registered with the Centre for Students with Disabilities and will require some form of accommodation in the completion of the required learning activities for this course, please meet with me during the first week of classes.

Keep a copy of all of your graded work until final marks have been recorded. You may be asked to resubmit your work at any time.

Course Philosophy and Approach:

Examinations

The mid-term examination will consist of multiple choice questions and short answers. Students are responsible to prepare for all information covered in the text, lectures, and seminars.

Group formation

Students are required to carefully choose the members of their group (4 members each). Each group will email the TA the members' names along with your choice of product or service for IMC plan preparation. This is due by the end of the fifth class.

Class Contribution

Students are expected to be prepared for class. Assigned readings, cases, and articles should be reviewed in detail prior to class. I expect students to be actively engaged in the discussion, to contribute regularly, and to take a leadership role in moving the discussion forward. I believe we are all equally responsible for the quality of the discussion, and that the value of the course depends on the individual contributions of each participant.

IMC Plan and Presentation

This project involves having 4-member student teams develop an integrated marketing communications plan for a product or service of their choice. Teams may build their plan throughout the term. The objectives of this project are to have you apply the course material and develop an appreciation for the process that a brand manager, account executive, or marketing communications manager goes through in developing a complete IMC plan.

In selecting the product or service that your team will develop an IMC plan for, be sure to pick an organization that has at least one competitor (in the case of a for-profit company) or another similar agency that also has a communication plan (in the case of a not-for-profit organization). You should focus on existing products or services that currently have a marketing communication campaign in place that you can readily access. You should also select a product or service organization that you feel could significantly improve their communication efforts.

Each team will submit one collective IMC plan document. A more detailed outline for the IMC plan, to help organize your submission, will be provided online at the course website. The TA will also hold a seminar to further assist in questions, expectations, and general instructions for the IMC plan. The final report must be typewritten and include page numbers, an executive summary, headings and sub-headings to enhance readability,

and a complete bibliography. You must be explicit and thorough with endnotes or references; all information taken from another source, whether quoted verbatim or merely summarized, must be properly acknowledged in the body of the document. The IMC plan submission should be no longer than 30 pages (including exhibits and appendices).

Please note that each team is strongly advised to meet with the instructor to discuss their proposed project and to gain approval to proceed. In discussion, it would be useful to be mindful about: (1) a description of your product/organization and your rationale for selecting it; (2) a brief analysis of the product market/category you will be dealing with (name, size, environmental influences affecting the market); (3) a list of the key competitors in this product category (including your product!), along with their positioning strategies; and (4) your assessment of why your product's current communication efforts are weak or could be further improved. Also, clearly establish each of your group members.

Additionally, each team will make a 10 minute presentation, which will be based on the subject matter of the IMC plan document being prepared. Five minutes will also be designated for questions. Presenters will be provided with feedback that is meant to be helpful toward their IMC plans that are due on Monday, December 4, 2017 (*late submissions of the IMC plans will be deducted 20% per day*). Presentations should be supported by audiovisual aids (e.g., PowerPoint slides).

Member Contribution

All team members are expected to equally contribute to the IMC plan and presentation. Any problems that arise must be discussed with me during office hours or by appointment. Peer evaluations will be completed at the end of the term so as to ensure equal participation from each group member. If necessary, appropriate rescaling of each individual's grade for the group work will be made.

Assignments

There will be two homework assignment during the term and are worth 20% of your final grade. Assignments are to be completed in groups of two. Submissions should be no more than 3 pages (not including title page), typed, double spaced, and use 12 point font with one inch margins. Please submit your assignment on standard white paper, stapled together at the top left-hand corner (do not use fancy coverings or binders). Grammar and spelling is an important criterion of evaluation. The assignments are due at the beginning of class. *Late submissions will be penalized and lose 20% a day.*

Assignment 1

In a team of two, select an advertisement/campaign for a brand or product. It may come from a magazine, or from an online source. Highlight its strengths and weaknesses. Identify the likely target market. Discuss whether the objective of the promotion is to inform, persuade, and/or remind. What is being communicated in the promotion? What images are likely transferable to the promoted product or service? Be sure to identify the source of the advertisement (title of magazine/website, date of issue) and attach the advertisement to your assignment.

Be prepared to show your advertisement and discuss briefly in a future class.

The submission deadline for the assignment is at the beginning of class on Thursday, Sept 28.

Assignment 2

You will each independently select a brand (company, product, organization) that you are familiar with (including its potential competitors). You will conduct a Brand Asset Analysis of the brand submit a report on your chosen brand. Your report should include a written analysis of the brand's key assets, including:

- Core strengths
- Key brand insights
- Functional benefits
- Target market
- Competitors / shared goals organizations
- Reason to believe
- Brand values, identity and personality
- Unique assets
- Identify what you believe to be the brand's core identity, based on these assets.
- Propose a new slogan, or a marketing communications concept, that creatively builds on this core identity. Identify how this slogan or idea speaks effectively to the brand's target market

The submission deadline for the assignment is at the beginning of class on Thursday, October 26th.

Overall, this course follows the University grading scheme outlined in the University Calendar:

A+	90-100%	Excellent: An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
A	85-89	
A-	80-84	
B+	77-79	Good: A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
B	73-76	
B-	70-72	
C+	67-69	Acceptable: An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
C	63-66	
C-	60-62	
D+	57-59	Minimally acceptable: A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
D	53-56	
D-	50-52	
F	0-49	Fail: An inadequate performance.

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff, and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.

Please note that whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Each student is expected to know the rules regarding plagiarism (including the reuse of papers or assignments previously used in other courses, submitting academic work that is not your own, as well as not citing other people's work where appropriate), and to know that ignorance of these rules cannot be used as a defence against a charge of academic dishonesty. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:
<https://www.uoguelph.ca/registrar/calendars/undergraduate/2016-2017/>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty, and administrators. This relationship is based on respect of individual rights, the dignity of the individual, and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability, should contact the Centre for Students with Disabilities (CSD) as soon as possible.

For more information, contact CSD at 519-824-4120, ext. 56208, or by email at csd@uoguelph.ca, or refer to their website: <http://www.csd.uoguelph.ca/csd/>

Additional Course Information Student Code of Conduct

As a student in the Marketing and Consumer Studies Department, College of Management and Economics at the University of Guelph, you are a member of a scholarly community committed to improving the effectiveness of people and organizations, and the societies in which they reside, through ground-breaking and engaging scholarship and pedagogy. We seek to promote a comprehensive, critical and strategic understanding of organizations, including the complex interrelationship between leadership, systems (financial and human) and the broader social and political context.

And, we prepare graduates for leadership roles in which organizational objectives; self-awareness, social responsibility and sustainability are primary considerations.

In keeping with this commitment, we expect all of our students (indeed –all members of our community) to act in a professional and respectful manner to fellow students, staff and faculty, as well as to members of the broader university and local community. This expectation is very much in keeping with your preparation for a professional career.

The following conduct is expected of all of our students:

1. Come to class prepared to learn and actively participate (having completed assigned readings, learning activities, etc.).
2. Approach your academic work with integrity (avoid all forms of academic misconduct).
3. Arrive on time and stay for the entire class. If you happen to be late, enter the classroom as quietly as possible. At the end of class, apologize to the faculty member for the interruption. If you have to leave class early, alert the faculty member in advance.
4. If you know in advance that you are going to miss a class, send an email to the faculty member letting him/her know that you will be absent, with a brief explanation. Only legitimate absences (as noted above) will be considered as an excuse for missing lectures resulting in non-participation.
5. While in class, refrain from using any written material (e.g., newspaper) or technology (e.g., the Internet, computer games, cell phone, and laptops). Turn off your cell phone at the start of each class.
6. Listen attentively and respectfully to the points of view of your peers and the faculty member. Don't talk while others have the floor.
7. Raise your hand when you wish to contribute and wait to be called upon. Challenge others appropriately and respectfully, drawing on reason and research rather than unsubstantiated opinion, anecdote and/or emotion. Keep an open mind and be prepared to have your point of view challenged.
8. When sending emails to faculty, apply principles of business writing; use a professional and respectful style (use a formal salutation, check for spelling and grammatical errors, and avoid slang and colloquial short forms).
9. When making a business-style presentation, dress appropriately.

SYLLABUS

Class Topic Schedule: (tentative and may change)

Course Introduction and Syllabus, Integrated Marketing Communication (IMC) Defined

Class 1, Thurs. Sept. 7 Assigned reading: Chapter 1

Strategic Planning Principles: Market Segmentation (Identify Target Audience), Marketing Environment, and SWOT Analysis

Class 2, Tues. Sept. 12 Assigned reading: Chapter 1 and 2

Class 3, Thurs. Sept. 14 Assigned reading: Chapter 1 and 2
Submit groups for assignment

Class 4, Tues. Sept. 19 Assigned reading: Chapter 1 and 2

Class 5, Thurs. Sept. 21 Case: “Harley-Davidson Motor Company”
Submit final groups for IMC

Branding Strategy, Branding & Positioning, Communication Theory, Creative Planning

Class 6, Tues. Sept. 26 Assigned reading: Chapter 3

Class 7, Thurs. Sept. 28 Assigned reading: Chapter 4
Assignment 1 due at the beginning of class. In-Class discussion on advertising project.

Class 8, Tues. Oct. 3 Assigned reading: Chapter 4
Case/Article: TBA

Advertising Planning: Creative and Traditional Media

Class 9, Thurs. Oct. 5 Assigned reading: Chapter 4
Client-Agency Perspectives on IMC Planning.

Tues. Oct. 10 No Class Scheduled – Fall Study Break Day

Class 10, Thurs. Oct. 12 Video Screening of *Art & Copy*
Bring popcorn!

Class 11, Tues. Oct. 17 Assigned reading: Chapter 5
Mid-term review

Class 12, Thurs. Oct. 19 Midterm Exam

The Communications Mix

Class 13, Tues. Oct. 24 Sponsorship-Linked Marketing
Assigned reading: Chapter 10

Class 14, Thurs. Oct. 26 Public Relations (including Product Placement)
Assigned reading: Chapter 9
Case/Article: TBA
Assignment 2 due at the beginning of class.

Class 15, Tues. Oct. 31 Guest Speaker: TBA

Class 16, Thurs. Nov. 2 Celebrity Endorsers

Assigned reading: McCracken, Grant (1989), Who is the Celebrity Endorser?
Cultural Foundations of the Endorsement Process, *Journal of Consumer
Research*, 16, 310-321.

Class 17, Tues. Nov. 7 Internet, Online and Interactive Marketing
Communications (Social Media)
Assigned reading: Chapter 7

Class 18, Thurs. Nov. 9 Sales Promotion
Assigned reading: Chapter 8

Developing an IMC Plan

Class 19, Tues. Nov. 14 Creative Evaluation. Measuring IMC Performance.
Assigned reading: TBA

Class 20, Thurs. Nov. 16 Overview of Final Preparation of IMC
Plan and Presentations.

Class 21, Tues. Nov. 21 Class Presentations of IMC Plans

Class 22, Thurs. Nov. 23 Class Presentations of IMC Plans

Class 23, Tues. Nov. 28

Class Presentations of IMC Plans

Class 24, Thurs. Nov. 30

Class Presentations of IMC Plans

IMC Plan is due on Monday, December 4th, 2017

