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| A picture containing clipart  Description automatically generated | | | **MCS\*3620 (01, 02)**  **Marketing Communications**  F20  0.5 Credits | | |
| **General Course Information** | | | | | |
| Instructor: | | Rob McLean | | | |
| *Email* | | [mclean01@uoguelph.ca](mailto:mclean01@uoguelph.ca) | | | |
| *Office Location* | | *MINS 259* | | | |
| *Office Hours* | | Mondays & Tuesdays, 12:00pm – 2:00pm | | | |
| *Department/School* | | Marketing and Consumer Studies | | | |
| Class Schedule: | | Thursdays, 11:30am – 12:50am (Section 1)  Fridays, 11:30am – 12:50pm (Section 2) | | | |
| Prerequisites: | | 10.00 credits including MCS\*1000, MCS\*2600 | | | |
| Restrictions: | | This is a Priority Access Course. Some restrictions may apply during some time periods. Please contact the department for more information. | | | |
| **Course Calendar Description** | | | | | |
| This course covers concepts of communication management as practiced by organizations in all economic sectors. Communication management principles are applied to the design and evaluation of communication programs. | | | | | |
| **Course Learning Outcomes** | | | | | |
| This syllabus represents a contract between you (the student) and the instructor. It is the instructor's task to ensure that you learn specific knowledge and skills to benefit you in your chosen profession. Upon completing this course, the learning objectives and goals for this course suggest that you should:   1. Demonstrate knowledge of key terminology relating to marketing communications 2. Identify and prioritize key marketing communications challenges and objectives 3. Recommend and justify marketing communications strategies and tactics for actual business situations, thereby effectively solving problems they encounter rather than merely identifying them 4. Demonstrate the capacity to communicate creative ideas and issues clearly and effectively | | | | | |
| Knowledge and Understanding: | | | | | |
| This course will further your understanding of the role of marketing communications management in a business organization by helping you develop practical skills and strategies for building successful marketing communications plans. | | | | | |
| Discipline/Professional and Transferable Skills: | | | | | |
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| The course is based on an active 12-week semester. The course content is built around this fall's unique online semester with short video lectures and video content, student presentations, directed learning projects, practical online projects, consulting projects, and discussion forums. We will also analyze actual business situations and problems to propose recommendations, solutions, and actions.  The content of this course will reinforce and clarify information learned individually before engaging the activities and content. For this reason, you must carefully read the assigned textbook chapters and complete the chapter quizzes at the beginning of each week, and prepare notes, questions and insights to use on Discussion forums and online engagement. Questions, discussion and shared ideas are actively encouraged in this online course.  **Things you need:**   1. An internet connection is required. Some course content will be synchronous (live) but will be recorded for later viewing when convenient. 2. This course requires a working microphone. You will not be required to be on live video (from a grading perspective), though you are strongly encouraged to use this course to build your comfort with video discussion and presentation skills if you wish. 3. The course will provide closed captioning on videos (YouTube captions). Please contact the instructor directly if you have additional accessibility needs.   **Things to do:**   1. You should check the course website every 24 hours. 2. You should expect to dedicate 5 – 10 hours per week to this 12-week online course to get the most out of it. 3. Check the course calendar for important dates, and plan for group commitments. Try to adhere to professional expectations by meeting all due dates.   All course materials including notes, videos and PowerPoints can be either viewed or downloaded on the course website (CourseLink). | | | | | |
| **Summary of Course Content and Materials** | | | | | |
| The MCS\*3620 CourseLink page is key to this course for grade posting, course information, and most class content. Regular engagement is essential to gain all the course content. Students are encouraged to touch base with their peers for discussion forums and materials if they are unable to attend a class. Engagement with content and your peers will significantly enhance your learning and learning outcomes.  On-Line Communication:   * CourseLink is the anchor for most course information, though essential announcements related to the course will appear on the "news" board of CourseLink. * We may communicate with you via your central email account <uoguelph.ca> from time to time. You are required to check this account regularly. * I will only respond to emails sent to mclean01@uoguelph.ca. While I am relatively easy to find online at other locations (LinkedIn, professional email address), I will only respond to internal emails. I usually check my email frequently, though students can reasonably expect a response from me within 48 hours (especially over a weekend). * If your email is inappropriate in its tone or content or is requesting information that was already clearly discussed, I may choose not to respond – but this is unlikely as long as we all try to be thoughtful and considerate.   There is no specific participation grade allocated in this semester’s course. However, active participation is strongly encouraged and will be supported. You will do better in this course if you are present and engaged (and the course will be more enjoyable).  Quiz content reflects textbook content and discussions from previous classes. Online discussions and content will enhance your learning and support all assignments. Online discussions will include a lot of material drawn from current events and real-time advertising initiatives, which will provide context for textbook content.  Active learning and sharing of your own experience will help you and your peers to achieve the learning objectives of this course. If you actively participate in classes, you will have a distinct academic advantage over those who do not – and you will find the lessons much more enjoyable.  **Activities**: All information about course activities (assignments) will appear on CourseLink. There are some individual and group assignments required for this course. Teams will be assigned and will appear during the second week of classes. Grades for the IMC project may be adjusted based on peer evaluation forms to be submitted individually by each group member. The IMC project design replicates a professional project. In a professional circumstance, weak contributors fail. Please participate actively, if only to get used to doing so.  **Course Schedule**   |  |  |  | | --- | --- | --- | | **Class Schedule** | **Activities** | **Reading** | | **Course Introduction on September 10th & 11th** | | | | **Week One: Integrated Marketing Communications (w/o Sept 14th)** | | | | * Course introduction, learning outcomes – purpose, processes, definitions * Introduction to IMC, Organizing for IMC |  | • Chapters 1, 2 | | **Week Two: IMC Planning Principles (w/o Sept 21st)** | | | | * Consumer behaviour, target audience, communication response models * Objectives for an IMC plan | • Quiz | • Chapters 3, 4, 5 | | **Week Three: Brand Planning (w/o Sept 28th)** | | | | * Branding Strategy, Brand Assets * Brand Positioning | • Quiz | • Chapter 6 | | **Week Four: Creative (w/o Oct 5th)** | | | | * Creative Strategy Decisions * Creative Tactics Decisions | • Quiz  • Brand Asset Analysis due | • Chapters 7, 8 | | **Week Five: IMC Planning – Media, Budget, Measurement (w/o Oct. 12th)** | | | | * Measuring the effectiveness of messages * Media planning and budgeting | • IMC creative brief due  • Quiz | • Chapters 9, 10 | | **Week Six: Broadcast, Print, and Out-of-home media (w/o Oct. 19th)** | | | | * Broadcast media * Print media * Out-of-home media | • Advertising Creative Audit due  • Quiz | • Chapters 11, 12, 13 | | **Week Seven: Sales Promotion (w/o Oct. 26th)** | | | | * Sales Promotion | • Quiz | • Chapter 14 | | **Week Eight: Public Relations (w/o Nov. 2nd)** | | | | * Public Relations * Crisis communications | • HubSpot certification  • Quiz | • Chapter 15 | | **Week Nine: Direct Marketing (w/o Nov. 9th)** | | | | * Direct Marketing | • Quiz | • Chapter 16 | | **Week Ten: Online Marketing (w/o Nov. 16th)** | | | | * Internet marketing and media * Online media, social media | • IMC written report due  • Quiz | • Chapters 17 & 18 | | **Week Eleven: Regulatory Issues for IMC (w/o Nov. 23rd)** | | | | * Regulatory environment in Canada * Ethical, social and economic issues | • IMC plan pitch due  • Quiz | • Chapter 19 | | **Week Twelve: Course review (w/o Nov. 30th)** | | | | * Integrated Marketing Communications summary * Agencies, career opportunities discussion | • Quiz (Chapters 1 & 2) | • Chapters 1, 2 (re-read) | |  |  | | Note: The schedule of learning activities may require modification from time to time.  Any changes will be announced in class and on the CourseLink site. | | | | | | | | |
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| **Course Activities** | | | | | |
|  | *.* | |  | Associated Learning Outcomes | Due Date |
| Activity 1: | 25% | | Content quizzes | LO 1 - 2 | *Weekly* |
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| Activity 2: | 15% | | Brand Asset Analysis | LO 1 - 4 | *Week 4* |
| Activity 3: | 15% | | Advertising Creative Audit | LO 1 - 4 | *Week 6* |
| Activity 4: | 10% | | IMC Creative Brief (team) | LO 1 - 4 | *Week 5* |
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| Activity 5: | 5% | | HubSpot Certification | LO 1 - 4 | *Week 8* |
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| **Activity 6:** | 20% | | Integrated Marketing Communications Plan | LO 1 - 4 | Week 10 |
| **Activity 7:** | 10% | | IMC Plan Pitch | LO 1 - 4 | Week 11 |
| Total | **100%** | |  |  |  |
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| **Course Resources** | | | | | |
| A close up of a sign  Description automatically generated Required Text: **Advertising and Promotion: An Integrated Marketing Communications Perspective. 7th Canadian Edition** 1260065987 · 9781260065985  By Michael Guolla, George E Belch, Michael A Belch © 2020 |  Publisher: McGraw Hill | | | | | |
| **Course Policies** | | | | | |
| Grading Policies Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 20% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the overall mark). Extensions will be granted based on valid medical or personal reasons and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large unless circumstances permit, and with confirmed alternative arrangements. In a professional context deadlines matter, so try to meet them here too.  Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counsellor or another academic counselor as appropriate.  <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>  **Missed Assignments**  A grade of zero will be assigned if you fail to submit an assignment unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, we will not accept vacation travel, moving to a new house, or outside work commitments as valid reasons for missing deadlines.  If you have religious observances which conflict with the course schedule or if you register with Student Accessibility Services, please contact the course instructor to make arrangements for your assessment if appropriate. | | | | | |
| **University Policies** | | | | | |
| Academic Consideration When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml> | | | | | |
| Academic Misconduct The University of Guelph is committed to upholding the highest standards of academic integrity. It is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct. We must 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: 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. 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 detailed Academic Misconduct Policy is in the Undergraduate Calendar:  <https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml> | | | | | |
| 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. We base this relationship 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 Student Accessibility Services as soon as possible.  For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/> | | | | | |
| Course Evaluation Information Please refer to the [Course and Instructor Evaluation Website](https://www.uoguelph.ca/ccs/learning-resources/instructional-research/course-evaluation) | | | | | |
| Recording of Materials Course-related presentations—including lectures—can not be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless granted further permission. Drop date The last date to drop one-semester courses, without academic penalty, is listed on the Calendar of Dates on the University of Guelph website. For regulations and procedures for Dropping Courses, see the Academic Calendar:  <https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>  **Disclaimer**  Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings and academic schedules. Any such changes will be announced via CourseLink and/or class email. All University-wide decisions will be posted on the COVID-19 website [hyperlink to the website] and circulated by email.  **Illness**  The University will not require verification of illness (doctor's notes) for the fall 2020 or winter 2021 semesters.   |  |  | | --- | --- | | **Date Submitted to Chair:** |  | | **Chair Signature (Approval):** |  | | **Date Approved by Chair:** |  | | | | | | |