



MCS*3620 (01, 02)
Marketing Communications
W20
0.5 Credits

General Course Information

Instructor: Rob McLean
Email mclean01@uoquelpg.ca
Office Location MINS 259
Office Hours Mondays & Tuesdays, 12:00pm – 2:00pm
Department/School Marketing and Consumer Studies

Class Schedule: Tuesdays & Thursdays, 10:00am – 11:20am (Section 1)
Tuesdays & Thursdays, 2:30pm – 3:50pm (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 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

Upon successful completion of this course, students can expect to:

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:

The course builds on a 12-week semester. One of the most effective and efficient uses of classroom time aims at reinforcing or clarifying what you have tried to learn on an individual basis before entering the classroom. For this reason, you must carefully read the assigned material and make a reasonable effort to prepare notes and any questions and insights on those readings before each class. Questions, discussion and shared ideas are actively encouraged during class time.

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 attendance is essential to gain all the course content. Students are encouraged to touch base with their peers for class discussions and materials if they are unable to attend a class. Attendance and engagement 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, 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 generally or is requesting information that was already clearly discussed in class, I may elect not to respond to such emails. Please just be thoughtful and considerate.

There is no specific class participation grade allocated in this course. However, active class 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. Classroom discussions will enhance your learning and support all assignments. Class discussions will include a lot of material drawn from current events and real-time advertising initiatives.

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.

There will be limited CourseLink posts about specific in-class discussions, content, and videos. You should consult your peers if you miss a lecture. Material discussed in class will support course assessments, so you should attend as many scheduled classes as possible.

Assignments: All information about assignments will appear on CourseLink or in-class. There are some individual and group assignments required for this course. Team assignments 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

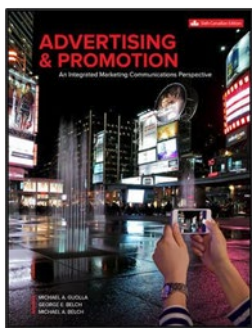
Class Schedule	Submissions	Reading
Week One: Integrated Marketing Communications		
Jan 7: Course introduction, learning outcomes – purpose, processes, definitions		• Chapters 1, 2
Jan 9: Introduction to IMC, Organizing for IMC		
Week Two: IMC Planning Principles		
Jan 14: Consumer behaviour, target audience, communication response models	• Quiz	• Chapters 3, 4, 5
Jan 16: Objectives for an IMC plan		
Week Three: Brand Planning		
Jan 21: Branding Strategy, Brand Assets	• Quiz	• Chapter 6
Jan 23: Brand Positioning		
Week Four: Creative		
Jan 28: Creative Strategy Decisions	• Quiz	• Chapters 7, 8
Jan 30: Creative Tactics Decisions	• Brand Asset Analysis due Jan 28 th	
Week Five: IMC Planning – Media, Budget, Measurement		
Feb 4: Measuring the effectiveness of messages	• IMC team creative briefs due Feb 6 th	• Chapters 9, 10
Feb 6: Media planning and budgeting	• Quiz	
Week Six: Broadcast and Print media		
Feb 11: Broadcast media	• Advertising Creative Audit due Feb 13 th	• Chapters 11, 12
Feb 13: Print media	• Quiz	
READING WEEK – Week of February 17 th		
Week Seven: Out-of-home media, Sales Promotion		
Feb 25: Out-of-Home Media and Support Media	• Quiz	• Chapters 13, 14
Feb 27: Sales Promotion		
Week Eight: Public Relations & Direct Marketing		
Mar 3: Public Relations	• Quiz	• Chapters 15, 16
Mar 5: Direct Marketing		
Week Nine: Online Marketing & Regulatory Issues for IMC		
Mar 10: Internet Marketing and Media	• Quiz	• Chapters 17, 18
Mar 12: Regulatory, Ethical, Social and Economic Issues		
Week Ten: IMC Pitch Presentations		
Mar 17: IMC Pitch Presentations	• IMC written reports due Monday, Mar 17 th	
Mar 19: IMC Pitch Presentations		
Week Eleven: IMC Pitch Presentations		
Mar 24: IMC Pitch Presentations		
Mar 26: IMC Pitch Presentations		
Week Twelve: Course review		

Mar 31: Integrated Marketing Communications summary	• Quiz (Chapters 1 & 2)	
Apr 2: Agencies, career opportunities discussion		
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.		

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	25%	Content quizzes	LO 1 - 2	<i>Weekly</i>
Assessment 2:	15%	Brand Asset Analysis	LO 1 - 4	<i>Jan 28</i>
Assessment 3:	10%	IMC Creative Brief	LO 1 - 4	<i>Feb 6</i>
Assessment 4:	15%	Advertising Creative Audit	LO 1 - 4	<i>Feb 13</i>
Assessment 5:	25%	Integrated Marketing Communications Plan	LO 1 - 4	Mar 17
Assessment 6:	10%	IMC Plan Pitch	LO 1 - 4	May 17-26
Total	100%			

Course Resources



Required Text: **Advertising and Promotion: An Integrated Marketing Communications Perspective, 6th Edition**
1259272303 · 9781259272301

By Michael Guolla, George E. Belch, Michael A. Belch © 2017 |
Published: February 21, 2017
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.

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-amicconduct.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](#)


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 Friday, April 3rd, 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Date Submitted to Chair:	
Chair Signature (Approval):	
Date Approved by Chair:	