



## **Marketing and Consumer Studies**

### **MCS\*3620 (03) MARKETING COMMUNICATIONS Semester F18**

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Office Hours: Monday/Wednesday 12:00pm – 2:00pm, or by appointment

**Teaching Assistant:** TBD

**Class Times and Location:** Mon/Wed, 10:00am – 11:20am

#### **Course Description and Objectives:**

This course covers concepts of marketing communications management as practiced by organizations in various economic sectors. Marketing communications management principles are applied to the design and evaluation of communication programs. Weekly lectures are supplemented by discussions of real-world business cases. As students learn about marketing communications, they design, present and evaluate their own integrated marketing communication plan.

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, brand development, 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 supported by PowerPoint slides, videos, case analyses, and active class discussion. These will provide an opportunity for students to actively participate and see the practical application of marketing communications. Participation in class is strongly encouraged.

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

- Demonstrate knowledge of key terminology relating to marketing communications
- Identify and prioritize key marketing communications challenges and objectives
- Recommend and justify marketing communications strategies and tactics for actual business situations, thereby effectively solving problems they encounter rather than merely identifying them

- Demonstrate the capacity to communicate creative ideas and issues clearly and effectively

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.

The course is based on an active 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, it will be assumed that you have carefully read the assigned material and made a reasonable effort to prepare notes and any questions and/or insights on those readings prior to the class. These materials will be discussed in class. Questions and shared insights are actively encouraged during class time.

### **Course Materials and Resources:**

This course uses a variety of materials and resources. One of your primary resources will be the course website (<http://courselink.uoguelph.ca>). All announcements, required and recommended readings, assignments and updates will be posted here. You will also be able to access any handouts you may have missed through this site. Check this site often.

The required textbook is: **Integrated Marketing Communications, Fifth Edition**. ©2018 • Pearson Education Canada • Keith J. Tuckwell. ISBN-10: 0134270371 • ISBN-13: 9780134270371.

### **On-Line Communication:**

The MCS\*3620(03) course webpage (address: <http://courselink.uoguelph.ca>) is key to this course for grade posting. It is also an information centre where you can find *some* course information, but class content will not always be posted. Regular attendance is essential to gain all course content. Students are encouraged to touch base with their peers for class discussions and/or materials if they are unable to attend a class. Attendance and engagement in all classes will *greatly* enhance your learning and learning outcomes.

- CourseLink is the anchor for most course information
- Any announcements related to the course that are not made in class will be posted on the “news” board on the course site
- We may communicate with you via your central email account <uoguelph.ca> from time to time. You are required to check this account on a regular basis.
- I will only respond to emails sent to [mclean01@uoguelph.ca](mailto:mclean01@uoguelph.ca). While I am relatively easy to find online at other locations, I will only respond to internal email.
- While I endeavour to check my email daily, 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 respond to such emails. Please just be thoughtful and considerate.

### Method and Timing of Evaluation:

Your performance will be evaluated based on the following:

	Value	Item	Goals	Due Date
<b>Assignment 1:</b>	25%	CourseLink Quizzes	Ten quizzes (2.5% each) will be completed prior to the first class of each week.	10:00am every Monday
<b>Assignment 2:</b>	15%	Brand Asset Analysis	Present your understanding of the roots of brand communication in an independent brand analysis	Sept 26
<b>Assignment 3:</b>	9%	IMC Creative Brief	IMC teams will write and submit a Creative Brief for the IMC Plan	Oct 15
<b>Assignment 4:</b>	15%	Advertising Analysis	Analyse advertising principles	Oct 22
<b>Assessment 5:</b>	22.5%	Integrated Marketing Communications Plan	Teams will write and submit an Integrated Marketing Communications Plan	Nov 14
<b>Assessment 6:</b>	13.5%	IMC Plan presentation	Teams will present their IMC plan to the class	Nov 14 – 26
<b>Total</b>	<b>100%</b>			

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.** Quiz content will be based on textbook content, but classroom discussions will greatly enhance your learning, and will support the primary IMC project. Class discussions will also include a lot of content that is 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 classes much more interesting. We all will.

There will be limited CourseLink posts about specific in-class discussions and content, and video content will not be posted. You should therefore consult your peers if you miss a lecture. Content discussed in class will appear on the exams, so you should attend as many scheduled classes as possible.

Final examination conflict: Students are responsible for ensuring that they do not have a time conflict with examinations in other courses. You are not permitted to enrol in this course if you have a time conflict with another course.

*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: General Course Policies:**

1. Lectures, seminars and in-class discussion: Recording of lectures by students is not allowed without the prior consent of the professor. Please understand that in order to communicate effectively, you have to **focus, listen, and participate** in the broader conversation – so please be considerate and participate in the main discussion.
2. Assignments: All assignments are noted in the lecture schedule outline and information concerning assignments will either be posted on CourseLink or will be provided in-class. There are some individual and group assignments required for this course. Groups will be assigned during the second week of classes.
3. Missing a class cannot be “made up” by attending another class.

### **Course Policy on Group Work:**

Grades for the main group project may be adjusted based on peer evaluation forms, to be submitted individually by each group member. The IMC project is designed to replicate a professional project. In a professional circumstance, weak contributors do not fare well. Please participate actively, if only to get used to doing so.

### **Grading Policies**

**Quizzes:** Quizzes will be derived from the content of the course textbook. They will be structured as a mix of multiple-choice questions, true or false questions, and short answer questions. Quiz content will align with chapter readings required prior to each week’s class discussion.

Your decision to forgo a lecture(s) over some other commitment (be it academic, university athletics or personal) is entirely at your discretion, but please be advised that the choices that you make with your schedule may impact your overall grades.

### Course Schedule and Key Dates:

Classwork	Submissions	Homework
Week One: Integrated Marketing Communications		
Sept 10: Course introduction, learning outcomes – purpose, processes, definitions		• Chapter 1
Sept 12: Introduction to IMC		
Week Two: Strategic Planning Principles		
Sept 17: Strategic planning principles		• Chapter 2
Sept 19: Brand assets		
Week Three: Branding Strategy		
Sept 24: Branding Strategy	• Brand Asset	• Chapter 3
Sept 26: The Marketing Plan, IMC Project discussion, IMC Project Brief discussion and workshop	Analysis due Sept 26 <sup>th</sup>	
Week Four: Advertising Planning		
Oct 1: Advertising planning - creative		• Chapters 4 & 5
Oct 3: Broadcast, Print, OOH advertising		
Week Five: Communications Planning		
Oct 10: Planning for Direct Response Communication	• IMC team	• Chapters 6 & 7
Oct 15: Planning for online and interactive communication	creative briefs due Oct 15 <sup>th</sup>	
Week Six: Public Relations		
Oct 17: Public Relations	• Advertising	• Chapter 9
Oct 22: Crisis Communication	Analysis due Oct 22 <sup>nd</sup>	
Week Seven: Sales, Promotion, Personal Selling		
Oct 24: IMC Project discussion and group work in class		• Chapters 8 & 11
Oct 29: Sales promotion & personal selling		
Week Eight: Events		
Oct 31: Experiential marketing, IMC group work		• Chapter 10
Nov 5: Events, sponsorships, IMC group work		
Week Nine: Research and Results		
Nov 7: Evaluating marketing communications programs		• Chapter 12
Nov 12: IMC Project – group work in class		
Week Ten: IMC Presentations		
Nov 14: IMC Presentations	• IMC written	
Nov 19: IMC Presentations	reports due Wednesday, Nov 14 <sup>th</sup>	
Week Eleven: IMC Presentations		
Nov 21: IMC Presentations		
Nov 26: IMC Presentations		
Week Twelve: Course review		
Nov 28/30: Course review, career opportunities discussion		• All chapters

Note: The schedule of learning activities may require modification from time to time. Any changes will be announced in class and/or on the Courselink site.

## **Policies and Regulations**

All students are expected to abide by the University's academic regulations in the completion of their academic work, as set out in the undergraduate calendar (see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/index.shtml>). Some regulations are highlighted below:

### **Academic Misconduct:**

The University of Guelph is committed to upholding the highest standards of academic integrity and directs 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. The University of Guelph takes a serious view of academic misconduct and it is your responsibility as a student to be aware of and to abide by the University's policy. Included in the definition of academic misconduct are such activities as cheating on examinations, plagiarism, misrepresentation, and submitting the same material in two different courses without written permission.

To better understand your responsibilities, read the Undergraduate Calendar at: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml> You are also advised to make use of the resources available through the Learning Commons (<http://www.learningcommons.uoguelph.ca/>) and to discuss any questions you may have with your course instructor, teaching assistant, Academic Advisor or Academic Counselor.

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

### **Academic Consideration:**

Students who find themselves unable to meet course requirements by the deadline or criteria expected because of medical, psychological or compassionate circumstances beyond their control, should review the regulations on Academic Consideration in the Undergraduate Calendar ([http://www.uoguelph.ca/undergrad\\_calendar/c08/c08-ac.shtml](http://www.uoguelph.ca/undergrad_calendar/c08/c08-ac.shtml)) and discuss their situation with the instructor, Program Counsellor or Academic Advisor as appropriate.

### **Religious Holidays:**

Should a student need to miss scheduled tests, mid-term examinations, final examinations, or requirements to attend classes and participate in laboratories for religious reasons, please advise the instructor within two weeks of the distribution of this course outline so that alternate arrangements can be made. For further information see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-accomrelig.shtml>

## University Grading Scheme:

This course follows the University grading scheme outlined in the University Calendar:

A+	90-100%	<b>Excellent:</b> 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	<b>Good:</b> 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	<b>Acceptable:</b> 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	<b>Minimally acceptable:</b> 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	<b>Fail:</b> An inadequate performance.

## Code of Conduct – The Top Ten

As a student in the Department of Marketing and Consumer Studies, 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.
5. While in class, refrain from using any written material (e.g., newspaper) or technology (e.g., the Internet, computer games, cell phone) that is not relevant to the learning activities of that class. 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, 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 presentation, wear business dress.
10. Provide thoughtful feedback at the completion of all courses (we are committed to continuous improvement but need your input to help us decide what to focus on).