

**PALM BEACH ATLANTIC UNIVERSITY  
RINKER SCHOOL OF BUSINESS  
INTEGRATED MARKETING COMMUNICATION  
BUS 5363 (01) (3 credit hours)**

Summer 2017

RSB 1329

Tuesdays & Thursdays, 6:00 – 9:00 PM

June 27, 2017 – August 3, 2017 = 11 Sessions (NO CLASS: July 4, 2017)

Dr. Lawrence E. Burgee, Professor of Marketing

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Connie Parks

Rinker School of Business, Dean's Assistant

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Professor's Office Hours:

As this is a summer course, I am available in the classroom after each session, and also by telephone at other times during the week. If you email me in advance, we can also make arrangements to meet in my office or chat by phone.

**Course Description:**

BUS 5363

Integrated Marketing Communications

3 Credit Hours

The IMC concept and process focuses on companies that truly put the customer first by integrating marketing and communication strategies to achieve balance and efforts to acquire and retain customers. This course integrates communications and marketing strategies and provides the student with the analytical skills required to effectively implement marketing plans.

**Textbook(s) and Other Learning Materials:**

O'Guinn, Allen, Semenik, and Close (2015) *Advertising and Integrated Brand Promotion*, Cengage Learning, ISBN 10: 1-285-18781-4 / ISBN 13: 978-1-285-18781-5.

We will frequently use the Internet to watch advertisements on YouTube and visit various promotional websites for the purpose of comparison and analysis. It is recommended that you have regular access to a computer or a tablet with Internet access. You may bring a laptop or tablet to class but may only use it when the professor gives permission to do so.

### **Learning Outcomes & Assessment Measures:**

<b>Learning Outcome</b>	<b>Assessment</b>
1. Students will be able to analyze marketing case studies.	Exams, Assignments
2. Students will be able to identify the tools for performing market analysis.	Exams, Assignments
3. Students will be able to describe the importance of the strategic marketing when developing marketing plan.	Exams, Assignments, IMC Project
4. Students will be able to comprehend how the Internet is changing the marketing process.	Exams, Assignments, IMC Observations Journal
5. Students will be able to describe the importance of implementation, evaluation, and controlling the marketing plan.	Exams, Assignments, IMC Project
6. Students will be able to identify the ethical and moral business issues and multicultural diversity based upon a Christian World View.	Exams, Assignments, IMC Project, IMC Observations Journal
7. Students will be able to create and analyze effective media plans.	Exams, Assignments, IMC Project

### **Requirements of the Course:**

1. Prerequisite: BUS 5053
2. **RSB Communication:** All **students** enrolled in a Rinker School of Business class **are required to regularly check their PBA e-mail** accounts and eCollege. The RSB communicates via PBA e-mail and eCollege with students regarding class assignments, changes, school requirements and opportunities, course and catalog changes, and scholarship information. Not receiving an e-mail or checking eCollege is not grounds for a waiver to any policy, deadlines, or other requirements.
3. Although not expected, the professor reserves the right to change requirements and/or the schedule should it be operationally necessary (for example due to adverse weather, civil unrest, or power outage). Any changes will be clearly communicated to the students via PBA e-mail.
4. Posted online and discussed thoroughly during the first class session, **the syllabus constitutes an agreement between the faculty member and the student.**
5. There will be extensive use of the required textbook in this course. Please make sure that you bring the textbook and a highlighter (or pencil) to every class session.
6. Specific course requirements are detailed in the sections below.

### **Course Outline and Agenda:**

Session	Date	Topics
1	Tue Jun 27	Introductions; Syllabus; Why <i>Integrated Marketing Communication</i> ? Chapter 1: The World of Advertising and Integrated Brand Promotion
2	Thu Jun 29	Chapter 2: The Structure of the Advertising Industry: Advertisers... IMC Project Guidelines; IMC Observations Journal Overview
	Tue Jul 4	<b>Fourth of July Holiday - No Class!</b>
3	Thu Jul 6	Chapter 3: The History of Advertising and Brand Promotion Chapter 4: Social, Ethical, and Regulatory Aspects of Advertising...
4	Tue Jul 11	Chapter 5: Advertising, Integrated Brand Promotion, and Consumer... Chapter 6: Market Segmentation, Positioning, and the Value... IMC Observations Journal Checkpoint 1 DUE
5	Thu Jul 13	<b>Exam 1 (6:00-7:30 PM)</b> Chapter 7: Advertising Research
6	Tue Jul 18	Chapter 8: Planning Advertising and Integrated Brand Promotion Chapter 9: Managing Creativity in Advertising and IBP IMC Observations Journal Checkpoint 2 DUE
7	Thu Jul 20	Chapter 10: Creative Message Strategy Chapter 11: Executing the Creative
8	Tue Jul 25	Chapter 12: Media Planning Essentials Chapter 13: Media Planning: Newspapers, Magazines, Television... Chapter 14: Media Planning: Advertising and IBP in Digital... IMC Observations Journal Checkpoint 3 DUE
9	Thu Jul 27	<b>Exam 2 (6:00-7:30 PM)</b> Chapter 15: Sales Promotion, Point-of-Purchase Advertising... Chapter 16: Event Sponsorship, Product Placements, and Branded...
10	Tue Aug 1	Chapter 17: Integrating Direct Marketing and Personal Selling Chapter 18: Public Relations, Influencer Marketing, and Corporate... IMC Observations Journal Checkpoint 4 and Final Summary DUE
11	Thu Aug 3	IMC Project Presentations; IMC Projects DUE

### **Evaluation:**

#### **Exams**

There will be two examinations as part of the course requirements. See the Course Outline and Agenda for actual dates. Unexcused absence from an examination will result in a zero (0) grade for that exam. **Make-up exams will be given only if the student's absence has been excused by the instructor in advance.** In cases of illness, a written excuse from the physician will be required.

## IMC Project

Students will complete a team project during the semester in which they will create an Integrated Marketing Communication plan. The project will consist of a written paper and an oral presentation. Guidelines and the Scoring Rubric for the project will be posted on eCollege early in the semester and discussed in class. Late projects will not be accepted.

## IMC Observations Journal

Beginning on the first day of class, make daily entries in your Integrated Marketing Communication Observations Journal. Make note of instances of advertising and integrated brand promotion (IBP) that you encounter during each day (and you will be surprised how many there will be). The bullet points detailed in Section 1-2b (page 8) of the textbook give a great overview of the IBP situations you will most likely encounter. Make a copy of this page or snap a photo with your phone so that you always have it available as a quick reference. Each night after you have collected your information from the day, include your thoughts and analyses of the situations encountered. There will be four Journal Checkpoints (40 points each) and a Final Summary (40 points) due as shown on the Course Outline and Agenda. The Journal in total is worth 200 points. The Journal Checkpoints and Final Summary must be typewritten (and you can include photos and visuals if they enhance the analyses), printed, stapled, and turned in on the DUE dates. You need to "wow" the Professor in order to earn an "A" on the Journal!

## Class Participation, Assignments, & Professionalism

Class participation is primarily based on your completion of in-class exercises, group activities, and homework assignments. There will be approximately 8-12 of these activities worth 5-10 points each. Most of the participation activities will be graded on a pass/fail basis. Additionally, there will be five class participation points attributed to each class. Excellent participation will earn 5 points, good participation will earn 4 points, fair participation will earn 2 or 3 points, and little or no participation will earn 0 or 1 points. It is your responsibility to read each chapter and be prepared to discuss it on the appropriate date (see Course Outline and Agenda). *If the professor feels that students are not reading chapters and preparing for each class, pop quizzes may take the place of some components of class participation!*

Professionalism is the expectation of professional, polite, and courteous conduct with all aspects of the course. This includes respectful interactions with your classmates and professor.

**Students are expected to arrive on-time and attend all classes. It is NOT possible to make up class work missed due to absence.** The only exceptions to this rule will be for athletes who file the official documentation prior to a missed class, documented (doctor's note, etc.) cases of severe illness, or for religious reasons (must notify instructor at least 14 days in advance).

Repeated lateness (more than 2 times in the semester) will result in lost professionalism (class participation) points. **Lateness** is defined as entering the room more than five minutes after the scheduled start of class. **Eating is prohibited** in the classroom as it is highly disruptive and may cause allergic reactions to neighboring students (and may make the professor hungry!). You may have drinks with lids. **Please quiet your cellphones, and "texting" and use of headphones are strictly prohibited as the professor may think you are cheating in some**

**way.** Students may not use their phones, laptop computers, tablets, or other computing devices in class unless permission is granted by the professor.

### **Grading:**

The breakdown of points to determine your grades is as follows:

Exams (2 x 150 points each)	300 points
IMC Project (Detailed Scoring Rubric will be provided)	350 points
IMC Observations Journal (5 submissions x 40 points each)	200 points
Class Participation, Assignments, & Professionalism	<u>150</u> points
<b>Total</b>	<b>1000 points</b>

Grades will be issued on the basis of the following final point totals:

A	936 points and above
A-	900 - 935 points
B+	870 - 899 points
B	836 - 869 points
B-	800 - 835 points
C+	770 - 799 points
C	736 - 769 points
C-	700 - 735 points
F	699 points and below

### **Grading Notes:**

1. Graded exams, assignments, exercises, journals, and projects may be retained by the instructor for future reference.
2. You are responsible for all material covered and any announcement made in any class session, whether you are present or not.
3. It is possible that certain components of Class Participation will be substituted as opportunities present themselves, such as a guest speaker or organizational visit. This may include participation in one or more of the professor's research studies for which credit will be given.
4. The following statement from Dr. Leslie Turner, Dean of the RSB, will be enforced:  
*During the semester, I will design and grade your tests and assignments as fairly and as objectively as I can. At the end of the semester, I will assign your grade according to the items and weights above. **Please do not ask me to give you extra credit assignments.** It is unfair of me to give you special consideration over others (see James 2:8-9). Also, I believe that in our “measuring” things, such as grades, God requires we be as honest as*

*possible. Proverbs 20:23 says, “Unequal weights are an abomination to the LORD, and false scales are not good.” This scripture refers to measuring out items sold, such as wheat, but I think it applies to how I assign (or measure) grades. Also see Proverbs 11:1.*

### **Attendance:**

See the Class Participation, Assignments, & Professionalism section above for detailed information regarding attendance.

### **Course Policies:**

#### **A. Academic Integrity**

To protect the integrity of the University’s grading system and to affirm the importance of honesty and accountability in the academic community, strict penalties are imposed for academic dishonesty. **Engagement in any of these delineated academic activities results in a grade penalty. For every instance of academic dishonesty, the student must receive a zero grade for the assignment and may receive additional penalties.**

1. Cheating: Intentional use or attempt to use unauthorized materials, information or study aids in an academic exercise.
2. Fabrication and submission of work, all or any part of which was developed in response to the assignment of another professor or was created by a person other than the student submitting the assignment.
3. Facilitation of academic dishonesty: Intentionally or knowingly helping or attempting to help another to commit an act of academic dishonesty.
4. Plagiarism: Intentionally or unintentionally representing the words or ideas of another as one’s own academic exercise.
5. Working collaboratively with another student but claiming an individual effort.

See the [University Catalog](#) for more details.

#### **B. Classroom Conduct**

1. This is an environment where we will love and support each other and behave in a Christ-like manner. Please be respectful at all times.
2. **Electronic-Free Zone:** Please turn off or “quiet” all electronic devices during class. Please remember your fellow students can be distracted by your use of electronic devices. Therefore, any use of electronic devices could affect your ability to learn as well as fellow students. In addition, teaching and learning require interaction between student and professor; electronic devices interfere in a negative way with this interaction. If you are utilizing one of these devices without the professor’s permission, you will be asked to leave the classroom and you will receive an unexcused absence. In some cases the use of electronic devices will be permitted (at the discretion of the professor) for the completion of in-class exercises.

3. The **Dress Code**, as outlined in the Navigator, will be enforced in the classroom. A link to The Navigator can be found at <http://www.pba.edu/student-accountability>. The Dress Code is detailed on pages 23-25. Please do not wear hats in class.
4. The **Computer Use Policy** as outlined in the Navigator (same link as above), will be enforced in the classroom. The E-mail Policy is detailed on pages 50-53.

### **C. ADA Statement (Americans with Disabilities Act)**

Palm Beach Atlantic University complies with the ADA as well as Section 504 of the Rehabilitation Act, by affording reasonable accommodations to qualified students with disabilities. Students requiring accommodations must first register with the Office for Disabilities Services, usually within the first two weeks of classes. Students with disabilities, who intend to use their approved accommodations, are responsible for immediately providing each of his or her class professors with a copy of the accommodation plan. Disability accommodations are not retroactive. Students, who have questions about their entitlements to benefits or have grievances under these statutes, should contact Michele Diller, the Disabilities Services provider in the Student Success Center, 2nd floor of the Lassiter Student Center. She may be contacted either through [academic\\_support@pba.edu](mailto:academic_support@pba.edu) or 561-803-2063.

### **Bibliography and Webliography:**

There will be frequent use the Internet to watch advertisements on YouTube and visit various promotional websites for the purpose of comparison and analysis. Current events articles will be accessed online as IMC is a constantly evolving discipline.