**Spring 2016 MKT 4354 Integrated Marketing Communications**

**Section 001**

**Class:** MWF, 11-11.50 am room NW212

**Instructor:** Dr. Jeffrey Harper

**Office:** BA 352W

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**Office Hours:**  MW 1-2pm and by appointment

**Course Objectives:**

The primary objective of the course is to teach students about integrated marketing communications. This will include brand identity strategy, the advertising process, and planning brand promotions. The course will also cover advertising, preparing the promotional message, placing the message/media, and integrated brand promotion.

**Learning Outcomes and Assessment**

By the end of the course, successful students should be able to:

(1) explain the strategic role of marketing promotions;

(2) explain integrated brand promotion;

(3) outline the advertising process;

(4) develop an integrated promotional plan that includes advertising;

(5) explain the process of message strategy and development;

(6) develop a media strategy using traditional and newer venues;

(7) describe the strategic use of non-advertising promotional tools

(8) explain various promotional tools including event sponsorship, product placement,

 branded entertainment, direct marketing, personal selling, and public relations. The primary purpose of this course is to provide an overview of the discipline of marketing, both as a philosophy of business and as a series of business practices.

**Required Texts:** Promo-2 by O’Guinn, Allen and Semenik **I**SBN:9781133626176

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Practice Marketing: Practice Marketing Simulation (estimated Price $50.00). Do not purchase this yet.

**Teaching Methods:**

The course builds upon a variety of pedagogical techniques including lecturing, in‑class discussions, and active-learning exercises and a service learning project.

**Name Tags**: Please bring a name tag that you will display on your desk to class every day that has the following information:

Your Name

Expected graduation

Hometown

**Option 1. Means of Assessment of Learning Outcomes without final:**

Exam # 1 (25) 100 points

Exam # 2 (25%) 100 points

Exam # 3 (25%) 100 points

Marketing Simulation (25%) 100 points

\***if class meets attendence goal there will be no final.**

**Option 2. Means of Assessment of Learning Outcomes with final**

Exam # 1 (20%) 100 points

Exam # 2 (20%) 100 points

Exam # 3 (20%) 100 points

Exam # 4 (20% **comprehensive final)**\* 100 points

Marketing Simulation (20%) 100 points

**Assessment:** will be accomplished using examinations (LO 1-3, 5, 7 and 8), and the service learning project (LO 4 and 6).

**Exams and Quizzes:** There will be four exams on the dates specified in the course outline. The exams are not comprehensive except for the final exam which if given is comprehensive. **You are required to take all exams.** All exams must be taken on the assigned date. A missed exam will be recorded with zero points. Also, if you come late for the exams and an exam has already been turned in you will receive zero points. The examinations are “closed book” and consist of multiple-choice questions. There are **no make up exams** except as allowed by university policy for observance of religious holy days in accordance with OP 34.19 or official university business in accordance with OP 34.04. Advanced notice of absences due to religious observances or official university business must be given in writing to the instructor of the class. All exams refer to material from the book chapters and the lectures. Students are responsible for both in terms of preparation for the exams. **Note:** It is not possible to cover everything from the assigned texts in class and not everything discussed in class can be found in the book – students are still responsible for revising both types of course material. In addition to the exams, there will be quizzes over each chapter. **There will be a cumulative final exam on Dec 11th at 7.30am-10am**. **However, if the class maintains 90% attendance *every* class period then we will have no final!** **If this occurs all exams will still be equally weighted. This also does not mean the final is optional only that there is no final. THERE IS NO EXTRA CREDIT, PROJECTS, PAPERS ETC…**

**Practice Marketing Simulation**

McGraw-Hill has recently launched a new simulation platform whereby students have the opportunity to develop and market a new product (backpack) launch. Through the simulation framework, you will apply many of the concepts learned throughout the semester to include: (1) Product, Price Place, Promotion (4P’s) (2) Segmentation, Targeting & Positioning (3) Competitive Market Analysis (4) Relationship Between Costs and Price (5) Integrated Marketing Communications (6) Competitive Market Analysis (7) Return on Marketing Investment

**Quizzes**

Each day, each group will email me in the body of the email, 20 quiz questions and answers, over the next day’s material. These questions have to be your own work meaning you cannot use a question from coursemate etc, which would be plagiarism and therefore result in a “F,” for the course. These will need to be emailed to me no later than 11 pm each day. Each day I will give a daily quiz from these questions and others that I create. If you give me good quiz questions I will use them on the exam. I will post all quiz questions onto the website for exam preparation. I will use these quizzes as a participation tool (this is how I track attendance). If the level of questions does not meet my expectations then we will have a daily quiz that I create for a grade! It is the responsibility of each group to know when they are responsible for the quiz. We will go in numerical order ie group 1, then group 2, then group 3 etc. By taking the quizzes daily and having no fewer than 2 or less absences results in 2pts added to your **final grade**. If you have a 76 and do not miss more than 2 times you will end up with a 78 which is a “C”. If you have a 78 and do not miss more than 2 times you will end up with a 80 which is a “B”. I will round your grade one time. If however you have a 77 and get the two points added for attendance you have a 79 which is a “C.” I will not add another point no matter what the circumstances, amount of begging or crying etc…

Also regarding attendance, if your birthday happens to fall on a class day you can opt to not come to class that day without it counting against your absences ***unless it occurs on a test day***.

Students are strongly encouraged to actively share their views in class discussions. Attendance alone is not considered active participation. Disrespectful or disturbing behavior of students during class time will have a negative impact on the class participation grade and the student(s) will be asked to leave the class room. Use of cell phones, outside reading material and tobacco products is prohibited in class. If I catch you texting or using your cell phone in class, I will confiscate your cell phone will return it to you after class or I will ask you to leave the class room thereby marking you “absent.”

**Grading Format:**

90 – 100 points = A

80 – 89 points = B

70 – 79 points = C

60 – 69 points = D

 0 – 59 points = F

**Please Note:**

* PowerPoints of all lectures will be posted for downloading on the instructor’s webpage as the semester progresses.
* Students are responsible for all announcements made in class and on the instructor’s webpage.
* This syllabus has a pedagogical purpose and is not contractual in nature. The instructor may modify the syllabus including the class schedule during the course of the semester.

**Class Conduct:**

Standards of academic honesty will be observed in accordance with TTU policy, as detailed in Operating Policy 34.12. Cheating (as defined by Operating Policy 34.12) during an exam or quiz will result in the grade F for the respective exam and will be reported to the Dean for further disciplinary action. Also, “misrepresenting facts” (as defined by Operating Policy 34.12) or obtaining information via plagiarism (as defined by Operating Policy 34.12) will be reported to the Dean for further disciplinary action.

**ACADEMIC INTEGRITY / DISHONESTY (Operating Procedure 34. 12)**

As stated in the TTU Catalog: “It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work that they have not honestly performed is regarded by the faculty and administration as a serious offense and renders the offenders liable to serious consequences, possibly suspension.”

**DISABILITY ACCOMMODATION (Operating Procedure 34.22)**

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, please contact Student Disability Services in West Hall or call 806-742-2405.

**RELIGIOUS HOLY DAY OBSERVANCE (Operating Procedure 34.19)**

A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

**GRADE AND COURSE COMMUNICATION: Blackboard**

**Email:** If you email me I will not answer an email that does not include which one of my four classes that you are in. Without this information it is impossible for me to give you an accurate answer. Also, please allow 24 hours before I respond as I have over 600 students which has a tendency to fill up my in box pretty quickly. Additionally, if you email me after 5pm it is very unlikely that I will be able to respond due to my responsivities at home until the following day. However, I will do my very best to respond as promptly as possible.

**If you are caught texting, talking, doing homework for other classes, you will be asked to leave and will be counted absent. If this behavior continues your dean will be notified and asked to take action. DO NOT USE YOUR CELLPHONE IN CLASS, IF I CATCH YOU TEXTING EVEN ONE TIME, YOU WILL BE DISMISSED FROM CLASS AND GIVEN A ZERO FOR THAT DAY’S QUIZ, NO EXCEPTIONS!!!!**

**Rules:**

**1. Do not be distracted during class or distract others**: examples of distracting behavior would be texting, reading email, sleeping, surfing the web, listening to music etc. If you are caught doing this you will be marked absent and asked to leave the class room. Habitually being asked to leave will result in your advisor and/or Dean being informed and for further disciplinary action which may result in your being dropped from the class.

**2. Be on time to class:** By being on time you will not cause a disruption to your other classmates

**3. Bring your name tag every day**

**4. Do not read or talk to your neighbor once class has started** I will treat you with respect and expect the same in return.

**5. If you have a question about the material raise your hand and ask** If you have a question please feel free to stop by me by raising your hand and I will answer your question. If I still don’t answer it I will attempt every way possible to explain the question. I firmly believe that answering questions is my job and that there are no bad questions.

**6. If you need to email me:** I will only respond to professionally written correspondences. If you address me in your email as: “hey, ” “harper,” or “bro” for example, I will not read nor respond to your email. Additionally, I cannot respond to your email without knowing which class of mine you are in. Therefore it is in imperative to not only emailing me in a professional manner but to also include which class you are referring to. Professionally written correspondences also does not include short hand text phrases or emoji’s. As I’m a middle aged adult man, I do not know what these are and will not waste my time trying to figure them out.

**7. Don’t cheat, plagiarize:** If you are caught cheating or plagiarizing on any assignment you will immediately be given an “F” for the course and you will be reported to the dean for further disciplinary action.

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| **Date** |  **Topic** | **Assignment** |
| Jan 20 & 23 | Class Overview | Get book |
| Jan 25 | Ch. 1 The world of integrated marketing communications  | Read Chapter 2 |
| Jan 27 | Ch. 1 The world of integrated marketing communications | Read Chapter 2 |
| Jan 30 | Ch 2 The promotion industry | Read Chapter 3 |
| Feb 1 | Ch 2 The promotion industry |  |
| Feb 3 | Ch 3 The evolution of promoting brands | Read Chapter 4 |
| Feb 6 | Ch 3 The evolution of promoting brands | Read Chapter 4 |
| Feb 8 | Ch 4 Understanding the marketing environment | Read Chapter 4 |
| Feb 10 | Ch 4 Understanding the marketing environment | Study for exam |
| Feb 13  | Guest Speak- Mr. Matt Colby, Goosehead Insurance | Read Chapter 5 |
| Feb 15 | **TEST 1 Ch. 1-4** | Read Chapter 5 |
| Feb 17 | Ch 5 Understanding buyer behavior and the communication process |  |
| Feb 20 | Ch 5 Understanding buyer behavior and the communication process | Read Chapter 6 |
| Feb 22 | Ch 6 The regulatory and ethical environment of promotions | Read Chapter 6 |
| Feb 24 | Ch 6 The regulatory and ethical environment of promotions | Read Chapter 6 |
| Feb 27 | Special lecture | Read Chapter 8 |
| March 1 | Ch. 7 The international market environment for brand promotion | Read Chapter 8 |
| March 3 | Ch. 7 The international market environment for brand promotion | Read Chapter 8 |
| March 8 | Special Lecture | Read Chapter 8 |
| March 10 | Ch. 8 Messaging and media strategies? | Read Chapter 8 |
| March 20 | Ch. 8 Messaging and media strategies? | Read Chapter 9 |
| March 22 | Ch. 8 Messaging and media strategies? |  |
| March 24  | **Test 2 ch. 5-8** | Read Chapter 9 |
| March 27 | Introduction to Marketing Simulation |  |
| March 29 | **Simulations #1 and #2** | Study for Exam |
| March 31 | Ch. 9 The internet |  |
| April 3 | Ch. 10 Direct Marketing | Read Chapter 11 |
| April 5 | Special Lecture- What do Recruiters look for in a candidate-Julia Jordan, Director of Recruiting at Goosehead | Read Chapter 11 |
| April 7 | **Simulation #3 and #4** |  |
| April 10  | Ch. 10 Direct Marketing |  |
| April 12 | Ch. 11 Sales Promotion and point of purchase | Read Chapter 12 |
| April 14 | Ch. 11 Sales Promotion and point of purchase |  |
| April 17 | University Holiday | Read Chapter 12 |
|  | **Simulations #5 and #6** |  |
| April 19 | Ch. 12 Sponsorship , product placements, and branded entertainment |  |
| April 21 | **Simulations #7 & #8** |  |
| April 24 | Ch. 12 Sponsorship , product placements, and branded entertainment |  |
| April 26 | **Test 3 Ch 9-12** |  |
| April 28 | **Simulations #9 & # 10** |  |
| May 1 | Ch. 13 Public relations, influencer marketing, social media, and corporate advertising | Study for Exam |
| May 3 | Ch. 13 Public relations, influencer marketing, social media, and corporate advertising |  |
| May 5 | Special product placement |  |
| May 8 | Special product placement |  |
| **May 15****1.30-4 pm** | **Comprehensive Final Exam (May be optional)\*** |  |
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\*Comprehensive Final is if class does not meet 80% rule.

**Tentative Class Schedule**

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| **Date** |  **Topic** | **Assignment** |
| Aug 24 & 26 | Class Overview | Get book |
| Aug 28 | Ch. 1 The world of integrated marketing communications  | Read Chapter 2 |
| Aug 31 | Individual study day | Read Chapter 2 |
| Sep 2 | Ch 2 The promotion industry | Read Chapter 3 |
| Sep 4 | Ch 2 The promotion industry | Read Chapter 3 |
| Sep 9  | Ch 3 The evolution of promoting brands  | Read Chapter 4 |
| Sep 11 | Ch 3 The evolution of promoting brands | Read Chapter 4 |
| Sept 14 | Ch 4 Understanding the marketing environment | Read Chapter 4 |
| Sep 16 | Ch 4 Understanding the marketing environment | Study for exam |
| Sept 18  | **TEST 1 Ch. 1-4** | Read Chapter 5 |
| Sep 21 | Ch 5 Understanding buyer behavior and the communication process | Read Chapter 5 |
| Sept 23 | Guest Speaker- Mr. Mark Jones CEO, Goosehead Insurancecid:image001.png@01D0448A.FF7B4A30 |  |
| Sept 25 | Ch 5 Understanding buyer behavior and the communication process |  |
| Sept 28 | Ch 6 The regulatory and ethical environment of promotions | Read Chapter 6 |
| Sept 30 | **Rawls Career day—No class** | Read Chapter 6 |
| Oct 2 | Ch 6 The regulatory and ethical environment of promotions | Read Chapter 8 |
| Oct 5 | Ch. 7 The international market environment for brand promotion | Read Chapter 8 |
| Oct 7 | Ch. 7 The international market environment for brand promotion | Read Chapter 8 |
| Oct 9 | Culture Lecture | Read Chapter 8 |
| Oct 12 | Ch. 8 Messaging and media strategies | Read Chapter 8 |
| Oct 14 | Ch. 8 Messaging and media strategies | Read Chapter 9 |
| Oct 16 | **Test 2 Ch. 5-8** | Read Chapter 9 |
| Oct 19 | Ch. 9 The internet | Study for Exam |
| Oct 21 | **Project simulation (introduction)** |  |
| Oct 23 | Project simulation (#1 and #2) | Read Chapter 11 |
| Oct 26 | Ch. 9 The internet | Read Chapter 11 |
| Oct 28 | Ch. 10 Direct Marketing | Read Chapter 12 |
| Oct 30 | Project Simulation (#3 and #4) |  |
| Nov 2 | Ch. 10 Direct Marketing |  |
| Nov 4 | Ch. 11 Sales Promotion and point of purchase | Read Chapter 12 |
| Nov 6 | Project Simulation (#5 and #6) |  |
| Nov 9 | Ch. 11 Sales Promotion and point of purchase |  |
| Nov 11 | Ch. 12 Sponsorship , product placements, and branded entertainment |  |
| Nov 13 | Project Simulation (#7 and #8) |  |
| Nov 16 | **Test 3 Ch 9-12** |  |
| Nov 18 | Ch. 13 Public relations, influencer marketing, social media, and corporate advertising | Study for Exam |
| Nov 20 | Project Simulation (#9 and #10) | Read Chapter 10 |
| Nov 23 | Thanksgiving | Read Chapter 12 |
| Nov 30 | Ch. 13 Public relations, influencer marketing, social media, and corporate advertising | Read Chapter 14 |
| Dec 2 | Guest Speaker | Study for Exam |
| **Dec 4** **7.30am-10am** | **Comprehensive Final Exam (May be optional)\*** |  |
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\*Comprehensive Final is if class does not meet 80% rule.