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**Integrated marketing communications**

**MKT 4354**

**Summer II 2018**

**Class:** MTWTRF 12-1.50pm

**Instructor:** Dr. Jeffrey Harper

**Office:** BA 352 W

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**Phone:** 843-2028

**Web Page:** http://harper.ba.ttu.edu

**Office Hours:** 8.30-9.30 am M-TR; and by appointment

**Required Texts:** [**PROMO2 -W/ACCESS | Edition: 2ND 13**](http://email.facultyenlight.com/wf/click?upn=BvKiuX3CsZRQivXTPHmMdLK0A9m4QQwWsY7XDxQy4o6Y3Nb3cZR1Dp-2F9zE6Hzj-2FbZNT9Tz5JfcXa7p9t2c3rOw-3D-3D_jqrdyix3KEBlO45VMkmke8sdAIzffTIfT33TFs6GUQ1zWrkEUA0hHMFMYwF4XmpDdOJmM4ZKPnVfXVcIhykZy-2BBGW5UV2X86rKBNo-2F4r1eLWObgNyxR75L4jnqrhIthyiPJG6mALMbYWOFcigjNwtvNxAtDk7rnmN8urVTrGzjdGb4GBFtZYBcCN87PzOJf0o3f1EjeCqHbD4oqq7IXLHLDC7YpwDmQCdgUyb3iFPKQ-3D)

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**Twitter:** jharpermkting

**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) Explain 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.

**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

Hometown

**Means of Assessment of Learning Outcomes:**

Exam # 1 (33%) 100 points

Exam # 2 (33%) 100 points

Exam # 3 (33%) 100 points

Exam # 4\* (comprehensive final if needed) 100 points

**All exams will be equally weighted; if there is a final then the exams will be worth 25%**

**Assessment Details:**

**● Exams and Quizzes:** There will be at least 4 exams on the dates specified in the course outline. The exams are not comprehensive with the exception of a final which if given is comprehensive. **You are required to take all three 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 you will receive a 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. **All four exams will be over 4-5 chapters. However, if the class does not maintain a 80% attendance for every class then there will be a comprehensive 100 question final over 14 chapters on the assigned day. There will be a cumulative final exam on Friday August 10th from 11-1.30pm. However, if the class maintains 80% attendance *every* class period then we will have no final!**  **This means no final, not an optional final therefore your grade will consist only of the 3 exams.**

**THERE IS NO EXTRA CREDIT, PROJECTS, PAPERS ETC…**

**Quizzes**

Each day, each group will email me in **word document** **format**, 20 quiz questions, over the next day’s material. **True false is not multiple choice. These will have to be that groups own work meaning that you cannot use a publishers study resources for these questions.** These will need to be emailed to me no later than 11.59 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.

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.**

**Grading Format:**

**90 – 100 points = A**

**80 – 89 points = B**

**70 – 79 points = C**

**60 – 69 points = D**

**0 – 59 points = F**

**Please Note:**

* Charts 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.***
* The student(s) with the highest score per exam will be announced in class. Students who do not wish to be recognized like this in the classroom must inform the instructor per email before the first midterm is given.
* 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.

**CHEATING**

If you are caught plagiarizing a study guide, using or receiving or sending unauthorized material (such as test banks, quizzes etc) you will receive a zero for your final grade and will be sent to the TTU office of student conduct for further sanctions. Additionally, I will not allow you to take another class of mine while you are enrolled as a Rawls College of Business student.

**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.”

Students will be held to the student code of conduct with great emphasis placed academic integrity. As a reminder here is a copy from the *TTU* *STUDENT CODE OF CONDUCT* that addresses student misconduct. Please be advised I will hold you to these standards.

**SECTION B: MISCONDUCT 1. Academic Misconduct Academic** misconduct includes cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, violations of published professional ethics/standards, and any act or attempted act designed to give unfair academic advantage to oneself or another student. Additional information about academic misconduct is available in the Texas Tech University Community Policies section. a. Cheating 1. Copying from another student’s academic work, test, quiz, or other assignment 2. Receiving assistance from and/or seeking aid from another student or individual to complete academic work, test, quiz, or other assignment without authority. 3. The use or possession of materials or devices during academic work, test, quiz or other assignment which are not authorized by the person administering the academic work, test, quiz, or other assignment. 4. Possessing, using, buying, stealing, transporting, selling or soliciting in whole or in part items including, but not limited to, the contents of an unadministered test, test key, homework solution, or computer program/ software. Possession, at any time, of current or previous course materials without the instructor’s permission. 5. Obtaining by any means, or coercing another person to obtain items including, but not limited to, an unadministered test, test key, homework solution or computer program/software, or information about an unadministered test, test key, homework solution or computer program. 6. Transmitting or receiving information about the contents of academic work, test, quiz, or other assignment with another individual who has completed or will complete the academic work, test, quiz, or other assignment without authority. 7. Substituting for another person, or permitting another person to substitute for oneself in order to take a course, take a test, quiz or other assignment or sign in/register attendance. 8. Taking, keeping, misplacing, damaging or altering the property of the University or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct. 9. Falsifying research data, laboratory reports, and/or other academic work offered for credit. 10. Failing to comply with instructions given by the person administering the academic work, test, quiz or other assignment. b. Plagiarism 1. The representation of words, ideas, illustrations, structure, computer code, other expression or media of another as one’s own and/or failing to properly cite direct, paraphrased or summarized materials. 2. Self-plagiarism which involves the submission of the same academic work more than once without the prior permission of the instructor and/or failure to correctly cite previous work written by the same student. c. Collusion The unauthorized collaboration with another individual to complete academic work, test, quiz, or other assignment, providing unauthorized assistance to another student, allowing another student access to completed academic work, and/or conspiring with another person to commit a violation of academic dishonesty. d. Falsifying academic records 1. Altering or assisting in the altering of any official record of the University and/or submitting false information. 2. Omitting requested information that is required for, or related to, any official record of the University. e. Misrepresenting facts 1. Providing false grades, falsifying information on a resume, or falsifying other academic information. 2. Providing false or misleading information in an effort to injure another student academically or financially. 3. Providing false or misleading information or official documentation in an effort to receive a postponement or an extension on academic work, test, quiz, other assignment, credit for attendance, and/or obtain an academic or financial benefit for oneself or another individual.

NOTE: Examples include, but are not limited to, fabricated, altered, misleading, or falsified documentation for medical excuses family and personal emergencies, and signing into class and failing to remain the entire time. f. Violation of Professional Standards Any act or attempted act that violates specific Professional Standards or a published Code of Ethics. NOTE: Students are held accountable under this policy based on their college or school of enrollment, declared major, degree program, and/or pre-professional program. g. Unfair Academic Advantage Any other action or attempted action that may result in creating an unfair academic advantage for oneself or may result in creating an unfair academic advantage or disadvantage for another student that is **not enumerated in items a-f.**

**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**

**TTU Resources for Discrimination, Harassment, and Sexual Violence**

Texas Tech University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from gender and/or sex discrimination of any kind. Sexual assault, discrimination, harassment, and other [Title IX violations](https://mail.ttu.edu/owa/redir.aspx?REF=TDnyezHrHlu1DNW3n3slbLOqQtLDtKgJ3v1I3NgO6KrxaOuNHz3TCAFodHRwOi8vdGl0bGVpeC50dHUuZWR1Lw..) are not tolerated by the University. Report any incidents to the *Office for Student Rights & Resolution*, (806)-742-SAFE (7233) or file a report online at [titleix.ttu.edu/students](https://mail.ttu.edu/owa/redir.aspx?REF=TMlWTyd6as_1iI_0H5FLTz_Tacxr_ytIAYxWLxEEyOLxaOuNHz3TCAFodHRwOi8vdGl0bGVpeC50dHUuZWR1L3N0dWRlbnRz). Faculty and staff members at TTU are committed to connecting you to resources on campus. Some of these available resources are: **TTU Student Counseling Center,** 806-742-3674, [https://www.depts.ttu.edu/scc/](https://mail.ttu.edu/owa/redir.aspx?REF=5gFmwn20cg0WpRjuzh2XhzWDxz7cumguCavnkO3YwwjxaOuNHz3TCAFodHRwczovL3d3dy5kZXB0cy50dHUuZWR1L3NjYy8.) *(Provides confidential support on campus.)* **TTU Student Counseling Center 24-hour Helpline**,806-742-5555, *(Assists**students who are experiencing a mental health or interpersonal violence crisis.  If you call the helpline, you will speak with a mental health counselor.)* **Voice of Hope Lubbock Rape Crisis Center**, 806-763-7273, [voiceofhopelubbock.org](https://mail.ttu.edu/owa/redir.aspx?REF=1uM4ndet18SPRjjIp5A6_3NleY5utzJnGJQofjxBV93xaOuNHz3TCAFodHRwOi8vdm9pY2VvZmhvcGVsdWJib2NrLm9yZy8.) *(24-hour hotline that provides support for survivors of sexual violence.)* **The Risk, Intervention, Safety and Education (RISE) Office**, 806-742-2110, [rise.ttu.edu](https://mail.ttu.edu/owa/redir.aspx?REF=MVDdWy7eTuVCRcyvK7oAo5m4RdChfQJJLRJAKCHbI9HxaOuNHz3TCAFodHRwczovL3d3dy5kZXB0cy50dHUuZWR1L3Jpc2Uv) *(Provides a range of resources and support options focused on prevention education and student wellness.)* **Texas Tech Police Department**, 806-742-3931, [http://www.depts.ttu.edu/ttpd/](https://mail.ttu.edu/owa/redir.aspx?REF=KWYBL2BDUkHcPK_WY77UERDu3ue1h3IPLo_tp-TiyuzxaOuNHz3TCAFodHRwOi8vd3d3LmRlcHRzLnR0dS5lZHUvdHRwZC8.) *(To report criminal activity that occurs on or near Texas Tech campus).*

**Email:** If you email me I will not answer an email that does not include which class of mine you are in. I teach multiple classes and without this information it is impossible for me to give you an accurate answer. Also, please allow 24 hours before I respond. 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.

**GRADE AND COURSE COMMUNICATION: Blackboard**

**My Course 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, 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.

**If you are caught texting, talking, doing homework for other classes, you will be asked to leave and will be counted absent. DO NOT USE YOUR CELLPHONE IN CLASS, to Text, Facebook, Instagram etc.. IF I CATCH YOU DOING ANY OF THE ABOVE EVEN ONE TIME, YOU WILL BE DISMISSED FROM CLASS AND GIVEN A ZERO FOR THAT DAY’S QUIZ, NO EXCETPIONS!!!!**

**Tentative Class Schedule**

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| **Date** | **Topic** | **Assignment** |
| July 10 | Class Overview | Read chapter 1 |
| July 11 | Ch. 1 the world of integrated marketing communication | Read Chapter 2 |
| July 12 | Ch 2 the promotion industry | Read Chapter 3 |
| July 16 | Ch 3 the evolution of Promoting brands | Read Chapter 4 |
| July 17 | Ch 4 Understanding the Marketing Environment | Study for Exam |
| July 18 | **Exam 1 ch. 1-4** | Read Chapter 5 |
| July 19 | Ch 5 Understanding Buyer Behavior | Read Chapter 6 |
| July 23 | Special lecture on consumer behavior |  |
| July 24 | Ch. 6 the regulatory and ethical environment | Read Chapter 7 |
| July 25 | Ch. 7 the international market environment | Read Chapter 8 |
| July 26 | Special lecture on international marketing | Read chapter 8 |
| July 30 | Ch 8 Messaging and media strategies | Study for exam |
| July 31 | **Exam 2 ch. 5,6,7,8** | Read Chapter 9 |
| Aug 1 | Ch 9 the internet | Read Chapter 10 |
| Aug 2 | Ch 10 direct marketing | Read Chapter 11 |
| Aug 6 | Ch. 11 Sales Promotion and point of purchase | Read Chapter 12 |
| Aug 7 | Ch. 12 Sponsorship, product placements and branded entertainment |  |
| Aug 8 | **Exam 3 ch 9-12** | Study for exam |
| Aug 9 | Ch. 13 public relations, influencer marketing, social media, and corporate advertising |  |
| **Aug 10**  **11am-1.30pm** | **Comprehensive exam if attendance goal not met** |  |