



JAN 07 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline MKTG 2202

School of Business

Program: Marketing Management

Course: Integrated Marketing Communications

Taught to : Full-time Day School

MKTG 2202

Hours/Week:	3	Total Hours:	36	Term/Level:	2
Lecture:	2	Total Weeks:	20	Credits:	3
Lab :	1				

Instructor : Joe Freeburn Tues 11:30 - 1:30pm
Wed 11:30 - 12:30pm } office hrs.

Office No: SEd 314 Tel: 604-432-8445 Fax : 604-439-6700

Office Hours : To be posted on office door

Prerequisites: **MKTG 1102 – Essentials of Marketing**

Candidates must possess credentials for the FOUNDATIONS OF MARKETING (core course) e.g. MKTG 1102 at BCIT

Course Description and Goals

This course presents an overview of integrated marketing communications strategies, which includes: advertising, personal selling, sales promotion, direct marketing, public relations and event marketing. It provides an in-depth examination of the advantages, disadvantages and importance of each promotional method as applied to marketing strategies.

The emphasis throughout the course is the application of the marketing communications concept to real-life situations.

Lectures are designed to build a solid foundation of the fundamentals of marketing communications. The labs are geared towards analyzing challenges and evolution of traditional and non-traditional concepts in the workplace through group case studies and presentations.

Upon completion of this course, the student will be able to:

- Cultivate proactive groupthink conduct, responsibility, accountability and professionalism that foster team spirit and success.
- Define the role of marketing communications within the marketing field, and its global effect on business, industry and national economics.
- Perceive the real and the cultural role of advertising and, conversely, the impact society has on advertising.
- Develop creative strategies and materials used for print, radio, TV and digital interactive mediums.
- Explain how the basic elements of the promotional mix are used within the broader discipline of marketing.
- Critique promotional tactics and materials objectively on the basis of marketing, media and creative strategies.
- Describe the process that organizations use in the planning and the execution of a promotional campaign.
- Identify the various types of advertising and promotional efforts used by organizations.
- Apply current approaches to the principles and techniques of promotion, including direct response, advertising, public relations and event marketing.

Evaluation

Final Examination	30%
Midterm Tests	20%
Cases and Lab work	40%
Other (Attendance, Participation, Peer Evaluations)	<u>10%</u>
Total	100%

*Policy: BCIT's policy on attendance, course project completion and successful passing marks for examinations can be found in the BCIT calendar. **Successful completion depends on the student attending 90% of the course time, achieving a 50% average of the midterm and the final exam, as well as successful completion of the course assignments.***

Excessive lateness for labs or lectures will be evaluated in the same manner as if being absent and may result in the student being disqualified from writing the final exam.

Projects/cases will be completed in groups, unless specifically stated. All groups will submit a "Team Charter," at the beginning of the term, outlining goals, responsibilities and consequences of improper team conduct.

*All presentations and projects will be submitted in a typed and professional format. **Late assignments will not be accepted.** Submissions must be presented in hard copy, e-mail submissions will not be accepted.*

Course Learning Outcomes

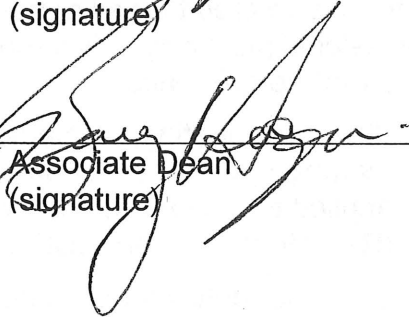
Through lectures, group projects and labs, the students will be able to:

- employ time-management skills.
- cultivate proactive group-think conduct, responsibility, accountability and professionalism that foster team spirit and success.
- Work effectively and proactively in a group/team environment that is able to meet deadlines.
- Comprehend and identify weekly learning outcomes and reading assignments.

Course Record

Developed by:  Date: _____
Instructor Name and Department
(signature)

Revised by: Joe Freeburn Date: Dec 30, 2001
Instructor Name and Department
(signature)

Approved by:  Start Date: 1/2/02
Associate Dean
(signature)



Required Text(s) and Equipment

Introduction to Integrated Marketing Communications

First Canadian Edition : Burnett, Moriarty, Grant, 2001 ISBN 0-13-015668-X Prentice Hall

Note: Reading the text is an important part of this course. Lectures will summarize and supplement the text, but will not cover all the material. You are responsible for all text readings and are strongly advised to read the assigned chapters prior to the lecture so that you will be responsible for the material being discussed.

Reference Text(s) & Recommended Reading

Marketing Magazine (Available on the Internet)
Adweek, Brand Week (Available on the Internet)
Direct Marketing (Available on the Internet)
Fast Company (Available on the Internet)

Course Notes (Policies and Procedures)

ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

CHEATING, PLAGIARISM AND DISHONESTY: "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

ASSIGNMENTS; Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

CLASS CONDUCT: Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

COURSE OUTLINE CHANGES: The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

*This schedule is subject to change at the discretion of the instructor

Course Map

Week #/ Lecture	Material Covered	Text	Outcomes (Learning Objectives)	Assignments & labs
#1 Thurs., Jan 3	Introduction Welcome Course Coverage		Itinerary handed out and reviewed in lecture.	None Talk about Team Charter
#2 Tues., Jan 8	Marketing Communication	Ch 1	Explain marketing communications, types of marketing communication messages and IMC	Work on Team Charter.
Thurs., Jan 10	Marketing Mix and IMC	Ch 2	Marketing concept, business plan, marketing plan, product, distribution and price mix elements.	Find an example of a good and bad branding ad
#3 Tues., Jan 15	Organizing for IMC	Ch 3	Distinguish between integrated marketing and IMC; describe typical organizational elements and characteristics of IMC and IMC organizations	Team Charter Due. Advertising critiquing – bring in ads from week #2
Thurs., Jan 17	Marketing Communication Strategy/Planning	Ch 4	Describe critical decisions determined through strategic planning; elements of marketing plan, communication plan and planning process	Hand out sample Case
#4 Tues., Jan 22	Socio-cultural Environment	Ch 5	Describe how culture, demographics and social groups influence marketing communications.	Review analysis of sample case <u>ch 19</u>
Thurs., Jan 24	Decision Making in the New Marketplace	Ch 6	Describe psychological factors of motivation, learning and attitudes; decision-making and the influence of market communications; contrast organizational and consumer-buying behaviour.	Hand out Case # 1

#5 Tues., Jan 29 Thurs., Jan 31	Legal, Ethical , and Global Environments	Ch 7	Identify Gov't bodies, legal and social responsibility issues and global factors that affect marketing communications.	Case #1 Due
#6 Tues., Feb 5 Thurs., Feb 7	The Marketing Communication Process	Ch 8	Outline the communication process and systems; explain persuasive communication; analyze the effect of the source, message and audience on persuasive communications.	Case #2 Handed Out
#7 Tues., Feb 12 Thurs., Feb 14	Advertising	Ch 9	Identify strengths and weaknesses of advertising; evaluate effective advertising.	Case #2 Due
#8 Tues., Feb 19 Thurs., Feb 21	Sales Promotion	Ch 10	Define sales promotion and how it fits into the marketing communications mix; outline sales promotion strategies for trade and consumer markets	Case # 3 handed out
#9 Tues., Feb 26 Thurs., Feb 28	Catch up and review for midterm Review methods for multiple test exams	Ch 1 - 10		Case # 3 Due
#10 Mar 5&7	Midterm Week			

#11 Mar 12 .14	Spring Break			
#12 Tues., Mar 19 Thurs., Mar 21	Public Relations	Ch 11	Explain the purpose of PR and the various publics, outline PR research and planning; review PR tools and role in an IMC program	Case # 4 handed out
#13 Tues., Mar 26 Thurs., Mar 28	Communicating Through Direct Marketing	Ch 12	Define direct marketing's role and tools in the marketing communication mix; outline designing, managing and evaluating a direct marketing program.	Case # 4 Due
#14 Tues., Apr 2 Thurs., Apr 4	Personal Selling	Ch 13	Discuss how personal selling fits into the marketing communication mix; outline the types and process of personal selling; explain the tasks of sales management related to marketing communications.	Case # 5 Outline Presented
#15 Tues., Apr 9 Thurs., Apr 11	IMC Media	Ch 14	Define various advertising media choices; describe the characteristics, buying process, strengths and weaknesses of TV, radio, print, outdoor, transit and new media.	Groups to review project outline during lab to ensure headed in right direction.
#16 Tues., Apr 16 Thurs., Apr 18	Developing the media plan	Ch 15	Explain how marketing communication and media interface; describe developing media strategies; explain how computer technology affects media planning.	Presentation of Case #5
#17 Tues., Apr 23 Thurs., Apr 25	Developing the IMC Appropriation	Ch 16	Explain strategic budget planning and techniques used in the marketing communications mix.	Presentation of Case #5

#18 Tues., Apr 30 Thurs., May 2	Measuring IMC Performance	Ch 17	Address main issues in measuring marketing communication performance; explain specific-testing methods used in the marketing communications mix.	Presentation of Case #5
#19 Tues., May 7 Thurs., May 9	Campaign Planning	Ch 18	Outline the steps in the campaign-planning process; explain the campaign-planning document; identify the purpose of executive summaries.	Presentation of Case #5
#20 Tues., May 14 Thurs., May 16	Review for Final	All		Presentation of Case #5
#21 May 20-24	Exam Week			

Course Outline
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Marks Allocation for Case Studies – Total Percentage – 40%

- Each of cases 1 – 4 is worth 7%
- Case #5 is worth 12%
- Each case will be evaluated as follows : oral presentation, written reports, critiques and one-page summaries. Each group will be responsible for a different element for each case. Every group will have to make one oral presentation, write and hand in two – four page reports and critique one presentation. The case study schedule will be handed out once the size of all labs are determined. Please note that each case (1-4) is worth 7% of your final mark, no matter what you are responsible for producing i.e. critique, written report or presentation.
- Case #5 will be a written report and presentation by all groups.

GROUPS	A	B	C	D
Case 1 7% Date TBA	Critique 1 Page Summary <i>from each person.</i>	Written Report 4 Pages <i>Jan 31/02</i> <i>Feb</i>	Written Report 4 Pages	Oral Presentation 20 Minutes 5 minutes Q&A
Case 2 7% Date TBA	Oral Presentation 20 Minutes 5 minutes Q&A	Written Report 4 Pages	Critique 1 Page Summary	Written Report 4 Pages
Case 3 7% Date TBA	Written Report	Oral Presentation 20 Minutes 5 minutes Q&A	Written Report	Critique 1 page Summary
Case 4 7% Date TBA	Written Report	Critique 1 Page Summary	Oral Presentation 20 Minutes 5 minutes Q&A	Written Report
Case 5 12% Date TBA	Presentation & Written Report	Presentation & Written Report	Presentation & Written Report	Presentation & Written Report



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Your Group Name/Letter : _____

Members:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Please hand this completed form in during your lab on week # 3.



Course Outline
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Oral / Written Presentations

Case Discussion & Preparation Guide

Outline	Guide Questions
Case Synopsis (only for oral) * A summary of the major events and facts	Familiarize yourself with the case by answering: 1. What is the case generally about? 2. What are the main facts, characters & events?
Problem Identification* Define the main problem in question form, in one sentence.	Diagnose the case problem by answering: 1. What is the problem of the case? State clearly in a sentence, in question form.
Findings A. Outline facts relating to the problem. B. Make assumptions, if necessary. C. Research for more information that will throw light on the problem (library, industry).	Analyze the case by answering: 1. What data or research is needed to answer questions in the case? 2. What assumptions need to be made?
Evaluation of Alternatives • State three alternatives and evaluate the advantages and disadvantages of each alternative. • For each alternative, state three advantages and 3 disadvantages.	Develop solutions and evaluate each by answering: 1. What are the realistic, independent, mutually exclusive alternative solutions to the problem? 2. What are the expected consequences of these alternative solutions? 3. What are their advantages and disadvantages?
Solution * State the chosen alternatives solution with a supporting argument. * Consider the cost of your recommendation(s) * State how you will implement the solution.	Make a decision by answering: 1. How do the alternative solutions compare in terms of their advantages and disadvantages? 2. Which of the alternative solutions seems best?
Plan Of Action * List step-by-step how the chosen alternative solution would be implemented.	Plan the implementation of the solution by answering: 1. How should the plan be implemented? 2. Who should implement the solution?
Concepts Used from Course * List two or three major concepts used in the case study.	1. Which course concepts or research findings helped develop the case preparation?

Please note that this is an outline as we get deeper into the course material you may be required to revise certain sections.



Course Outline
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Case Study – Written Report

This is a short, concise business report. The contents may be written in point form but must adhere to professional format – i.e. full sentences, grammatically correct. Please do a spell check before printing your report – business people hate typos!!

Use the following guidelines.

COVER PAGE:

- Name of case
- Name of group members
- Set Number and Group Names
- Course Number
- Instructor name
- Date of presentation

If a group member did not participate, do not show his/her name.

CONTENTS & MARKING

/10 Problem	State in one or two sentences, the main problem, in a question form.
/10 Facts/Assumptions	State facts in the case relating to the problem only. Assumptions will be from the case and/or research.
— /25 Research Summary	Summarize the facts obtained from the research.
/30 Alternatives	State three alternatives with three advantages and three disadvantages.
/15 Solution	Solution and implementation. <i>- all</i>
/5 Concepts	Concepts used from the course.
/5 Bibliography	Identify all research information sources used.
/100 TOTAL	

Report must be typed 12 font, double spaced and the body limited to **four pages**. (You may use Appendix where necessary)



Guidelines for Marking the Oral Case Presentation

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This is the format for how the instructor will mark the oral presentation

Names of Group Being Marked _____

- No mark if an item is not covered
- Partial mark for each item covered; full mark only for exceptionally good coverage.

/10	Main problem is clearly identified and stated in one sentence.
/10	Facts are relevant to the problem outlined and assumptions have been made where necessary.
/25	Evidence of quality primary and secondary research.
/30	Three alternatives with three advantages and three disadvantages were presented.
/10	Does the proposed solution solve the problem stated satisfactorily?
/5	Concepts learned in the course have been identified.
/10	How was the overall presentation format? i.e. effectiveness of communication, Q&A, etc
/100	Total marks awarded



Critiquing a Presentation

WHAT IS A CRITIQUE?

A critique is the art of evaluating or analyzing with knowledge and propriety, a speech, presentation, book, artwork, etc. It is not simply an act of negative criticism, but an evaluation of both the positive and negative aspects of the object of the critique.

In order to properly critique the case presentation, the critiquing group must, first be very familiar about the case. In other words, the group must have its own problem identification, analysis, alternatives and solution. Without such preparation, it is not possible to offer a valid critique.

Secondly, the critiquing group must focus on:

1. The problem statement – is the problem clearly stated by the presenters? Is it relevant to the case? Is it vague?
2. Did the presenters support the problem with the relevant facts in the case?
3. Were logical assumptions made where necessary?
4. Did the group present any research findings? What evidenced was shown in the discussion?
5. Were three alternatives presented as possible solution(s) to the problem? Were the advantages and disadvantages of each of the alternatives discussed satisfactorily?
6. Does the solution(s) presented solve the problem?
7. Did the group apply any of the concepts learned in the course to the case?

Format: Criticisms may be offered on how well the case was articulated. Use or non-use of visual aids, voice, posture, time used for the presentation (too little?) and participation by each member of the group – all these may be critiqued.

Critiquing Sheet

Group Being Critiqued: (Names)

Group Critiquing : (Names)

**Comment on each of the 7 steps outlined. Use the format given :
Attach your one page reports to this paper and submit together at the end of the lab**

critique - 1 pg summary
from each
person.