

Request for Undergraduate Course Change – Page 3
Additional Information Required for Undergraduate Course Change

College: LCOB Department/Division: MKT, MGT & MIS Current Alpha Designator/Number: MKT 341

Rationale for changes:

Define the rationale for EACH type of change here.

The new title, Integrated Marketing Communications, more clearly reflects the current terminology used in the marketing literature.

MKT 341 TITLE CHANGE

From Promotion Management to Integrated Marketing Communications Support Materials

I. Source: American Marketing Association

A. Definition from the AMA Dictionary of Marketing Terms:

integrated marketing communications	A planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time.
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B. Special Interest Group (SIG): Marketing Communications

The Marketing Communications SIG focuses on communication used to build the relationships that build brands and brand equity. Conference papers and special session are on the research, theories, and teaching that further the understanding and practice of using advertising, sales promotion, publicity, and all other forms of one-and two-way communication in an integrated way to acquire retain and grow customers. The SIG recognizes the importance of IMC, CRM, and all other customer-focused approaches essential to managing marketing communications and media in a world of increasing communication alternatives and interactivity. The SIG greatly benefits by having members from around the world who share their cross-cultural theories and applications of marketing communications and brand building. Finally, the SIG encourages different perspectives—clients, agencies, and the media’s—regarding how best to use marketing communications. Because this SIG’s primary mission is to improve the brand communications that create and strengthen brand relationships, it encourages membership from those who also belong to SIGs such a Direct Marketing, Relationship Marketing, Business-to-Business Marketing, Services Marketing, and Global Marketing.

C. Textbooks and Readings Examples

Belch, George E. and Michael A. Belch (2004), *Introduction to Advertising & Promotion, An Integrated Marketing Communications Perspective, Sixth Edition*, Homeland, IL: McGraw Hill/Irwin Publishing. ISBN 0-07-304972-7. New version 2008: see below in Online Search

Shimp, Terence A. (2003), *Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communications, Sixth Edition*, Thomson/South-Western. ISBN 0-03-035271-1.

D. AMA Library Resources Examples

[A Three-Stage Model of Integrated Marketing Communications at the Marketing–Sales Interface](#)

Journal of Marketing Research (JMR)

The authors develop a three-stage model that captures the effects of sequential marketing/sales communications on lead generation, appointment conversion, and sales closure.

[The Role of Spokescharacters as Advertisement and Package Cues in Integrated Marketing Communications](#)

Journal of Marketing, Vol. 69, No. 4

The authors use three studies to examine various integrated marketing communications (IMC) strategic combinations.

[Measure IMC's whole--not just each part.](#)

Measure the overall, combined effects of several marketing and communications activities at one time.

[Clarke L. Caywood back page](#)

Clarke L. Caywood, professor of integrated marketing communications at Northwestern University.

[Integrated Marketing Column--Focus on brand changes rules of engagement](#)

Engagement is the new hot topic in marketing and communications. But what is engagement?

[IMC is do or die in new pull marketplace](#)

Much of today's humongous marketing and marketing communications discussions revolve around whether the future will be driven by a "push" or "pull" marketplace approach.

II. Source: Internet Search

A. Textbook Examples

Belch, George E. & Michael A. Belch (2009), Advertising and Promotion: An Integrated Marketing Communications Perspective/8E, McGraw-Hill Professional, ISBN: 0073381098 / 9780073381091.

Kitchen, Philip & Patrick de Pelsmacker (2004), A Primer for Integrated Marketing Communications, Routledge, ISBN: 978-0-415-31421-3

Schultz, Don & Stanley I. Tannenbaum (1993), Integrated Marketing Communications: Putting It Together and Making It Work, McGraw-Hill Professional, ISBN: 0844233633, 9780844233635

Sample Table of Contents

Belch, George E. & Michael A Belch (2009), Advertising and Promotion: An Integrated Marketing Communications Perspective/8E

Overview: Belch/Belch 8th edition continues its Advertising focus with an emphasis on IMC. It includes very comprehensive coverage of Agency issues and creative work and how it is related to the IMC mix. The authors understand that marketers must look beyond traditional media in order to achieve success. In order to best communicate with consumers, advertisers must utilize a myriad of tools (advertising, public relations, direct marketing, interactive/Internet marketing, sales promotion, and personal selling); Belch/Belch is the first book to reflect the **shift from the conventional methods of advertising to the more widely recognized approach of implementing an integrated marketing communications strategy**. The text underscores the importance of recognizing that a firm must use all promotional tools available to convey a unified message to the consumer. **The integrated marketing communications perspective (the theme of the text) catapults the reader into the business practices of the 21st century.**

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Part 1: The Role of IMC in Marketing

Chapter 1: An Introduction of Integrated Marketing Communications

Chapter 2: The Role of IMC in the Marketing Process

Part 2: Integrated Marketing Program Situation Analysis

Chapter 3: Organizing for Advertising and Promotion

Chapter 4: Perspectives on Consumer Behavior

Part 3: Analyzing the Communication Process

Chapter 5: The Communication Process

Chapter 6: Source, Message, and Channel Factors

Part 4: Objectives and Budgeting for Integrated Marketing Communications Programs

Chapter 7: Establishing Objectives and Budgeting for the Promotional Program

Part 5: Developing the Integrated marketing Communications Program

Chapter 8: Creative Strategy: Planning and Development

Chapter 9: Creative Strategy: Implementation and Evaluation

Chapter 10: Media Planning and Strategy

Chapter 11: Evaluation of Broadcast Media

Chapter 12: Evaluation of Print Media

Chapter 13: Support Media

Chapter 14: Direct Marketing and Marketing on the Internet

Chapter 15: Internet and WWW

Chapter 16: Sales Promotion

Chapter 17: Public Relations, Publicity, and Corporate Advertising

Chapter 18: Personal Selling

Part 6: Monitoring, Evaluation, and Control

Chapter 19: Measuring the Effectiveness of the Promotional Program

Part 7: Special Topics and Perspectives

Chapter 20: International Advertising and Promotion

Chapter 21: Regulation of Advertising and Promotion

Chapter 22: Evaluating the Social, Ethical, and Economic Aspects of Advertising and Promotion

B. Journal

Journal of Integrated Marketing Communications (JIMC)
Medill -- Dept. of Integrated Marketing Communications (IMC)
Northwestern University
1870 Campus Drive, Evanston, IL 60208
ph 847.491.5665 -- fax 847.491.5925

C. Sample IMC Undergraduate Programs

Case Western Reserve University
Illinois State University
University of Colorado

D. Sample IMC Graduate Programs of Study

Some IMC graduate programs are located in the university's college/school of business, while others are located in the college/school of journalism.

Eastern Michigan
Emerson College
Marian University
New York University
Northwestern University
University of Denver
West Virginia University (online)

MARSHALL UNIVERSITY - LEWIS COLLEGE OF BUSINESS

MARKETING 341

PROMOTION MANAGEMENT – XXXXXXXXXXXX

10:00 – 10:50 MWF

PROFESSOR INFORMATION:

Name: Dr. Deanna Mader
Office: 414 Corbly Hall, Lewis College of Business
Phone: 696-2687 Please do not phone me at home.
E-mail: maderd@marshall.edu
FAX: 696-6013
Office hours: 8:30-10:00am MW, 11:00-noon MW, 3:00-4:00pm M, and by appointment

Prerequisite: MKT 340, or MKT 340E, or MKT 340V

NOTE: It is the student's responsibility to be aware of and meet all prerequisites for LCOB courses. By remaining in the course beyond the regular registration period, the student certifies that he/she has met all prerequisites. Students registered for courses without having met prerequisites will be considered to have committed **Academic Dishonesty** as defined by the Marshall University Student Handbook. Sanctions may include a grade of "F" in the course for which the student has not met the prerequisite or suspension from the university. The dean's office reserves the right to administratively withdraw students from courses if the prerequisite(s) have not been met.

TEXT: No text is required for this class.

OBJECTIVES: The course is designed to achieve the following objectives:

- To demonstrate an understanding of Integrated Marketing Communications and its role in the success of the organization
- To demonstrate an understand of the role of explicit and implicit promotion elements in the context of the entire marketing mix
- To demonstrate an understanding of the integration of the implicit and explicit promotion mix elements, and together their integration with the internal and external environments
- To demonstrate an understanding of the importance of consumer behavior, marketing strategy, and other issues in planning, implementing, and evaluating a promotion mix
- To demonstrate an understanding of the characteristics and uses of each of the explicit promotion elements.
- To plan and apply the explicit promotion mix elements in a live case setting.

COURSE REQUIREMENTS:

6 Quizzes @ 50 points	300 points
1 Project @ 300 points	<u>300 points</u>
Total	600 points

The quizzes will include both objective and subjective types of questions. Students are expected to identify, define, integrate, and apply the terms and concepts covered in readings and in class. Quizzes may be curved. A standard method of 10% increments is used for quiz, project, and course letter grade assignments.

The project will be a live case for a client. Student teams will research the target market, design a promotion plan for a campaign, implement the plan, and evaluate the campaign. The latter two components may or may not be included depending upon the client contact and timing. All students will participate in each of the components (e.g. the pre- and post research, event) on the scheduled date(s). In order to accomplish the goals and objectives of the project, students will be divided into assigned areas (e.g. Advertising, Public Relations, Research), and each team will serve as a promotion agency for the assigned client. Project grades will be based equally on attendance & participation, completion of tasks, performance evaluations (peer and department head), event(s) participation, and the reflection paper.

Attendance is expected. Since this is a project-intensive course, attendance is necessary for full participation in project and class meetings. However, attendance alone does not constitute full participation. Attendance will be

taken periodically throughout the course. If a student in a borderline course grade situation has been present on 90% or more of those days on which attendance was taken and he/she has participated fully in class and homework assignments in addition to the project, his/her grade will be raised to the next letter grade. If a student misses one quiz, without a valid documented excuse, he/she must take the comprehensive final exam to replace the quiz missed. If a student wants to replace a previous quiz score, he/she may take the comprehensive final exam. The comprehensive exam (worth 50 points) will be given during final exam day. The comprehensive final will count only as one quiz and may not be used toward the project score.

COURSE METHOD: The course reflects an integration of the class discussions, lectures, project, quizzes, cases, films, homework and handouts.

POLICY ON ACADEMIC DISHONESTY: Students should not take work from others on exams or projects, nor should they willingly give it. Plagiarism is prohibited. It is the student's responsibility to read and understand the Marshall University Policy on Academic Dishonesty as set forth in the MU Undergraduate Catalog.

DISABLED STUDENTS: Many services are available to assist disabled students at Marshall University. If you, a friend, or relative could benefit from these services while attending MU, please use the following website: <http://www.marshall.edu/disabled/>

SCHEDULE: The following schedule may be altered during the semester. Dates for client meetings, deadlines, and event will be determined on an ongoing basis as part of the live case format. Quiz dates may need to be altered to accommodate the live case.

<u>Week</u>	<u>Topic</u>
1	Introduction to Promotion Role of IMC in Marketing
2	Holiday Consumer Behavior *
3	Quiz 1 Market Segmentation and Positioning * Selection of a Promotion Agency Determination of Promotion Objectives
4	The Promotion Appropriation Promotion Regulation Quiz 2 (Wed) Project
5	Communication – Source, Message, and Channel Factors Creative Strategy + Project
6	Media Strategy Analysis of Mass Media Resources * Quiz 3
7	Sales Promotion + Project
8	Quiz 4 Public Relations Direct Marketing & Marketing on the Internet + Project
9	Quiz 5 Personal Selling Strategy *+ and Reseller Support Measuring Promotion Effectiveness
10	Quiz 6 – Last Day to Drop a Full Semester Individual Class
11	Project focus
12	Project focus
13	Project focus
14	Project focus
15	Project focus – Last Day to Completely Withdraw from the Semester Reflection Paper Due on or before 12/9 by 4:00pm

* Includes cross-cultural information

+ Includes ethics information

Insert semester break