MCOM 4823 Integrated Marketing Communication
Spring 2020 | TR 2:00-3:20PM | FA D101

Instructor Contact Information:

Instructor: Dr. Eunji Cho
Office: Fain Fine Arts Center D205
Office hours: MWF 10:00-11:00AM, MW 1:00-2:00PM, and by appointment
Email: eunji.cho@msutexas.edu | Phone: 940-397-4398

Course Description & Objectives

The course discusses basic principles of research, planning, budgeting, and presentation in the context of an integrated marketing communication plan. It helps students to develop different types of real-world campaigns in a very hands-on format. The processes of developing and presenting comprehensive IMC plans require students to understand and practice fundamental advertising principles and techniques in an innovative way.

The course is reorganized to train you through a real-world competition: IBM Brand Challenge sponsored by Effie Collegiate (https://www.events.effie.org/website/7080/). This course aims at equipping you with skills in developing campaigns emphasizing social, Internet, and digital communication approaches.

By the end of the course students should be able to:
- find and evaluate market, industry and media research information to plan an IMC campaign.
- conduct benchmark and evaluation research that helps them make effective decisions in developing, adjusting and evaluating an IMC plan.
- understand and use some of the basic terminology and formulas of the IMC planning process.
- write an IMC plan, including basic creative executions, that is suitable to present to a client.

Required Text & Materials
- no required textbook
- lecture notes and additional materials will be distributed during class, through email, or posted to D2L (Desire-to-Learn)

Course Requirements

1. The Effie Collegiate 2020 IBM Brand Challenge (40% total)

The Effie Collegiate program is an emerging equivalent to the National Student Advertising Contest, sponsored by a non-profit educational organization, Effie Worldwide. The 2020 competition is to develop an integrated marketing campaign for IBM and the Weather Channel app. The IMC strategies should focus on how IBM and the Weather app could affect consumers' daily lives.

This collegiate program does not require a student chapter (affiliate). Participating teams (3-4 members) will conduct the marketing research, create the IMC and media strategies, and develop creative ideas. Each team leader is responsible to assign tasks to the team members and steer the team toward accomplishing the campaign development and submitting the campaign plans.

Sub components of the IBM Brand Challenge
*a more detailed guideline will be distributed in class.

- ***Section 1: Challenge, Context & Objectives (10%)***
  This section provides the background to your challenge and objectives. Each member needs to write a report on the industry category, competitors, specific challenges/ opportunities that the IBM brand faces, and target audience (demographics, psychographics, culture, media behaviors, etc.). Based on these reports, each team will set the objectives for the campaigns (such as business, behavioral, and attitudinal objectives).

- ***Section 2: Insights & Strategic Ideas (10%)***
  *at least one primary research required
  In this section, each team needs to think of unique insights based on the Section 1. What was the insight that led to your idea? What observations led to your insight? To answer these questions, each team needs to conduct at least some primary research (e.g., focus group, interview, observation). Based on this, you may consider how your idea was driven by target-audience insight, media-channel insight, timing opportunity, or other insight? Then, in one sentence, state your strategic big idea. What is the core idea that will drive your effort (i.e., guide your communications strategy)?

- *Section 3: Creative Execution (10%)*

Section 3 focuses on developing creative and media ideas. All ideas should be connected to previous strategies and insights. Each team must include a minimum of three examples of creative execution, using three unique media channels. This section also includes budgetary decisions.

- *Section 4: Measurement Methodology (10%)*

*some primary research required

Each team will write anticipated results of the developed campaigns. This section should be tied to Section 1 (objectives). Team members need to examine your group's creative work, using focus groups, and report the results by using charts/graphs.

2. **Quizzes:**

Throughout the semester we will have quizzes. Quiz questions are from lecture slides and discussion. There will not be make-up quizzes if you are late or miss the class, unless it is an excused absence and you inform me of your absence in advance.

3. **PR plan**

As IBM Brand Challenge does not include a PR plan, which is one of the important IMC components, each team will develop the PR plan (e.g., news release, event, etc.) after they submit all materials for the IBC Brand Challenge. Specific guidelines will be distributed in class later.

4. **Final Presentation**

Each team will present their IBM brand challenge, including PR plans, at the end of semester. The final presentation will be graded by the instructor (50%), other members of the class who are part of other groups (25%), and your peers within your group (25%).

Attendance & Participation:

Higher education takes place in a professional environment. You are expected to demonstrate professional attitudes and behaviors, including, but not limited to, on-time attendance, preparation for each class, active participation in class discussions, and attendance for the full class period.

Attendance will be taken at each class, and you will be allowed a total of three absences without penalty or question (i.e., unexcused absences). This does not apply to exam days or presentation days (see Tentative Class Schedule). After your third unexcused absence, however, you will lose points from your attendance grade, that day's participation grade, and credit for class activities for each additional class missed.

In case of excused absences, appropriate documentation (e.g., doctor's notes, obituaries) must be handed in to me within a week. If you arrive late or leave early for a class, you will not receive full credit for attendance on that day.

Finally, if you miss class, it is your responsibility to find out what you missed and arrange with the instructor to make it up. As for missed assignments, if you have a legitimate explanation, alternate arrangements can be made at my discretion.

Grading
- IBM Brand Challenge = 40%
- PR plan = 15 %
- Quizzes = 15 %
- Final presentation = 20%
- Participation (in class) = 10%
- Total = 100 %

Grading Criteria
The following scale will be used to determine the final grade:
- *A = 90-100%*
- *B = 80-89%*
- *C = 70-79%*
- *D = 60-69%*
- *F: Less than 60%*

Student Responsibilities
- Students must arrive to class prepared, which means, among other things, that the assigned reading must be done.
- Students are expected to arrive on time, actively participate, and remain for the entire class period.
- Students are responsible for keeping all handouts and graded assignments.

Course Policies
1. Academic Dishonesty: Plagiarism is: (1) using someone else's source material (published or unpublished, including content from the Internet) without following accepted citation guidelines; or (2) submitting work that is not your own. The instructor will take appropriate disciplinary action for students if a student is caught cheating, plagiarizing or fabricating information. The MSU Student Honor Creed in your student handbook and the university catalog reinforces this policy: "As an MSU student, I pledge not to lie, cheat, steal, or help anyone else to do so." Please acknowledge that you have learned the meaning the term *academic dishonesty*. Students cannot use the excuse that they do not understand the concept of academic dishonesty.

2. Disruptive Behavior: Any student's classroom behavior that interferes with either the instructor's ability to conduct the class or other students' ability to benefit from the instruction – or violates any other Standard of Conduct applicable to the classroom environment – will result in his/her removal from the class. (See MSU Student Handbook, "Standards of Student Conduct.").

3. Special Accommodations: Any student with a disability who is registered with the MSU Office of Disability Support Services (940-397-4140, CSC Room 168) and needs specific accommodations, or requires other considerations because of a disability, should notify the instructor at the beginning of the semester to ensure that these accommodations are provided. Please note that all information provided to me remains confidential.

4. Cell Phones and Other Recording Devices: The use of cell phones and other recording or electronic devices is strictly prohibited during class. The instructor may permit, from time to time, the use of cell phones for legitimate class reasons. Recording the class is prohibited, unless it is part of a reasonable accommodation under ADA, or unless students have special permission from the instructor. Laptops may be used for the purpose of taking notes during class; however, their use must be limited to course-related activities.

5. Limited Right: The university requires faculty to provide this statement to all students: By enrolling in this course, the student expressly grants MSU a "limited right" in all intellectual property created by the student for the purpose of this course. The "limited right" shall include but shall not be limited to the right to reproduce the student's work product in order to verify originality and authenticity, and educational purposes.

6. FERPA: As a result of the Family Educational Rights and Privacy Act, federal law bars the instructor from releasing information about students to parties outside the university – including parents/guardian - without the student's signed consent. Thus, in almost all cases the instructor will not discuss your academic progress or other matters with your parents. The instructor will only discuss grades with students. If there are any grade issues, the instructor will discuss grades during office hours.

7. Campus Carry: Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective Aug. 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at https://mwsu.edu/campus-carry/rules-policies. Please be advised that any violations of the law will be reported immediately.

8. Senior Portfolio: All mass communication majors are required to submit a portfolio as part of their internship course, which is a pre-requisite for Senior Production. This requirement is a part of MSU's reaccreditation with the Southern Association of Colleges and Schools and is non-negotiable. Through the portfolio, students are required to demonstrate communication competence through the written word and visual communication; two examples of each competency are required. As you go through this and other classes, you are responsible for saving course work that could be included in your senior portfolio. Please see your instructor, adviser, the department chair or any Mass Communication faculty member for handouts with more information ("Mass Communication Senior Portfolio Competencies" and "Mass Communication Senior Portfolio FAQ"). These handouts are also available on the department web page: https://msutexas.edu/academics/finearts/masscomm/)

9. Social justice: Social justice is one of Midwestern State University's core values, and I consider the classroom to be a place where students will be treated with respect as human beings, regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Moreover, diversity of thought is appreciated and encouraged. It is my expectation that ALL students be able to consider the classroom a safe environment.

Tentative Class Schedule

NOTE: The instructor reserves the right to change and or move around scheduled lectures in order to facilitate for potential unplanned events (cancellations or guest speakers). You will be notified ahead of time of any changes to the schedule.

Week	Dates	Lecture / Discussion Topic
1	1/21	Course Introduction
	1/23	Review IBM Brand Challenge
2	1/28	Strategic Planning & Situation Analysis (Research)
	1/30	
3	2/4	Segmenting and Targeting the Audience
	2/6	
4	2/11	Setting Objectives
	2/13	***Due: IBM Brand Challenge Section 1 (Challenge, Context & Objectives)***
5	2/18	IMC Case study
	2/20	IMC Case study
6	2/25	Media Planning Concepts & Media Objectives
	2/27	***Due: IBM Brand Challenge Section 2: Insights & Strategic Ideas***
7	3/3	Copywriting/Visual Communication
	3/5	
8	3/10	Case study (creativity)
	3/12	***Due: IBM Brand Challenge Section 3: Creative Execution***
9	3/17	Spring Break
	3/19	
10	3/24	Measurement
	3/26	***Due: IBM Brand Challenge Section 4: Measurement Methodology***
11	3/31	***Due: IBM Brand Challenge Submission***
	4/2	
12	4/7	Case study (PR)
	4/9	No Class (Easter Holiday)
13	4/14	PR strategies
	4/16	
14	4/21	***Due: PR Plan***
	4/23	
15	4/28	Developing an IMC Campaign (preparation of presentation)
	4/30	
16	5/5	**Presentations**
	5/7	