



## MCOM 4823 Integrated Marketing Communication

Spring 2021 | TR 9:30-10:50AM | FA D101

### **Instructor Contact Information:**

Instructor: Dr. Eunji Cho

Office: Fain Fine Arts Center D205

Office hours: Mon, Wed, & Fri: 12:00PM-2:00PM, and by appointment

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### **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: Bose 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 2021 Bose Brand Challenge (60% 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 2021 competition is to develop an integrated marketing campaign for Bose.

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 Bose 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 group needs to write a report on the industry category, competitors, specific challenges/ opportunities that the Bose 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 two 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: 20%**

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: 5%**

- \*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.

- ***Creative Reel (4 minutes max): 15%***

- Creating a 4-minute video clip displaying the content under Section 3.

**2. Class Activities (20%):**

During the class, we will have in-class activities including creating advertisement with various media platforms (e.g., print, radio, social-media, games, out-of-home media, etc.). The details and instructions will be provided in class.

**3. Final Presentation (10%)**

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%).

**4. Participation & case study discussion (10%)**

This class includes various class activities and discussion (e.g., case studies). The activities are designed to be interesting and to help you learn. Thus, your active participation will affect how much you learn and how well you do in the course.

If emergencies arise or your circumstances change, please communicate with me. This will help us work together to try to find a solution for your situation.

In class, please:

- behave professionally
- arrive on time
- be prepared
- pay attention
- actively participate
- treat others with courtesy and respect
- use language thoughtfully

If you miss class, you miss the chance to participate in your education and the education of others in class. Your peers are counting on you to be in class and to participate.

## Grading

- Bose Brand Challenge = 60%
- Class Activities = 20 %
- Final presentation = 10%
- Participation & case study discussion = 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%*

## Statements Related to the Current COVID-19 Situation

- Given the state of the world, everything in this course could change with very little notice. That means deadlines, projects, even weighted percentages for each component of the course, could change. Please note that I will consult with the class and use students' input to the extent practicable in making decisions about how to proceed. Students should not hesitate to contact me with questions, concerns and, even better, great suggestions. Most students know I will go out of my way to be fair to all.
- Safety and health of all are our top considerations. You are required to follow all best practices as they are developed during this crisis. If you feel sick, do not come to class. If you need to miss class, contact me as outlined under class procedures, and I will work with you.
- Masks will be required in all in-person classrooms, per the governor's order. Those who are unwilling to wear a mask must contact me before the end of the first week of class to discuss. Please see the university's official policy at the web sites listed below.
- A mandatory seating chart, to ensure social distancing and facilitate contact tracing should it be necessary, will be implemented.
- The Mass Comm. Dept. and the College of Fine Arts have adopted specific cleaning protocols, and all students are required to abide by these rules. Students who are unwilling to do their share to ensure everyone's health will be contacted by the professor. In short, you will be required to clean your area before and after class, the first as a safety precaution for yourself, the second as a courtesy toward others. We realize this means some areas may be cleaned twice within a brief time period, but this is better than not at all. This rule holds for traditional classrooms, labs, editing equipment, the newsroom, and public areas such as the work-café.
- All handouts and other information will be available through the university's D2L system, and D2L's Gradebook function will be enabled (I will, nonetheless, keep my

own spreadsheet with grades, and students are welcome to contact me for grade updates). Students are expected to understand how to navigate D2L, even if we continue with in-person classes.

- If we are forced to switch to online-only instruction, deadlines, assignments and other course elements may change. I will provide clear revisions, in writing, and will address any questions/concerns by e-mail or in a video platform.
- Please note that the federal government, state government, various local government units (city, county, health district, etc.) and the university administration have the power to issue declarations that can directly affect how we navigate. Please be flexible, and we will get through these extraordinary times as a team.
- Students are encouraged to visit web sites developed by the university in response to this crisis:
  - <https://msutexas.edu/coronavirus/index.php>
  - <https://msutexas.edu/return-to-campus/msu-texas-commitment.php>
- I reserve the right to drop any student with an F if he/she violates any of these policies. At the same time, I will work with all students to my fullest ability to ensure a worthwhile educational experience.

### **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	1/12	Course Introduction
	1/14	Review Bose Brand Challenge
2	1/19	Brand Challenge Section 1: Situation Analysis (Research)
	1/21	
3	1/26	Brand Challenge Section 1: Targeting Audience & Objectives
	1/28	class activity & Due: Bose Brand Challenge Section 1
4	2/2	Brand Challenge Section 2: Insights & Big idea
	2/4	class activity
5	2/9	Due: Bose Brand Challenge Section 2
	2/11	class activity
6	2/16	Brand Challenge Section 3: Communication & Media Strategy
	2/18	class activity
7	2/23	Brand Challenge Section 3: Creative Executions & Budget Allocation
	2/25	
8	3/2	Brand Challenge Section 3: Creative Executions & Budget Allocation
	3/4	Due: Bose Brand Challenge Section 3
9	3/9	Brand Challenge Section 4: Measurement, Benchmarks & Outomes
	3/11	Due: Bose Brand Challenge Section 4
10	3/16	Creating creative reel
	3/18	
11	3/23	Creating creative reel
	3/25	Due: creating creative reel
12	3/30	Bose Brand Challenge Submission Due
	4/1	Holiday Break (no class)
13	4/6	Case Study Discussion I
	4/8	
14	4/13	Case Study Discussion II
	4/15	
15	4/20	Case Study Discussion III
	4/22	
16	4/27	<b>Presentation</b>
	4/29	