



MCOM 4823, Sec. 201 – Integrated Marketing Communication

Spring 2019

2-3:20 p.m. TR – FA B114

Instructor	Julie Gaynor
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Office Hours	10 a.m.-Noon MW; 4-5 p.m. TR; and by appointment
Text:	None
Prerequisites	MCOM 3223, MCOM 3823, and MCOM 4683

Course Objectives

This course is designed to develop students' research, critical thinking, problem-solving, creative and writing skills in the context of an integrated marketing communication plan for a specific client. It will examine the research, strategy, market forces and other influences that drive the decision-making process to help students develop a comprehensive IMC plan that helps achieve a client's marketing goals. By the end of the course students should be able to:

1. Find and evaluate market, industry and media research information to plan an IMC campaign.
2. Conduct benchmark and evaluation research that helps them to make effective decisions in developing, adjusting, and evaluating an IMC plan.
3. Understand and use some of the basic terminology and formulas of the IMC planning process.
4. Write an IMC plan, including basic creative executions, that is suitable to present to a client.
5. Apply legal and ethical considerations in planning the IMC campaign.
6. Effectively present and defend their marketing communication plan to a client.

Course Design

Class discussions will include information about the legal, ethical and social aspects of account planning and implementation. In addition to learning from classroom discussions and assignments, students will complete a final project designed to reinforce the concepts presented. Working in teams, a comprehensive final project will be developed. Class time will include project research information, team meetings and other activities necessary to develop and write an IMC plan. However, this project also may require teams to meet outside of regularly scheduled class periods in order to complete the plan.

Course Requirements

1. **Class Participation = 25 points** (Graded individually)
Involves active listening and speaking about the marketing-related ideas and concepts examined in class. Participation grades will be calculated as follows:

A=Always prepared to answer and ask questions, consistently volunteer quality responses, and actively share key take-aways from assignments; B=Nearly always prepared to answer and ask questions, frequently volunteer quality responses, and nearly always share key take-aways from assignments; C=Usually prepared to answer and ask questions, occasionally volunteer quality responses, and share key take-away from assignments from time-to-time; D=Rarely prepared to answer and ask questions, rarely volunteer quality responses, and frequently absent; F=Never prepared to answer and ask questions, never volunteer quality responses, and frequently absent.

2. **Homework Assignments & Project Reports = 25 points each** (Graded individually)
 - a. Short homework assignments may be given at any time that cover lectures/discussions or assigned reading materials. Due dates will be provided on the assignment handout.
 - b. Five typed personal project reports are required from each team member and must contain information about the work you have completed for the campaign during each time frame. Reports are due: **February 13, March 7, April 16, April 30, and May 9.**
3. **IMC plan = 200 points** (Graded as a team)
 - a. Involves working as part of a team to complete a series of project milestones that are outlined in-depth in your IMC Campaign Planning Process document. You will perform necessary steps to develop a robust IMC Campaign Plan.
 - Milestone 1:** Research – 10% (due February 19)
 - Milestone 2:** Creative Brief – 10% (due March 7)
 - Milestone 3:** IMC Plan – 10% (due April 16)
 - Milestone 4:** Development of IMC Tactics – (due April 25; each student creates 2 tactics; graded individually)
 - Milestone 5:** Project Close-Out and Reflection – 10% (due May 2)
 - b. **General Grading Criteria:** In addition to your team's research-based recommendations for overall IMC goals and strategy, creative, media, etc., the plan will also be evaluated on its organizational clarity, use of correct grammar, spelling and punctuation, and quality of supporting documentation. The final plan is due Thursday, May 2, 2019. A late plan will not be accepted.
4. **Presentation = 100 points** (Graded as a team)

An oral presentation highlighting the plan's elements will be held for the client. All team members will help develop the presentation. Each team member also must be prepared to answer client questions and participate in team peer evaluations. Client presentation and team peer evaluations are due **1-3 p.m. Thursday, May 9, 2019.**

Grading Policies

1. Late work will not be accepted. If you know you will not be able to attend class or a team meeting when an assignment is due, turn in your work early.
2. Making up research information or sources and/or using sources without proper source citations, or using another's work as your own, earns you and "F" for the course. (See Course Policies regarding Academic Dishonesty.)
3. Points will be deducted from all typed assignments containing numerous grammatical, spelling and punctuation errors.
4. Numerical grades will be awarded on all assignments. These will be totaled at the end of the course and divided by the number of total possible points to determine your course grade.

Grading Scale

A = 90-100% (outstanding)	B = 80-89% (above average)	
C = 70-79% (average)	D = 60-69% (below average)	F = Below 60% (unacceptable)

Note: The instructor reserves the right to adjust or cancel assignments as the course progresses. If for some reason assignments total somewhat more or fewer than the original number set for the course, the method of calculating the final grade will remain the same: the total points a student achieves for all submitted assignments will be divided by the total possible points for all the assignments to obtain a percentage, and a grade will be assigned according the percentage scale outlined above.

Course Policies

1. **Attendance:** Students are expected to arrive on time, be prepared, actively participate and remain for the entire class period. The instructor reserves the right to drop any student from the course who misses more than two class periods. If you miss a class without an acceptable, verifiable reason, it's an absence. Being late to class counts as an absence. Make-up work for any absence is solely at the discretion of the instructor.
2. **Academic Dishonesty:** Plagiarism is (1) using someone else's source material (published or unpublished, including the internet) without following accepted guidelines of giving credit; or (2) Submitting work for credit that is not your own. The instructor will take appropriate disciplinary action for student 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." Plagiarism is lying, cheating and stealing.
3. **Compliance with Americans with Disabilities Act:** 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, must notify the instructor at the beginning of the semester to ensure that these accommodations are provided.
4. **Limited Right:** By enrolling in this course, the student expressly grant MSU a "limited right" in all intellectual property created by the student for the purpose of this course. This "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 for educational purposes.
5. **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. In addition, the instructor will not discuss a student's grades with him/her: (1) in a classroom, (2) over the phone, and/or (3) by email. Students who have questions about their course grades must make an appointment with the instructor.
6. **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.") Also, please:

- a. Turn off the sound on your cell phone during class. No text messaging either.
 - b. Turn off your iPods and similar technology.
 - c. Be polite and respectful of others, regardless of their gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age or abilities. The classroom must be a safe environment for everyone.
7. **Senior Portfolio:** Please note that all mass communication majors are required to submit a portfolio as part of their internship course, which is a prerequisite for Senior Production. This requirement is 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 progress 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 webpage:
<https://msutexas.edu/academics/finearts/masscomm/current-students>.

8. **Other:** You may be asked to provide your assignments on a portable computer medium (e.g., jump/flash drive). Do NOT email your assignments to the instructor without permission.

Course Schedule

Schedule subject to change based on class needs

Date	In-Class Topics
Tuesday, Jan. 15	Course Introduction and Marketing IMC Introduction
Thursday, Jan. 17	IMC Fundamentals & Trends
Tuesday, Jan. 22	Marketing Campaigns & Branding Introduce Projects
Thursday, Jan. 24	IMC Planning Process for Campaign Development and The Project Management Process Introduce Teams
Tuesday, Jan. 29	Begin Campaign Milestone 1: Research Secondary and primary research
Thursday, Jan. 31	Milestone 1: Research Secondary research review Situation analysis
Tuesday, Feb. 5	Milestone 1: Research Primary research review
Thursday, Feb. 7	Milestone 1: Research Target market analysis
Tuesday, Feb. 12	Milestone 1: Research (Team Planning Day)
Thursday, Feb. 14	Milestone 1: Research (Complete M1: Due February 19) Introduction of Milestone 2: Creative Brief
Tuesday, Feb. 19	Milestone 1: Research due today Milestone 2: Creative Brief Components of Creative Brief
Thursday, Feb. 21	Milestone 2: Creative Brief Discuss/develop components of the Creative Brief
Tuesday, Feb. 26	Milestone 2: Creative Brief (Team Planning Day)

Thursday, Feb. 28	Milestone 2: Creative Brief
Tuesday, Mar. 5	Milestone 2: Creative Brief
Thursday, Mar. 7	Milestone 2: Creative Brief due today Creative Brief Presentation Day
Tuesday, Mar. 12	Milestone 3: IMC Plan – Introduction
Thursday, Mar. 14	Milestone 3: IMC Plan IMC Strategy: Advertising
March 19 & 21	Spring Break – No Classes
Tuesday, Mar. 26	Milestone 3: IMC Plan IMC Strategy: Public Relations & Event Marketing
Thursday, Mar. 28	Milestone 3: IMC Plan IMC Strategy: Direct Marketing & Sales Promotion
Tuesday, Apr. 2	Milestone 3: IMC Plan IMC Strategy: Social Media Marketing
Thursday, Apr. 4	Milestone 3: IMC Plan (Team Planning Day)
Tuesday, Apr. 9	IMC Plan Meeting Day No formal class today! Meet with Ms. Gaynor at your scheduled time. ALL TEAM MEMBERS MUST ATTEND this meeting
Thursday, Apr. 11	Milestone 4: Development of IMC Tactics
Tuesday, Apr. 16	Milestone 3: IMC Plan due today Milestone 4: Development of IMC Tactics
Thursday, Apr. 18	Holiday Break – No Class
Tuesday, Apr. 23	Careers in Marketing
Thursday, Apr. 25	Milestone 4: Development of IMC Tactics due today
Tuesday, Apr. 30	Final IMC Plan Presentation Preparation
Thursday, May 2	Milestone 5: Project Close-Out and Reflection
FINAL Thursday, May 9	Client Presentation

**ACKNOWLEDGEMENT OF RECEIPT AND ACCEPTANCE
OF COURSE SYLLABUS FOR MCOM-4823, Sec. 201**

INTEGRATED MARKETING COMMUNICATION
Spring 2019

I, _____, a student enrolled in the above-referenced course at
Midwestern State University, do hereby acknowledge that I have received a copy of the syllabus for this
course and, by accepting same and remaining enrolled in this course, indicate I have read it and will
abide by all of its provisions.

Student Signature

Date

REQUIRED INFORMATION (print legibly): Please provide the following information. This information will
not be shared with anyone outside of class, but will be used as necessary for the instructor and your
teammates to reach you about course information when necessary. If you do not provide this
information or provide false information, you will be dropped from the course.

Best phone number to reach you: _____

Best email address to reach you: _____