

Integrated Marketing Communications

Marketing and Management Studies

Course Number: MKT2391	Co-Requisites: N/A	Pre-Requisites: MKT2324
Applicable Program(s): 0216D01FWO - Business Admin - Marketing	AAL: 5	Core/Elective: Core
0216E01FWO - Business Administration	4	Elective
Prepared by:	Noni Stukel, Professor/coordinator	
Approved by:	Peter Nicholas Fortura, Academic Chair	
Approval Date:	Thursday, June 16, 2016	
Approved for Academic Year:	2016-2017	
Normative Hours:	60.00	

Course Description

Students gain further insight into current trends and developments in digital communications and public relations. Special emphasis is placed on applying Integrated Marketing Communications (IMC) strategies to a business to business environment including event marketing, tradeshow and exhibit marketing. Students advance their decision making skills through case analysis based on an industry client situation. The major team project involves the development of a detailed Media Plan, an extension of the New Product Development project in MKT2320. Students acquire practical skills in media planning including; media objectives, media vehicle selection and scheduling within a designated budget.

Relationship to Vocational Learning Outcomes

This course contributes to your program by helping you achieve the following Vocational Learning Outcomes:

0216D01FWO - Business Admin - Marketing

- VLO 1 Develop an integrated marketing communication strategy for marketing products, concepts, goods, or services based on an identified target market. (T,A,CP)
- VLO 5 Evaluate results of marketing activities using criteria related to budgeted sales, costs, profits, and other appropriate criteria. (T,A)
- VLO 7 Project the impact of a marketing initiative using quantitative information. (T,A)
- VLO 8 Address marketing problems and opportunities using a variety of strategies and tactics. (T,A)
- VLO 9 Develop strategies to establish effective working relationships with clients, customers, consumers, co-workers, supervisors, and others. (T,A)

- VLO 10 Communicate marketing information persuasively and accurately in oral, written, and graphic formats. (T,A,CP)
- VLO 12 Conduct primary and secondary market research to provide information needed to make marketing decisions. (T,A)
- VLO 15 Apply the principles of business ethics and corporate social responsibility. (T,A)
- VLO 17 Adapt to and apply various and changing technologies, systems, and computer applications used in marketing environments. (T,A)

0216E01FWO - Business Administration

- VLO 1 Evaluate the impact of global issues on an organization's business opportunities by using an environmental scan. (T,A,CP)
- VLO 2 Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives. (T,A)
- VLO 4 Conduct and present research to support business decision making. (T,A,CP)
- VLO 9 Assess marketing and sales concepts and strategies and apply them to the needs of an organization. (T,A)

Relationship to Essential Employability Skills

This course contributes to your program by helping you achieve the following Essential Employability Skills:

- EES 1 Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. (T,A,CP)
- EES 2 Respond to written, spoken or visual messages in a manner that ensures effective communication. (T,A)
- EES 3 Execute mathematical operations accurately. (T,A)
- EES 4 Apply a systematic approach to solve problems. (T,A)
- EES 6 Locate, select, organize and document information using appropriate technology and information systems. (T,A,CP)
- EES 7 Analyze, evaluate and apply relevant information from a variety of sources. (T,A)
- EES 9 Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. (A)
- EES 10 Manage the use of time and other resources to complete projects. (A)
- EES 11 Take responsibility for one's own actions, decisions and consequences. (A)

Course Learning Requirements/Embedded Knowledge and Skills

When you have earned credit for this course, you will have demonstrated the ability to:

1.) Analyze business-to-business situations in a structured format and make justified target market and communication recommendations.

Apply advanced business case methodology.

Identify and segment types of customers who comprise the business-to-business market.

Examine the unique characteristics associated with organizational buying behaviour.

Recognize the creative and media strategy considerations involved in business-to-business marketing communications.

Apply the IMC mix in a business-to-business situation.

2.) Develop a comprehensive media plan and budget which are supported by primary and secondary research.

Differentiate among media objectives, media strategies and media execution.

Utilize media planning industry terminology.

Apply the steps involved in the media selection and scheduling process.

Identify the media vehicles which are appropriate for different target market segments.

3.) Apply media buying and research procedures for marketing communication advertising executions.

Apply industry standard media buying practices for print, broadcast, digital and outdoor media.

Research media rates using Canadian Advertising Rates and Data (CARD) fee schedule.

Define media industry terms such as Reach, Frequency, Continuity and GRP.

4.) Recognize the role of Public Relations, Media Relations, Experiential Marketing, Event Marketing and Sponsorship in achieving organizational objectives.

Evaluate the strategic considerations of Public Relations, Experiential Marketing, Event Marketing, and Sponsorships as IMC tactics.

Identify the various public relations tools and objectives of each.

Discuss the process of establishing effective Media Relations.

Identify the unique considerations involved in the planning and evaluation of experiential marketing, event marketing and sponsorship programs.

5.) Determine the effectiveness of Tradeshow/Exhibit Marketing from an integrated marketing communications perspective.

Assess current trends and developments in Tradeshow/Exhibit Marketing

Research and evaluate contemporary trade promotion strategies including Exhibit Marketing.

Identify and apply the strategic considerations involved with Exhibit/Tradeshow marketing.

6.) Analyze interactive communications including digital advertising and social media as marketing communication tools.

Discuss current digital marketing communications trends and their impact on IMC strategies.

Evaluate digital media versus traditional methods of marketing communications.

Apply Internet, Mobile and Social Media communication strategies and tactics that are appropriate for a given situation.

Identify key aspects of online advertising buying models and measurement analytics.

Learning Resources

REQUIRED TEXT:

Canadian Advertising in Action, 10th Edition, Keith J. Tuckwell, Prentice -Hall

NOTE: previous e-text from MKT 2324

Other Resources:

Business to Business Marketing, Chris Ifill, Karen Ifill, Prentice -Hall (Blackboard Supplement)

CMDC Media Digest, Rogers Publishing Limited

CARD (Canadian Advertising Rates and Data), Rogers Publishing Ltd.

Internet Resources, Films and Guest Speakers

Learning Activities

- Utilize **Canadian Advertising Rates and Data (CARD)** to determine media costs.
- Prepare appropriate **Media Plans** for a given business situation.
- Apply **advanced case methodology** in a Business to Business situation.
- Analyze current industry Public Relations and Internet IMC activities.
- Group discussions and in-class workshops.

Evaluation/Earning Credit

The following list provides evidence of this course's learning achievements and the outcomes they validate:

Final Exam (30%)

Validates Outcomes: CLR 1, CLR 3, CLR 4, CLR 5, CLR 6, EES 1, EES 2, EES 3, EES 4

Case Study(ies) (25%)

Validates Outcomes: CLR 1, CLR 4, CLR 5, EES 1, EES 4, EES 6, EES 7, EES 9, EES 10, EES 11

Group Written Assignment(s) (25%)

Validates Outcomes: CLR 2, CLR 3, CLR 6, EES 1, EES 3, EES 6, EES 7, EES 9, EES 10, EES 11

Hybrid Assignment(s) (10%)

Validates Outcomes: CLR 3, CLR 4, CLR 5, CLR 6, EES 1, EES 3, EES 6, EES 7, EES 11

In-class Work (10%)

Validates Outcomes: CLR 3, CLR 4, CLR 5, CLR 6, EES 1, EES 2, EES 4, EES 7, EES 9, EES 11

Prior Learning Assessment and Recognition

Students who wish to apply for prior learning assessment and recognition (PLAR) need to demonstrate competency at a post-secondary level in all of the course learning requirements outlined above. Evidence of learning achievement for PLAR candidates includes:

- Portfolio
- Challenge Exam

Grade Scheme

Final Grade	Mark Equivalent	Numeric Value	Final Grade	Mark Equivalent	Numeric Value
A+	90% - 100%	4.0	A	85% - 89%	3.8
A-	80% - 84%	3.6	B+	77% - 79%	3.3
B	73% - 76%	3.0	B-	70% - 72%	2.7
C+	67% - 69%	2.3	C	63% - 66%	2.0
C-	60% - 62%	1.7	D+	57% - 59%	1.4
D	53% - 56%	1.2	D-	50% - 52%	1.0
F	0% - 49%	0	FSP	0	0

Course Related Information

Final Exam

Students must receive a passing grade in the comprehensive final exam to pass the course.

Tentative Workload Schedule

A proposed weekly workload schedule has been posted on Blackboard under Course Information.

Team Based Assignments

Individual grades may vary between team members based on output and participation in team activities, instructor check-in meetings, input from peer evaluations, group and individual logs.

Retain this Course Outline

It is the responsibility of the student to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.

Respect for Confidentiality

Students are required to respect the confidentiality of employer, client and/or patient information, interactions, and practices that occur either on Algonquin College premises, or at an affiliated clinical/field/co-op placement site. Concerns regarding clients, patients, and/or employer practices are to be brought to the attention of the program coordinator, or designated field/clinical/co-op placement supervisor so that they may be resolved collaboratively. Such concerns are not to be raised publically either verbally, in writing, or in electronic forums. These matters are to be addressed through established program communication pathways.

Program Co-ordinator

Noni Stukel, Room B144c, 727-4723 ext. 7177 stukeln@algonquincollege.com

Department Related Information

School of Business Procedures

The School of Business Procedures file is located under "Course Information" in your course Blackboard site. These procedures are specific to School of Business programs and either cover issues not included in College Policies and Directives or elaborate on them.

Student Academic Responsibilities

Each student is responsible for:

- Knowing the due dates for marked out-of-class assignments.
- Knowing the dates of in-class marked assignments and exercises.
- Maintaining a folder of all work done in the course during the semester for validation claims in cases of disagreement with faculty.
- Keeping both paper and electronic copies of all assignments, marked and unmarked, in case papers are lost or go missing;
- Regularly checking both Blackboard announcements as well as one's Algonquin e-mail account for important messages from both professor and college administration.
- Participating in on-line and classroom exercises and activities as required.

Exemptions

Exemptions may be granted to students who have successfully passed an equivalent course at a post-secondary institution. If you wish to apply for an exemption contact the coordinator of the course for academic advice. To apply for an exemption, you must contact the Registrar's Office before the deadline listed on your timetable.

Withdrawing From The Course

The last date for withdrawing from courses without academic penalty is printed on your timetable. The student is

responsible for notifying the instructor and completing the appropriate form for withdrawal with the College Registrar.

Software Copyright

In the past few years, the Copyright Act has been updated to cover computer software. If the police lay charges against someone infringing copyright, the maximum penalties for a summary conviction are "a fine not exceeding \$25,000 or imprisonment for a term not exceeding six months or both." The maximum penalties for an indictable conviction are "a fine not exceeding one million dollars or imprisonment for a term not exceeding five years or both." Making a copy of software package for your own use, other than a backup copy of package that you have purchased as allowed in your license agreement, would make you liable for the above penalties.

Harassment/Discrimination/Violence

Harassment, discrimination and violence will not be tolerated. Any form of harassment (sexual, racial, gender or disability related), discrimination (direct or indirect), or violence, whether towards a professor or amongst students, will not be tolerated on the college premises. Action taken will start with a formal warning and proceed to the full disciplinary actions as outlined in Algonquin College policy. For further information, please refer to Algonquin College Policy HR22: Harassment and Discrimination found at <http://www2.algonquincollege.com/directives/policy/hr22-harassmentdiscrimination/>, and Policy HS03: Workplace Violence Prevention found at <http://www2.algonquincollege.com/directives/policy/workplace-harassment-violence-prevention/>.

Plagiarism Detection Software

"Turnitin" and "Safe Assign" plagiarism detection software is in use in the School of Business. Professors may require students to submit their work for review. Students are accountable to Plagiarism Policy AA20 found at <http://www2.algonquincollege.com/directives/policy/plagiarism/>

Retention of Student Work

Students are advised that original, electronic, or copied samples of their work may be retained for the purpose of program quality review by assessment panels. Unless students have otherwise granted permission, anonymity will be respected for all work retained for the purpose of quality review. Original work samples, may be retained with student agreement and will be returned to students upon request.

Academic Probation or Withdrawal from Academic Program

As per College Policy AA14, which can be found at <http://www3.algonquincollege.com/directives/policy/aa14-grading-system/>

"A student is on academic probation when the term cumulative grade point average falls below 1.7, or when a student carries 2 or more "F" grades. A student on academic probation may continue in the program, subject to conditions set by the Academic Administrator. In some cases, there may be program specific progression requirements which supersede the foregoing.

The transcript message reads:

Academic Probation - Please see your Program Coordinator"

"A student on probation may be required to:

- a. reduce his/her course load,
- b. withdraw from full-time status within the program, or
- c. withdraw completely from the program.

A student required to withdraw completely from Level 01 must reapply through the Ontario College Application Services. A student required to withdraw from an advanced level of the program must have the approval of the Academic Administrator prior to resuming his/her studies."

College Related Information

Email

Algonquin College provides all full-time students with an e-mail account. This is the address that will be used when the College, your professors, or your fellow students communicate important information about your program or course events. It is your responsibility to ensure that you know how to send and receive e-mail using your Algonquin account and to check it regularly.

Students with Disabilities

If you are a student with a disability, you are strongly encouraged to make an appointment at the Centre for Accessible Learning to identify your needs. Ideally, this should be done within the first month of your program, so that a Letter of Accommodation (LOA) can be provided to your professors. If you are a returning student, please ensure that professors are given a copy of your LOA each semester.

Academic Integrity & Plagiarism

Adherence to acceptable standards of academic honesty is an important aspect of the learning process at Algonquin College. Academic work submitted by a student is evaluated on the assumption that the work presented by the student is his or her own, unless designated otherwise. For further details consult Algonquin College Policies AA18: Academic Dishonesty and Discipline and AA20: Plagiarism

Student Course Feedback

It is Algonquin College's policy to give students the opportunity to share their course experience by completing a student course feedback survey for each course they take. For further details consult Algonquin College Policy AA25: Student Course Feedback

Use of Electronic Devices in Class

With the proliferation of small, personal electronic devices used for communications and data storage, Algonquin College believes there is a need to address their use during classes and examinations. During classes, the use of such devices is disruptive and disrespectful to others. During examinations, the use of such devices may facilitate cheating. For further details consult Algonquin College Policy AA32: Use of Electronic Devices in Class

Transfer of Credit

It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.

***Note:** It is the student's responsibility to refer to the Algonquin College Policies website for the most current information at <http://www.algonquincollege.com/directives/>*

Legend

Terms

- ALO: Aboriginal Learning Outcome
- Apprenticeship LO: Apprenticeship Learning Outcome
- CLR: Course Learning Requirement
- DPLO: Degree Program Learning Outcome
- EES: Essential Employability Skill
- EOP: Element of Performance
- GELO: General Education Learning Outcome
- LO: Learning Outcome
- PC: Program Competency
- PLA: Prior Learning Assessment
- PLAR: Prior Learning Assessment and Recognition
- VLO: Vocational Learning Outcome

Assessment Levels

- T: Taught
- A: Assessed
- CP: Culminating Performance