

Argosy University
COURSE SYLLABUS

B6320

Integrated Marketing Communications

Faculty Information

Faculty Name:

Campus:

Contact Information:

Office Hours:

Short Faculty Bio:

Course description: This course focuses on the marketing communications tools, techniques and media used in the business world. Creating the right customer focus requires a coordination and integration of multiple elements: promotion, advertising, sales promotion, personal selling, public relations, licensing, sponsorships, and customer services. The goal of the course is to present an integrated marketing strategy through the unification of all communications tools providing a comprehensive message to targeted customers.

Course Pre-requisites: None

Required Textbook:

IMPORTANT: You are not required to purchase the textbook for this course. Your textbook will be available to you as an electronic book with your fully online or blended course on the eCollege platform.

Clow, K. E. (2009) *Integrated advertising, promotion, and marketing communications*. (4/e). Prentice Hall.

Course length: 7.5 Weeks

Contact Hours: 45 Hours

Credit Value: 3.0

Program Outcomes:

1. Communication
 - 1.1. Oral/Written – Present business information orally and in writing using appropriate technology that is concise, clear, organized, supported, and persuasive in a professional manner appropriate to the business context
2. Critical Thinking/Problem Solving
 - 2.1. Critical Thinking – Incorporate and synthesize information, theory, and practice in order to implement appropriate business actions

- 2.2. Problem Solving/Decision Making – Given a business situation, diagnose the underlying causes of the situation, evaluate possible solutions, and determine and defend appropriate course of action
- 2.3. Information Literacy – Access information from a variety of sources, evaluate the credibility of the sources, and apply that information to solve business problems
3. Team
 - 3.1. Leadership – Describe the requirements of team members and leaders to work effectively and creatively in achieving team goals
 - 3.2. Collaboration – Collect, categorize, and consider the views of all stakeholders
4. Ethics
 - 4.1. Ethics – Identify the ethical principles related to personal and corporate behavior in specific business situations and explains the potential consequences
5. Diversity
 - 5.1. Diversity – Identify the impact of both cultural and economic factors on the modern enterprise and explain the potential consequences
6. Analysis/Application
 - 6.1. Applied Technology – Select and defend business technology solutions to typical business problems
 - 6.2. Integration – Describe the interrelationship of the functional business areas of statistics, accounting, finance, marketing, operations, and strategy within the context of specific organizational goals

Concentration

Marketing

7. Strategic Market Planning & Application
 - 7.1. Given a specific product, analyze the essential elements of a successful marketing plan

Course Objectives:

1. Given a marketing situation analysis describe the advantages of planning for an effective IMC campaign vs. an advertising campaign alone
2. Given a selection of media options identify the advantages of a particular media mix to reach a target audience
3. Given a case study on customer relationship management explain reasons for success or failure of the program
4. Given the image objectives of a brand or firm, discuss the use of public relations to effectively reach these objectives
5. Given a review of a brand’s web site, evaluate the depth of its integration into IMC effort

Assignment Table

Unit	Module Topics	Readings	Assignments
1	<ul style="list-style-type: none"> • Integrated Marketing 	Chapter1: Integrated Marketing	

	Communication campaigns and Consumer Buying Process	Communication, Chapter 3: Buyer Behavior	
2	<ul style="list-style-type: none"> Advertising and Media selection 	Chapter 8: Advertising Media Selection	
3	<ul style="list-style-type: none"> Promotions 	Chapter 12: Sales Promotion Chapter 4: Promotions Opportunity Analysis	
4	<ul style="list-style-type: none"> Personal selling, Database Marketing, and Customer Relationship Management 	Chapter 11: Database and Direct Response Marketing.	
5	<ul style="list-style-type: none"> Public Relations and Sponsorship programs 	Chapter 13: Public Relations and Sponsorship Programs.	
6	<ul style="list-style-type: none"> Internet and new media 	Chapter 9: E-active Marketing	
7	<ul style="list-style-type: none"> Planning IMC campaigns 	Review Chapter 1: Integrated Marketing Communication	
8	<ul style="list-style-type: none"> Evaluating IMC programs 	Chapter 15: Evaluating an Integrated Marketing Program	

Grading Criteria

Grading Scale
Grading requirements

A	100 – 93
A-	92 – 90
B+	89 – 88
B	87 – 83
B-	82 – 80
C+	79 – 78
C	77 – 73
C-	72 – 70
F	69 and below

<i>Attendance/participation</i>	<i>25%</i>
<i>Weekly Assignments</i>	<i>20%</i>
<i>Final paper</i>	<i>35%</i>
<i>Optional</i>	<i>10%</i>
<i>Optional</i>	<i>10%</i>
	<i>100%</i>

Library

All resources in Argosy University's online collection are available through the Internet. The campus librarian will provide students with links, user IDs, and passwords.

All resources in Argosy University's online collection are available through the Internet. Students can access the online collection by logging into the student portal and clicking on the library link. Library Resources: Argosy University's core online collection features over 48, 889 full-text journals and 23,000 electronic books and other content covering all academic subject areas including Business & Economics, Career & General Education, Computers, Engineering & Applied Science, Humanities, Science, Medicine & Allied Health, and Social & Behavior Sciences. Many titles are directly accessible through the Online Public Access Catalog at <http://library.argosy.edu>.

In addition to online resources, Argosy University's onsite collections contain a wealth of subject-specific research materials searchable in the Online Public Access Catalog. Catalog searching is easily limited to individual campus collections. Alternatively, students can search combined collections of all Argosy University Libraries. Students are encouraged to seek research and reference assistance from campus librarian.

Academic Policies

Academic Dishonesty/Plagiarism: In an effort to foster a spirit of honesty and integrity during the learning process, Argosy University requires that the submission of all course assignments represent the original work produced by that student. All sources must be documented through normal scholarly references/citations and all work must be submitted using the current edition of the *Publication Manual of the American Psychological Association*. Students are encouraged to purchase this manual and become familiar with its content as well as consult the Argosy University catalog for further information regarding academic dishonesty and plagiarism.

Scholarly writing: The faculty at Argosy University is dedicated to providing a learning environment that supports scholarly and ethical writing, free from academic dishonesty and plagiarism. This includes the proper and appropriate referencing of all sources. You may be asked to submit your course assignments through "Turnitin," (www.turnitin.com), an online resource established to help educators develop writing/research skills and detect potential cases of academic dishonesty. Turnitin compares submitted papers to billions of pages of content and provides a comparison report to your instructor. This comparison detects papers that share common information and duplicative language.

Americans with Disabilities Act Policy

It is the policy of Argosy University to make reasonable accommodations for qualified students with disabilities, in accordance with the Americans with Disabilities Act (ADA). If a student with disabilities needs accommodations, the student must notify the Director

of Student Services. Procedures for documenting student disability and the development of reasonable accommodations will be provided to the student upon request.

Students will be notified by the Director of Student Services when each request for accommodation is approved or denied in writing via a designated form. To receive accommodation in class, it is the student's responsibility to present the form (at his or her discretion) to the instructor. In an effort to protect student privacy, the Department of Student Services will not discuss the accommodation needs of any student with instructors. Faculty may not make accommodations for individuals who have not been approved in this manner.

The Argosy University Statement Regarding Diversity

Argosy University prepares students to serve populations with diverse social, ethnic, economic, and educational experiences. Both the academic and training curricula are designed to provide an environment in which students can develop the skills and attitudes essential to working with people from a wide range of backgrounds.