



Integrated Marketing Communications

MKTG 3225 – Fall 2023

Department of Marketing
UNC Charlotte

The following course calendar is “tentative”. Due to uncertainties that cannot be predicted (ie, the pace at which students are grasping the material), I reserve the right to make changes to the syllabus as I feel necessary. It is your responsibility to keep abreast of announcements posted on Canvas in this regard.

Instructor

Dr. Lisa L. Rolan
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Office Location/Phone

FRI 290C
Tel # 704-687-7710

Lecture Time/Location

Tuesday/Thursday, 4:00pm to 5:15pm
Friday 132

Office Hours

Tuesday 10:00 am to 3:00 pm
By appointment

This syllabus contains the policies and expectations established for MKTG 3225, Integrated Marketing Communications. Please read the entire syllabus carefully before continuing in this course. These policies and expectations are intended to create a productive learning atmosphere for all students.

Course Requirements Internet connection (DSL, LAN, or cable connection desirable) ZOOM access.

Overview of the Course

This course views promotion from a manager’s perspective and allows students to explore the importance of integrated marketing communications. Emphasis is placed on coordinating all communication elements, such as advertising, sales promotion, public relations, publicity, etc. In addition, other issues will be covered, including persuasion and message appeal used to enhance each type of promotion. While particular attention will be focused on understanding the role of promotion in business, the impact of promotional activities on society will also be addressed. Students will better

understand these issues by examining textbook material, articles, advertisements, videos, and relevant publications.

Learning Outcomes

When students complete this course, they will be able to:

- Understand the important role integrated marketing communication concepts play in enhancing brand equity.
- Understand and be able to discuss from a practical and theoretical perspective the role of IMC in advertising, promotions, packaging and branding, point-of-purchase communications, and event marketing.
- Students will be able to recommend appropriate actions and decisions based on data input.

Textbook, Course Pack, & Calculator

There is a textbook as well as an online course pack. There are as follows:

Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, 12e
ISBN: 9781260796452

- **Online Requirement:** CONNECT: McGraw Hill (this should be part of the First Day program)

Required readings may be assigned in Canvas

Students are also expected to e reading current articles from business periodicals such as Wall Street Journal, Business Week, and Fortune, etc.

Course Deliverables

In this course, you will take an active and experiential approach to integrated marketing communications. Students will learn to locate and use information relevant to goals, audiences, purposes, and contexts. They can select creative and appropriate modalities and technologies to accomplish communicative goals. Students will be able to adapt messages to the diverse needs of individuals, groups, and contexts and adjust messages while communicating. The course deliverables include:

- Work individually and in teams to develop an Integrated Marketing Communication Plan.
- Apply a framework through in-class assignments and case studies.
- Apply a framework through simulations of different concepts through Connect.

Course Delivery and Structure

This is a face-to-face class. All classes will be held on Tuesdays. There may be the occasion that that class will be held via Zoom instead of canceling class. If this is the case, you will be given adequate notice that the class will be held online. When classes are held online, they meet at the same time, attendance will be taken, and your cameras will need to be on to get credit for attendance.

If, at any point during the class, you have any problem that prevents you from getting the most out of this course, you are encouraged to meet with me and discuss the issue immediately. If that is not possible, please e-mail me directly. Do not be bashful about discussing any problem related to this course with me. I will be delighted to listen to and respond to any viewpoint or comment. You are

also encouraged to build relationships with your classmates. Their backgrounds and experiences are tremendous resources that can only enhance your educational experience.

Course Components

The Canvas course consists of topic modules for each week. There will be some reading, research needs, Connect assignments, and homework assignments each week. The course contains one group project, and Connect simulations, exams, presentations, and an optional final exam. See the course schedule and grading sections below for more information.

You must set a regular time to work on class materials individually and as a team, not allow yourself to fall behind, not miss any graded assignments, take advantage of extra credit (if offered), and study and practice the course materials. If you feel that your understanding of a topic could be more robust, you should contact me as soon as possible to seek extra help or advice, or else you might fall too far behind to catch up.

Grading

• Test	20%
• In-Class Discussion/Assignments/Attendance **	15%
• Group Project/IMC Report	30%
• Connect Assignments/Individual Report	35%
Total	100%

**Students are evaluated on participation and discussion through active engagement during discussion periods, thoughtful and reflective responses to their peers, and evidence of at-home preparation for classroom discussions

Final Exam – 100 points (optional – will replace your lowest grade)

Grading Scale: A = 90 – 100; B = 80 – 89.99; C = 70 – 79.99; D = 60 – 69.99; F = 0 – 59.99

Assignments/In-Class Discussion

There are several discussions and class studies. This class will be more discussion class participation than it will be lecturing. There will be some lectures, but the goal is to have you think about the various concepts you have learned from your other marketing classes and how they will relate to IMC marketing and retailing. Assignments relate to what we are discussing. Usually, these will be a one-page response unless otherwise noted on canvas.

Case studies will be part of the discussion, and class time will be given in a group setting to work on the case studies. The goal is to have you in groups to discuss the concepts and case studies and then report your findings to the case.

Individual Report

The objective of the individual report assignment is to facilitate the student's understanding of the promotional plan part of an organization's Marketing Plan. Each student will select a company and then develop a mock-up of an ad or promotional materials (minimum of three) that, if employed by the company, they would make as a recommendation as part of their promotional material.

Group Report and Presentation

The objective of the IMC plan is to assist students in preparing a practical integrated marketing communication plan for a brand. Each group will select a company and then develop an IMC plan. **Mandatory attendance is required of all students for the presentations. Please attend these sessions to avoid losing 20 points for each class period you do not attend.**

Attendance

It is solely your responsibility to obtain class material if you are absent. Attendance is taken at every class. You will earn full credit for attendance if you have your cameras on and actively participate in class. If you do not have your cameras on, you will only get 50% of the attendance grade for that day.

Test

There are four tests in this class. They are strategically placed throughout the semester, with the last test on the last day of the semester. You have to take this test.

Final Exam

There is an optional exam that is cumulative and short answer that can be taken and will replace the lower of one of the three tests. That exam date will be determined based on the University's schedule.

Late Work, Extra Credit, Retakes, & Contesting Grades

You should complete your work on time as a sign of professionalism and respect. However, your instructor has the discretion to accept late work or extend due dates as appropriate. It would be best to plan to complete work as soon as it is available and avoid risking closer to the deadline and missing the assignment because something happens. I do not allow retakes. I will post grades on Canvas. If you think there is a grading error, you have one week to contest the grade; otherwise, the grade stands. Late work, if accepted, will be deducted based on the following schedule:

- 5% reduction if turned in within one week from the original due date
- 10% reduction if turned in after one week but within two weeks from the original due date
- 50% reduction if turned in after two weeks but less than three weeks from the original due date
- A zero will be assigned if an assignment is turned in more than three weeks from the original due date.

In the past, I have allowed students to turn in late work, only to be grading and regrading assignments constantly. Because of the workload and the number of assignments, late work will receive a deduction based on the above schedule.

Communication Policy

An email address is required for this course. Course announcements will be distributed on Canvas via Assignment/Announcements or the email address listed with Registration and Records. The student's responsibility is to ensure their correct email address is listed and that they know how to receive notifications of assignments posted on Canvas. My response time is within 24 hours from receipt, except on Fridays, weekends, holidays, and after 7 p.m. on weekdays. If you email me on Friday, over the weekend, on holidays, or after 7 p.m., please do not expect an immediate reply. If

you have not received my response within 48 hours, something went wrong. Please email me again. **Please ensure you state which class and section you are in in your email.**

Laptop and Webcam Requirements

All students taking business courses, including all students in this class, must have their personal laptop computer with a working webcam and microphone.

- **It is each student's responsibility** to have a working laptop that meets the minimum requirements per the Belk College Laptop Policy, has the required course software installed, and is ready for classroom usage.
- It is each student's responsibility to have their laptop charged and ready for usage before class time. Students should expect that device charging may **not** be possible during class time. Therefore, battery life should be sufficient for an entire class period.

Academic Integrity

All students are required to read and abide by the Code of Student Academic Integrity. The work that you submit for grading must be your own work. Violations of the Code of Student Academic Integrity, including plagiarism, will result in disciplinary action as provided in the Code. Definitions and examples of plagiarism are outlined in the Code. The Code is available from the Dean of Students Office or online at <https://legal.uncc.edu/policies/up-407>. Students found violating either Code may be subject to failure of the assignment, exam, and/or course.

Attendance and Tardiness

Students are expected to attend every class and remain in class for the entire session. Failure to attend class or arriving late may impact your ability to achieve course objectives, which could affect your course grade for the duration of the session. Failure to attend class or arriving late may impact your ability to achieve course objectives, affecting your course grade. An excused or unexcused absence does not relieve a student of any course requirement. Regular class attendance is a student's obligation, as is a responsibility for all the work of class meetings, including tests and written tasks. Any unexcused absence or excessive tardiness may result in losing participation points.

Class Absence(s): The authority to excuse a student's class absence(s) and to grant a student an academic accommodation (turn in a late assignment(s), provide extra time on an assignment, reschedule an exam(s), etc.) sits with the individual instructor. Students are encouraged to work directly with their instructors regarding class absences for medical appointments, military/court orders, and/or personal and family emergencies, such as a death in the immediate family, where a student is able to provide an instructor with appropriate supporting documentation of the absence. The instructor determines the final decision to approve absences and missed work or make-up work.

Online Etiquette

Over the years, online students have made various excuses/explanations as to why they couldn't attend class online or have their cameras on during class. The following is expected when class is online: 1. Video on washed, wall, or themed backgrounds. Not using your video indicates that you are not present in the class. 2. Dress for your desired job – don't wear your pajamas to class. Therefore, clothing is NOT optional, meaning we can still see you even though you are home alone. 3. Stage your video area. People are seeing you, your surroundings, and those that might pop in and

out of your screen. 4. Do you own tech support before class starts. 5. Stay on mute unless you are speaking. 6. Do not do private things while in a meeting. 7. Use the chat with everyone for things related to the class discussion. 8. When your camera is on, do not get up and move and cook. If you have to leave from in front of the camera, please shut your camera off.

Suggestions for Success

For most students, this will not be a "difficult" course. However, some students will probably do well in academic classes where information is essential and will be surprised at the relative difficulty of this course, where manual skills and visualization are most important. So do not think that if you are a "B" student, you will probably get a "B" in this course. You might get an "A" with relative ease . . . or a "C" with difficulty and still be (and correctly so) a "B student" in your information-heavy, mainly lecture-type courses. The courses that follow this will be significantly different.

Classroom Etiquette

Inappropriate behavior in class distracts from the ability of others to benefit from their in-class experiences. Such inappropriate behavior includes arriving late, leaving early, conducting independent conversations, surfing the web during class, etc. **Rude and inappropriate behavior will not be tolerated.** Since it is the instructor's responsibility to provide an environment that is conducive to learning for everyone in the class, points will be deducted from the grade of any student who chooses to distract others repeatedly. The student will be permanently removed from the course in particularly egregious cases.

No wandering in and out of class (This is not a drop-in event.)

Under no circumstances will students be permitted to spend their class time working on assignments for other classes, checking email, surfing the web, or printing out homework. Attempts to pursue such activities will be reflected in lower grades and may lead to removal from the class.

Canvas

UNC Charlotte utilizes "Canvas" as its Learning Management System (LMS). A LMS simplifies teaching and learning by connecting all the digital tools professors use in one easy place. Be sure to read any weekly announcements and check Canvas for important information and updates about the course.

Canvas is also the central hub for posting assignments and handouts. For more information on Canvas, please visit canvas.uncc.edu. If you have any technical questions or problems, contact UNC Charlotte Information and Technology Services at 704-687-5500 or itservices.uncc.edu.

Diversity

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate the diversity that includes but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socioeconomic status.

My intent and goal are to create a safe environment that fosters honest and open dialogue through the strength of the diversity that students bring to this class. I also intend that all students' views and

opinions will be viewed as a resource, strength, and benefit to this class; as a result, students are expected to contribute to creating a welcoming, respectful, and inclusive environment. Therefore, classroom discussions should always be conducted in a way that shows respect, honor, and dignity to all class members. Materials presented and activities done in the class will respect diversity: gender, sexuality, disability, age, socioeconomic status, ethnicity, race, and culture. Should there be a disagreement between students, everyone must demonstrate an understanding of how others' views may differ from their own. It should be pursued without aggression and personal attack but handled with care and grace, allowing for a more profound learning experience and intellectual engagement for everyone if there are ways for me to improve the effectiveness of the course for you individually or for other students or student groups.

Non-Discrimination Statement

All students and the instructor are expected to engage with each other respectfully. Unwelcome conduct directed toward another person based upon that person's actual or perceived race, real or perceived gender, color, religion, age, national origin, ethnicity, disability, or veteran status, or for any other reason, may constitute a violation of University Policy 406, The Code of Student Responsibility. Any student suspected of engaging in such conduct will be referred to the Office of Student Conduct.

Electronic Video, Image Capture, and/or Audio Recording Statement

Electronic video, image capture, and/or audio recording **IS NOT** permitted during class, whether in person or online, unless the student obtains permission from the instructor. If permission is granted, any distribution of the recording is prohibited. Students with specific electronic recording accommodations authorized by the Office of Disability Services do not require instructor permission; however, the instructor must be notified of any such accommodations before recording. Any distribution of such recordings is prohibited.

Copyright Ownership of Material

My lectures and course materials, including discussions, presentations, tests, exams, outlines, and similar materials, are protected by copyright. For any material created and presented, I am the exclusive owner of the copyright of those materials. I have obtained consent and give credit to the material I have used in my course. You are encouraged to take notes and make copies of materials for your educational use. However, you may not knowingly allow others to publicly reproduce or distribute lecture notes and course materials without my express written consent. This includes providing materials to commercial course material suppliers such as CourseHero, Chegg, and other similar services. Students who publicly distribute, display, or help others publicly distribute or display copies or modified copies of an instructor's course materials may violate University Policy 406, The Code of Student Responsibility. Similarly, you own the copyright in your original papers and exam essays. If I am interested in posting your answers or documents on the course website, I will request your written permission.

Plagiarism Detection Service

As a condition of taking this course, all required papers may be subject to submission for textual similarity review to **SimCheck** [or another plagiarism detection service] to detect plagiarism. All submitted papers will be included as source documents in the SimCheck [or another plagiarism detection service] reference database solely to detect plagiarism of such documents. No student

papers will be submitted to SimCheck without a student's [written consent and permission](#). If a student does not provide such written consent and authorization, the instructor may:

- Require a short reflection paper on research methodology.
- Require a draft bibliography before submission of the final paper.
- Require each reference source's cover page and first cited page to be photocopied and submitted with the final paper.

Classroom Culture

I want our classroom to be where we deeply listen to each other and respect the feelings, experiences, and wisdom behind what we all say. I want us all to speak the truth as we understand it but to feel safe questioning things we don't know or understand. We all hold pieces to the puzzle.

At this point in your academic pursuit, out of respect for the learning process, we should all show up on time, be prepared, refrain from using cellphones and other electronic devices, and not pack up and leave early. If you have caring or medical obligations that mean you must arrive late or leave early, please speak to me. I also commit to being prepared, present, and engaged for our first time together.

Professional Behavior

Throughout your college experience, you will meet many important stakeholders of UNC Charlotte and the Belk College of Business. We expect you to conduct yourself as aspiring professionals who respectfully interact with your peers, faculty, staff, alums, and corporate leaders. You should respectfully listen to and engage with faculty, classmates, and guest speakers in class without having side conversations. Failure to apply professional behavior in class may result in points deducted from the participation grade and potentially being asked to leave class.

Assistance

It is common for college students to experience challenges that may interfere with academic success, such as academic stress, sleep problems, juggling responsibilities, life events, relationship concerns, or feelings of anxiety, hopelessness, or depression. If you or a friend is struggling, we strongly encourage you to seek support. Helpful, effective resources are available on campus at no additional cost.

- If you are struggling academically with this class, please visit me during office hours or contact me by email at lrolan@uncc.edu.
- Meet with your academic advisor if you are struggling academically in multiple classes, unsure whether you are making the most of your time at UNC Charlotte, or unsure what academic resources are available at UNC Charlotte.
- Visit the Counseling and Psychological Services website at caps.uncc.edu for information about the broad range of confidential on-campus mental health services, online health assessments, hours, and additional information.
- Call CAPS at (704) 687-0311 if interested in scheduling an appointment with a counselor. After-hours crisis support is also available through this phone number.

Accommodation for Students with Disabilities

UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide an email message from Disability Services early in the semester.

For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

Syllabus Modification

The standards, requirements, dates, and topics outlined in this syllabus may be modified at any time by the professor. Notice of such changes will be by an announcement in class or via email.

Additional Information

I have had the pleasure of teaching since 2013 and at UNC Charlotte since 2018. Before getting into the teaching profession, I was a Chief Financial Officer for local governments across the United States and the Small Business Center Director at South Piedmont Community College for the past six years. After spending 20 years in finance and business start, I decided to pursue my dream of educating others. I am a graduate from UNC Charlotte with my Doctorate in Business Administration. My passion is entrepreneurship and business, as well as health care administration.

Outside of my college life, my husband Mike and I enjoy buying and remodeling homes, traveling, fishing, and anything that involves being outdoors. I am a North Carolina native and have two great children and two granddaughters, a grandson and another grandson on the way!

MKTG 3225: Integrated Marketing Communications (IMC)

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DATE		TOPIC
T	8.22	Introduction, Classroom Expectations, Syllabus, Readings, Connect, Individual Paper, Group Project, Assignments, Term Paper, Academic Integrity, Tunitin, Understanding Statement IMC Group Project – Name of Company Chosen Before the End of Class Individual Project – Name of the Company Chosen Before the End of Class
TH	8.24	What is Integrated Marketing Communication Assignment: Integrated Marketing Communication Read: Chapter 1 IMC Group Project – Group Sign Up
T	8.29	Developing a Successful IMC Program Read: Chapter 2 DUE: Integrated Marketing Communication
TH	8.31	Developing a Successful IMC Program Group Assignment: Company Overview and Situational Analysis
M	9.4	Holiday – No Class
T	9.5	Understanding the Market Assignment: Advertising Budget: Scrumptious Chocolate Company; Developing a Creative Strategy: The Blue Collection; Target Audience Identification: Recycled Treads Read: Chapters 4 and 7
TH	9.7	Understanding the Market DUE: Advertising Budget: Scrumptious Chocolate Company; Developing a Creative Strategy: The Blue Collection; Target Audience Identification: Recycled Treads Group Assignment: IMC Campaign Strategies and Objectives
T	9.12	The Creative Process and the Creative Brief Assignment: Creative Strategy and Tactics: Be Clever Ad Agency
TH	9.14	The Creative Process and the Creative Brief DUE: Creative Strategy and Tactics: Be Clever Ad Agency Group Assignment: Work on the Creative Brief; Target Audience/Buyer Personas
T	9.19	Marketing Communications Mix Assignment: Media Planning: Burger Stop; Positioning Strategy: HealthFizz Sports Drink Read: Chapters 5 and 6
TH	9.21	Marketing Communications Mix DUE: Media Planning: Burger Stop; Positioning Strategy: HealthFizz Sports Drink Group Assignment: Campaign Strategies and Objectives
T	9.26	IMC Channels: Advertising Assignment: Advertising and Sales Promotion: MARKit! Read: Chapters 3 and 8 Group Creative Brief Due
TH	9.28	IMC Channels: Advertising DUE: Advertising and Sales Promotion: MARKit! Group Assignment: Marketing Communications Tactics and Results

T	10.3	IMC Channels: Public Relations <i>Assignment: Public Relations: Diamond Financials</i> <i>Read: Chapter 17</i> <i>Group Assignment: Press Release</i>
TH	10.5	TEST ONLINE <i>DUE: Public Relations: Diamond Financials</i>
T	10.10	IMC Channels: Digital <i>Assignment: Digital Marketing: Smithville Recreation Center; Social Media Marketing: Chew-Bocce; Types of Internet Advertising: "I Made That" Global Marketplace</i> <i>Read: Chapters 15 and 19</i>
TH	10.12	IMC Channels: Digital <i>DUE: Digital Marketing: Smithville Recreation Center; Social Media Marketing: Chew-Bocce; Types of Internet Advertising: "I Made That" Global Marketplace</i> <i>Group Assignment: Blog Post</i>
T	10.17	IMC Channels: Direct <i>Read: Chapters 14 and 16</i>
TH	10.19	IMC Channels: Direct <i>Group Assignment: Digital Ad Campaign</i>
T	10.24	FALL BREAK – 10.23 AND 10.24 – NO CLASS
TH	10.26	IMC Channels: Broadcasting <i>Read: Chapter 11</i> <i>Assignment: Creative Execution in Television: The Blue Collection</i> <i>Group Assignment: Design a Brochure or Direct Mail</i>
T	10.31	IMC Channels: Print and Out-of-Home <i>Assignment: Creative Execution in Print: The HeatMug</i> <i>DUE: Creative Execution in Television: The Blue Collection</i> <i>Read: Chapters 12, 13, and 22</i>
TH	11.2	IMC Channels: Print and Out-of-Home <i>DUE: Creative Execution in Print: The HeatMug</i> <i>Group Assignment: Commercial/Storyboard</i> Group Marketing Campaign PowerPoint Due
T	11.7	Implementing the Campaign and Measuring the Success <i>Assignment: Setting, Measuring, and Evaluating Objectives: Cleaning Essentials</i> <i>Group Assignment: Develop a Timeline and Budget</i> <i>Read: Chapters 9, 18, 20, and 21</i>
TH	11.9	Implementing the Campaign and Measuring the Success <i>Group Assignment: Make revisions and practice before Presentations</i> Group Marketing Campaign Report Due <i>DUE: Setting, Measuring, and Evaluating Objectives: Cleaning Essentials</i>
T	11.14	GROUP PRESENTATIONS – ATTENDANCE IS MANDATORY
TH	11.16	GROUP PRESENTATIONS – ATTENDANCE IS MANDATORY
T	11.21	GROUP PRESENTATIONS – ATTENDANCE IS MANDATORY
TH	11.23	NO CLASS – THANKSGIVING BREAK (11.22 TO 11.24)
T	11.28	GROUP PRESENTATIONS – ATTENDANCE IS MANDATORY
TH	11.30	GROUP PRESENTATIONS – ATTENDANCE IS MANDATORY
T	12.5	TEST ONLINE