



**MKTG 3225: Integrated Marketing Communications  
(Section 090)**

**Semester: Fall 2023**

**Instructor:** Camelia Taheri Protzel

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**Class Time/Location:** Tuesday, 5:30 pm to 8:15pm @Friday Building 130

Course Website: Canvas ([canvas.uncc.edu](https://canvas.uncc.edu))

Office hours: Tuesdays 5pm to 5:30pm classroom Friday 130

**Course Description**

This course views promotion from a manager's perspective and allows students to explore the importance of integrated marketing communications. Emphasis is placed on the coordination of all communication elements such as advertising, sales promotion, public relations, publicity and so forth. In addition, other issues including persuasion and message appeal used to enhance each type of promotion will be covered. While special attention will be focused on understanding the role of promotion in business, the impact of promotional activities in society will be addressed, as well. Students will better understand all of 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 both a practical and theoretical perspective the role of IMC in terms of advertising, promotions, packaging and branding, point-of purchase communications, and event marketing.

**Required Materials**

There is a textbook as well as an online course pack. Information is below:

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

ISBN: 9781260796452

**Online Requirement:** McGraw Hill CONNECT

**Required Equipment:** In addition to the required textbook and access to Connect, the following materials will be used:

1. Lectures, discussions and examples
2. Handouts
3. Visual presentations
4. Internet websites
5. Current literature including newspapers, magazines and journals.

### **Course Deliverables**

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

- Work both 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.

### **Code of Student and Academic Integrity**

All students are required to read and abide by the Code of Student Academic Integrity. 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 set forth in the Code. The Code is available from the Dean of Students Office or online at <https://legal.uncc.edu/policies/up-407>.

### **Belk College Of Business Statement of 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 diversity that includes. Diversity is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

### **Disability**

UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodation, contact the Office of Disability Services at 704-687-0040 or visit the office at Fretwell 230.

### **Statement on Laptop & Webcam Requirements**

All students taking business courses are required to have their own 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 in accordance with 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 prior to class time. Students should expect that charging devices may not be possible during class time. Therefore, battery life should be sufficient to last through an entire class period.

### Course Components

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

### Course Requirements

| Activity or assignment                               | Points |
|--|--------|
| [1] Attendance/ Class discussion                     | 100    |
| [2] In-Class Case Discussions (2 cases)              | 100    |
| [3] Team Project (paper and presentation – 100 each) | 200    |
| [4] Exam 1 and 2 (100 each)                          | 200    |
| [5] Individual Project                               | 100    |
| [6] Final Exam                                       | 100    |
| [7] Weekly homework (20 short assignments)           | 200    |
| Total  | 1000   |

#### [1] Attendance/Class discussion (100 points)

Coming to every class is important. The instructor has the liberty of taking attendance in each class. Attendance is defined as active participation in class. Your total attendance point is determined by this formula:  $100 \text{ points} \times (\text{the number of presences}) / (\text{the number of qualified attendance classes})$ . The number of qualified attendance classes = the total number of classes when attendance is taken – the number of excused classes. For example, let's say the instructor took attendance 20 times during the whole semester and you had one excused absence and two unexcused absences. Then, your attendance total is  $100 \times 17/19$ . When you have reasonable grounds for your absence (e.g., job interview, required official university activity), the absence will be counted as an excused absence. Your absence should be documented. The instructor will make the final decision about an excuse absence.

#### [2] In-Class Case Summaries (100 points)

There are several discussions and class studies. This class will be more discussion, class participation then it will be lecturing. There will be some lecture but the goal is to have you think about the various concepts that you have learned from your other marketing classes and how they will relate to the B2B marketing and retailing. Assignments relate to what we are discussing. Normally these will be a one page response unless otherwise noted on canvas.

Your team should submit a summary of case discussion as a group. Discussion groups will be decided by the instructor during class time.

### [3] Team Project (200 points)

The objective of the IMC plan is to assist students prepare 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. Failure to attend the presentation day will result in a 0 grade. See more instructions inside Canvas.

|                            |            |
|----------------------------|------------|
| Team Project Presentation  | 100 points |
| Written Report (due 11/21) | 100 points |
| Total                      | 200 points |

### [4] Exams and [6] Final Exam

There will be 2 exams during the semester and one final exam the last week of the semester. The exams will include multiple choice questions and short answer questions from the readings and discussions during class time. We will be taking the exams in class, students are expected to bring their laptop as the exam will be online.

### [5] Individual Project (100 points)

The Individual Project objective is to facilitate the student's understanding of the promotional plan in an organization. Students will select a **local company** and then present the following:

- 1- Present an action plan for the promotional campaign. See chart that includes, objective, target market, budget, tactic (including message, theme, media channel and details of the promotional activity), and metric.
- 2- Develop a mockup of advertising or promotional materials (minimum of three) you would recommend the CMO of the company.

### [7] Weekly Homework

Every week students are expected to read the corresponding chapter for the class, as well as complete the two assignments to review your knowledge in the topic that we will be discussing that coming Tuesday. All homework assignments are inside the McGraw Hill Connect site and students will access them through the link inside Canvas in each module/week of class.

### Late Work, Extra Credit, Retakes, & Contesting Grades

As a sign of professionalism and respect, you should complete your work on time. 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 not risk waiting 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 original due date
- 10% reduction if turned after one week but within two one weeks from original due date
- 50% reduction if turned in after two weeks but less than three weeks from original due date
- A zero will be assigned for the assignment if turned in more than three weeks from the original due date.

### **Communication Policy**

An email address is required for this course. Course announcements will be distributed on Canvas via Announcements, or the email address listed with Registration and Records. It is the student responsibility to ensure that their correct email address is listed, and they know how to receive notifications of assignments posted on Canvas. My normal response time is within 48 hours from receipt, except on Fridays, weekends, holidays and after 7 pm on weekdays. If you email me on Friday, over the weekend, or on holidays, or after 7 pm please do not expect an immediate reply. If you have not received a response from me within 48 hours, something went wrong. Please email me again. Please make sure in your email you state full name, class and section you are in.

### **Attendance and Tardiness**

Students are expected to attend every class and remain in class for the duration of the session. Failure to attend class or arriving late may impact your ability to achieve course objectives which could affect your course grade 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 absence, excused or unexcused, 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 a loss of 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 final decision for approval of absences and missed work or make-up work is determined by the instructor.

### **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. In particularly egregious cases, the student will be permanently removed from class.

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.

**Electronic Video, Image Capture, and/or Audio Recording Statement** Electronic video, image capture, and/or audio recording **IS NOT** permitted during class, whether conducted 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 accommodation before recording. Any distribution of such recordings is prohibited.

### **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 papers.

### **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. Resources are available on campus at no additional cost.

- If you are struggling academically with this class, get in contact with me at [ctaherip@charlotte.edu](mailto:ctaherip@charlotte.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](http://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.

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**MKTG 3225: Integrated Marketing Communications (IMC)** *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.*

| <b>Week</b> | <b>In-Person Class</b> | <b>Readings for Class:</b>   | <b>Assignments Due Monday before class</b>  |
|-------------|------------------------|--|---|
| Week 1      | 8/22/2023              | Introduction<br>Class Expectations and syllabus<br>Individual Paper / Group Paper<br>• Read Chapter 1. Introduction to IMC                                   |   |
| Week 2      | 8/29/2023              | • Read Chapter 2. Role of IMC in Marketing<br>• Read Chapter 3. Role of Ad Agencies and Organizations<br><br>In-Class Guest speaker - Marketing Agency (TBC) | Due Monday 8/28<br>• Integrated Marketing Communications<br>• Market Segmentation: Mpoppings Backpacks<br><b>Group Assignment - team members and company selection</b><br><b>Individual Assignment - brand/company selection</b><br><b>Guest Speaker coming to the class - Attendance mandatory</b> |
| Week 3      | 9/5/2023               | • Read Chapter 4. Consumer Behavior<br>• Read Chapter 5. The Communication Process   | Due Monday 9/4<br>• Buyer Behavior<br>• Target Audience Identification: Recycled Treads   |
| Week 4      | 9/12/2023              | • Read Chapter 6. Source, Message and Channels<br>• Read Chapter 7. Objectives and Budgeting   | Due Monday 9/11<br>• Consumer Decision Journey<br>• Advertising Budget: Scrumptious Chocolate Company   |
| Week 5      | 9/19/2023              | <b>Exam 1 - Chapters 1, 2, 3, 4, 5, 6, 7</b><br>• Read Chapter 8. Creative Strategy Planning   |   |

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|------------|------------|---|---|
| Week<br>6  | 9/26/2023  | <ul style="list-style-type: none"> <li>• Read Chapter 9. Creative Strategy Implementation</li> <li>• Read Chapter 10. Media Planning</li> </ul>                               | <p>Due Monday 9/25</p> <ul style="list-style-type: none"> <li>• Developing a Creative Strategy: The Blue Collection</li> <li>• Creative Strategy and Tactics: Be Clever Ad Agency</li> </ul> <p><b>Individual and/or Group Assignment - work during class</b></p> |
| Week<br>7  | 10/3/2023  | <ul style="list-style-type: none"> <li>• Read Chapter 11. Evaluation of Media TV and Radio</li> <li>• Read Chapter 12. Evaluation of Media Magazines and Newspaper</li> </ul> | <p>Due Monday 10/2</p> <ul style="list-style-type: none"> <li>• Media Planning: Burger Stop</li> <li>• Creative Execution in Television: The Blue Collection</li> <li>• Creative Execution in Print: The HeatMug</li> </ul>                                       |
| Week<br>8  | 10/10/2023 | <ul style="list-style-type: none"> <li>• Read Chapter 13. Support Media</li> <li>• Read Chapter 14. Direct Marketing</li> </ul>   | <p>Due Monday 10/09</p> <ul style="list-style-type: none"> <li>• Positioning Strategy: HealthFizz Sports Drink</li> </ul> <p><b>Individual assignment due 10/10</b></p>   |
| Week<br>9  | 10/17/2023 | <ul style="list-style-type: none"> <li>• Read Chapter 15. Digital and Social Media</li> </ul> <p>In-Class Guest Speaker - Social Media Agency (TBC)</p>                       | <p>Due Monday 10/16</p> <ul style="list-style-type: none"> <li>• Digital Marketing: Smithville Recreation Center</li> <li>• Social Media Marketing: Chew-Bocce</li> </ul> <p><b>Guest Speaker coming to the class - Attendance mandatory</b></p>                  |
| Week<br>10 | 10/24/2023 | <b>Exam 2 (online) - Chapters 8, 9, 10, 11, 12, 13, 14, 15</b>  | <b>Online Assignment</b>  |
| Week<br>11 | 10/31/2023 | <ul style="list-style-type: none"> <li>• Read Chapter 16. Sales and Promotion</li> <li>• Read Chapter 17. PR and Corporate Ads</li> </ul>                                     | <p>Due Monday 10/30</p> <ul style="list-style-type: none"> <li>• Public Relations: Diamond Financials</li> <li>• Advertising and Sales Promotion: MARKit!</li> </ul>  |
| Week<br>12 | 11/7/2023  | <ul style="list-style-type: none"> <li>• Read Chapter 18. Measurements and Evaluation</li> </ul>  | <p>Due Monday 11/6</p> <ul style="list-style-type: none"> <li>• Setting, Measuring and Evaluating Objectives: Cleaning Essentials</li> <li>• Marketing Metrics</li> </ul> <p><b>Group Assignment: time to work in class</b></p>                                   |
| Week<br>13 | 11/14/2023 | <ul style="list-style-type: none"> <li>• Read Chapter 19. International Advertising and Promo</li> </ul>  | <p>Due Monday 11/13</p> <ul style="list-style-type: none"> <li>• Types of Internet Advertising: "I Made That" Global Marketplace</li> </ul> <p><b>Group Assignment: time to work in class</b></p>   |
| Week<br>14 | 11/21/2023 | <ul style="list-style-type: none"> <li>• Read Chapter 20. Regulation of Advertising and Promo</li> <li>• Read Chapter 21. Social Ethical and Economic factors</li> </ul>      | <p>Class time to work on PPT final touches</p> <p><b>Group Paper and Presentations due 11/21</b></p>  |
| Week<br>15 | 11/28/2023 | <ul style="list-style-type: none"> <li>• Read Chapter 22. Personal Selling</li> </ul>   | Review of Group Presentations   |



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|--------------------|-------------------|---|-----------------------------|
| <i>Week<br/>16</i> | <i>12/5/2023</i>  | <i>Group Presentations</i>                                  | <i>Mandatory attendance</i> |
| <i>Week<br/>17</i> | <i>12/12/2023</i> | <i>Final Exam - Chapters 16, 17, 18, 19, 20,<br/>21, 22</i> |                             |