



## Integrated Marketing Communications

MKTG 3225 – Fall 2022

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, Adjunct  
[lrolan@uncc.edu](mailto:lrolan@uncc.edu)

### Office Location/Phone

FRI 290C  
Tel # 704-687-7710

### Lecture Time/Location

001 – M/W 2:30 pm to 3:45pm, Friday 132  
002 – M/W 4:00 pm to 5:15pm, Friday 141

### Office Hours

By appointment  
M/W 11:00 am to 1:00 pm

*This syllabus contains the policies and expectations established for MKTG 3226, B2B Marketing and Retailing. 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.*

### Class Format

This class is a face-to-face class. This is NOT an online class, nor is it classified as a hybrid class (meaning half face-to-face, half online). There may be occasion when classes may have to meet online.

### 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 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 on 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.

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:** CONNECTS

*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 how to locate and use information relevant to goals, audiences, purposes, and contexts. They will be able to 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, as well as adjust messages while in the process of communicating. 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.

## Course Delivery and Structure

*This is a face-to-face class. All classes will be held on Monday. There may be the occasion that instead of cancelling class, that class will be held via Zoom. If this is the case, you will be given adequate notice that 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.*

## 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.

It is crucial that you set a regular time to work on class materials both 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 is weak, you should contact me as soon as possible to seek extra help or advice from me, or else you might fall too far behind to catch up.

## Grading

• Exams	20%
• In-Class Discussion/Assignments/Attendance **	10%
• Group Project/IMC Report	35%
• Connect Assignments/Individual Report	35%
<b>Total</b>	<b>100%</b>

\*\*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 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.

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 organizations Marketing Plan. Each student will select a company and then develop a mock up of an add or promotional materials (minimum of three) that if they were 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 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 these sessions, will result in you 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 and will be taken via zoom's attendance. You will earn full credit for attendance if you have your cameras on and you actively participate in class. If you do not have your cameras on you will only get 50% of the attendance grade for that day.

## Exams

There are two exams in this class. The first exam is halfway through the session and the other exam is on the last day of the summer session. There is an optional exam that is cumulative and short answer that can be taken and will replace the lower of the two exams. That exam date will be determined based on the University's schedule.

## 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.

## 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 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 24 hours from receipt, except on weekends and holidays. If you have not received a response from me, something went wrong. Please email me again. Please make sure in your email you state which class and section you are in.

## Laptop and Webcam Requirements

*All students taking business courses, which includes all students in this class, 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 of devices may **not** be possible during class time. Therefore, battery life should be sufficient to last through 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 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>. Students found in violation of either code may be subject to failure of the assignment, exam, and/or the course.

### **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.

### **Online Etiquette**

Over the years, online students have made various excuses/explanations as to what why they couldn't attend class online or have their camera on during class. The following is what is expected when class is online: 1. Video on, either washed background, wall background, or themed background. Not using your video indicates that you are not present in the class. 2. Dress for the job you want – don't wear your pajamas to class. Therefore, clothing is NOT optional meaning that you even though you are home alone we can still see you. 3. Stage your video area. People are just seeing you but they are also seeing our 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 on a meeting. 7. Use the chat 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 was most important 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. In particularly egregious cases, the student will be permanently removed from the 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.

## **Canvas**

UNC Charlotte utilizes "Canvas" as its Learning Management System (LMS). A LMS is a way to simplify 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](https://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](https://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 socio-economic status.

## **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, actual 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 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. 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 permission, the instructor may: (i) require a short reflection paper on research methodology; (ii) require a draft bibliography before submission of the final paper; or (iii) require the cover page and first cited page of each reference source to be photocopied and submitted with the final paper.

## **Classroom Culture**

I want our classroom to be a place where we deeply listen to each other and respect the feelings, experience, 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.

It should go without saying at this point in your academic pursuit that 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 make a commitment to you that I will be 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. Our expectation is that you will conduct yourself as aspiring professionals who respectfully interact with your peers, faculty, staff, alumni, and corporate leaders. In class, you should respectfully listen to, and engage with, faculty, classmates, and guest speakers without having side conversations. Failure to apply professional behavior in class may result in points deducted from the participation grade, as well as potentially being asked to leave class.

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## **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](mailto: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](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.

## **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 a granddaughter and another grandchild on the way!!

## MKTG 3225: Integrated Marketing Communications (IMC)

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Note: Class information printed in regular font, exams and assignments in **bold**, and *University information* in italics.

DATE		TOPIC
M	8/22	Introduction, Classroom Expectations, Syllabus, Readings, Connect, Individual Paper, Group Project, Assignments, Term Paper, Academic Integrity, Tunitin, Understanding Statement
W	8/24	Introduction To Integrated Marketing Communications (Ch 1) IMC Group Project – Name of Company Chosen Before the End of Class Individual Project – Name of the Company Chosen Before the End of Class
M	8/29	Role of Integrated Marketing Communication (Ch 2) <i>Assignment: Market Segmentation: MPoppins Backpacks</i>
W	8/31	Organizing for Advertising and Promotion (Ch 3) <b><i>DUE: Market Segmentation: MPoppins Backpacks</i></b> <i>Assignment: Advertising Budget: Scrumptious Chocolate Company</i>
M	9/5	<b><i>HOLIDAY – NO CLASS</i></b>
W	9/7	<b>Exam (Online)</b>
M	9/12	Perspectives on Consumer Behavior (Ch 4) <b><i>DUE: Advertising Budget: Scrumptious Chocolate Company</i></b> <i>Assignment: Creative Strategy and Tactics: Be Clever Ad Agency</i> IMC Group Project – Creative Strategy Part A <b>DUE</b>
W	9/14	Communication Process (Ch 5) <b><i>DUE: Creative Strategy and Tactics: Be Clever Ad Agency</i></b>
M	9/19	Source Message Channel Factors (Ch 6)
W	9/21	<b>Exam (Online)</b>
M	9/26	Establishing Objectives and Budgets for Promotional Program (Ch 7)
W	9/28	Creative Strategy Planning and Development (Ch 8)
M	10/3	Creative Strategy Implementation and Evaluation (Ch 9)
W	10/5	Media Planning Strategy (Ch 10) <i>Assignment: Media Planning: Burger Stop</i>
M	10/10	<b><i>HOLIDAY – NO CLASS (10/10 to 10/11)</i></b>
W	10/12	<b>Exam (Online)</b>
M	10/17	Evaluation of Media: Television and Radio (Ch 11) <b><i>DUE: Media Planning: Burger Stop</i></b>
W	10/19	Evaluation of Media: Magazines and Newspapers (Ch 12)
M	10/24	Social Media (Ch 13)
W	10/26	Direct Marketing (Ch 14) IMC Group Project – Creative Strategy Part B <b>DUE</b> IMC Group PowerPoint Presentations <b>DUE</b>
M	10/31	<b>Group Presentations Mandatory Attendance</b>
W	11/2	<b>Group Presentations Mandatory Attendance</b>

M	11/7	<b>Group Presentations Mandatory Attendance</b>
W	11/9	The Internet – Digital and Social Media (Ch 15)
M	11/14	Sales Promotions (Ch 16) <i>Assignment: Positioning Strategy: HealthFizz Sports Drink; Advertising and Sales Promotion: MARKit!</i>
W	11/16	Public Relations, Publicity, and Corporate Advertising (Ch 17) <i>Assignment: Setting, Measuring, and Evaluating Objectives: Cleaning Essentials</i> <i>DUE: Positioning Strategy: HealthFizz Sports Drink; Advertising and Sales Promotion: MARKit!</i> <b>Individual Project DUE</b>
M	11/21	<b>Exam – (online)</b>
		<b><i>HOLIDAY – NO CLASS (11/23 TO 11/24)</i></b>
M	11/28	Measuring the Effectiveness of Promotional Program (Ch 18) International Advertising and Promotion (Ch 19) <i>DUE: Setting, Measuring, and Evaluating Objectives: Cleaning Essentials</i>
W	11/30	Regulation of Advertising and Promotion (Ch 20) Evaluating the Social Ethical and Economic Aspects (Ch 21)
M	12/5	Personal Selling (Ch 22)
W	12/7	<b>Exam – Chapters (online)</b>
	TBD	<b>FINAL EXAM – CUMULATIVE (Optional)</b>