



## **MKT 366.01W INTEGRATED MARKETING COMMUNICATION**

COURSE SYLLABUS: Fall 2020

### **INSTRUCTOR INFORMATION**

**Instructor:** Mary Anne Doty, Marketing Instructor

**Office Location:** BA 314E (using phone or Zoom for Fall semester 2020)

**Office Hours:** Online MWF 10:00 – 11:00 am or by appointment via Zoom or YouSeeU

**Office Phone:** 903-886-5692

**Office Fax:** 903-886-5693

**University Email Address:** MaryAnne.Doty@tamuc.edu

**Preferred Form of Communication:** email

**Communication Response Time:** Generally within 24 hours M-F.

Mary Anne Doty has been a faculty member in the Department of Marketing and Business Analytics, College of Business, at Texas A&M University-Commerce since 2003. Over the past 30 years she has taught undergraduate business courses at the Universities of Arizona, Kentucky and Maryland, as well as at Eastern Kentucky University and Southern Methodist University. A generalist, Professor Doty has taught courses in Business Policy, Marketing, Retail Management, Advertising and Promotions, Sales, International Marketing, Product Management, Entrepreneurship, Channels of Distribution, and Global Consumer Behavior. Mrs. Doty received her MBA and was all but dissertation (ABD) for a Doctorate in Business Administration from the University of Kentucky. She was named a Global Fellow at TAMUC in 2016 and Distinguished Global Fellow in 2019.

In addition to her teaching experience, she has been a marketing consultant and has worked in event planning and political marketing. Professor Doty performs market research, develops strategic plans for new product launches, and does competitive analysis in her consulting work. Previous clients included Texas Instruments, Raytheon Corporation, Analog Devices, Inc, and Nortel Networks. Mrs. Doty continues to work with industry as a consultant and a provider of executive education programs.

*The syllabus/schedule are subject to change.*

# COURSE INFORMATION

## Materials – Textbooks, Readings, Supplementary Readings

### Textbook(s) Required

MKT 366 is an Inclusive Access course. This means that the eBook and homework package are already incorporated into the course website and will be billed along with your course tuition. You will access the homework directly from the D2L course website. The price for the book and homework is around \$77.00, which is substantially less than the previous cost of the package.

We will be using Advertising, 3<sup>rd</sup> Edition by Arens and Weigold, MGrav-Hill, along with the required Connect homework package.



### Course Description

This is an advanced course designed to give students a strong theoretical background in advertising management issues, along with a practical understanding of how the elements in a marketing communications plan can help marketers achieve their objectives. Prerequisite: MKT 306.

### Student Learning Outcomes

This course aims to improve student understanding of concepts, principles, problems and applications of marketing promotion. After completing this course, students should be able to:

1. SLO 1 Demonstrate an understanding of Integrated Marketing Communications concepts, principle and terminology.
2. SLO 2 Analyze a specific IMC campaign, including media strategy, target market selection, message content and evaluation criteria.
3. SLO 3 Apply IMC concepts in developing a limited promotional campaign that includes message development and media selection for a product or service.
4. SLO 4 Demonstrate project management skills as they work cooperatively on a team project.
5. SLO 5 Coordinate marketing strategy with a public relations/social media campaign.

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## **SPECIAL NOTE REGARDING TAMUC PANDEMIC RESPONSE**

**“A&M-Commerce requires the use of face-coverings in all instructional and research classrooms/laboratories. Exceptions may be made by faculty where warranted. Faculty have management over their classrooms. Students not using face-coverings can be required to leave class. Repetitive refusal to comply can be reported to the Office of Students’ Rights and Responsibilities as a violation of the student Code of Conduct. “**

**“Students should not attend class when ill or after exposure to anyone with a communicable illness. Communicate such instances directly with your instructor. Faculty will work to support the student getting access to missed content or completing missed assignments.”**

**This is a fully online class, so there shouldn’t be any inconvenience with schedule changes due to the Pandemic. Students will access recorded lectures in D2L and participate in discussion and other activities via YouSeeU or Zoom.**

## **COURSE REQUIREMENTS**

### **GRADING**

Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

<b>Weights</b>	<b>Total = 1000 points</b>
Core Concept Quiz	5%
3 Exams @ 15% each	45%
PR / Social Media Assignment	10%
Connect Interactive Homework	10%
Connect LearnSmart Homework	10%
Team Project	20%

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## Assessments

### **Exams and Core Concepts Quiz: (50% of total course grade)**

Closed book exams will cover the required textbook reading and the content of the online lectures. Complete the exams online by accessing the D2L quiz tool. The exams will be timed. Grades will be made available to students following the submission of the exam. If you lose Internet connectivity during the exam, log back in immediately and continue with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the D2L Helpdesk immediately so that your issue is documented with a helpdesk ticket number. Considerations regarding exam issues will be made by the instructor on an individual basis based on the documentation.

Exams consist of 75 multiple-choice questions (worth 150 points each), with 65 minutes allowed to complete each exam. I will open the exam at 7 am on the assigned day and close it at 11:59 pm. Exams are closed book and individual. That means using your book/ notes or working with another student is considered cheating and is grounds for a zero on the exam. **Proctoring software may be used during one or more exams.** Exam I (CH 1-5) is on Wednesday, September 23; Exam II (CH 6-9 and CH 16) is on Wednesday, October 21. Exam III (CH 10-15) is on Monday, December 7.

The core concept quiz is a cumulative measure of your knowledge about retail strategy terms and concepts which satisfy the objectives of this course. Questions will be multiple-choice. I will give you a list of terms to study about 1 week before the quiz, which is on Tuesday, November 24 or Wednesday, November 25. Measures SLO 1.

### **PR/Social Media Assignment (10% of total course grade)**

Students will complete an individual assignment, worth 100 points. It will require you develop a public relations / social media strategy for an event or retailer. This assignment is due on Monday, October 12, and should be submitted to the appropriate Dropbox. There is a 10% penalty for late papers. I will not accept a paper that is more than 3 days late. Measures SLO 5.

### **Connect Homework Assignments (10% of total course grade)**

I will assign interactive exercises for each chapter in the textbook. You will find assignments under the Interactive tab to complete the brief assignment, which consists of 2 questions. *I count the average of 2 attempts at the assignment, so if you get 100%, there is no benefit to trying again.* I drop the lowest score of 16 assignments and average the remaining 15. This is worth 10% of your grade. Since the assignments apply one or more concepts from the chapter, I strongly recommend that you read the chapter first, and then review the video lecture before you attempt the assignment. There is generally a 2-week period when the chapter's homework is accepted. **No submissions are allowed after midnight before the exam day.**

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### **LearnSmart Adaptive Learning System (10% of total course grade)**

You will find the LearnSmart quizzes via the page at the bottom of the Interactive Assignments. For every chapter in the textbook, you are required to spend a minimum of 30 minutes answering questions using LearnSmart. These practice questions will give you immediate feedback on what you have learned from reading and lectures, and will also strengthen memory recall, improve course retention and boost grades. I can will reduce points for spending less than 30 minutes or answering a small percentage of questions per chapter.

**Assessment Method:** Both Connect and LearnSmart will be objective-formatted questions. Your points will be averaged to equal 10% of your total grade (Connect) and 10% (LearnSmart) or 200 pts total.

### **Team Project (20% of total course grade)**

An important part of this course is applying what you have learned to real examples. You will be assigned to a team of 4 or 5 students. The team project will begin in Week 9. It involves developing an advertising campaign and can be completed with a “virtual” team which uses email, phone, Zoom, Skype, or other technology to collaborate. One team member will submit the group paper (in its entirety) to Turnitin.com and then upload the paper to the Dropbox. Be sure all names are on the first page, in alphabetical order.

**Assessment Method:** Projects will be graded on the comprehensiveness of the assignment (i.e. covering every element in the assignment), quality of research (using appropriate sources, objective sources), thoroughness of research (quantity of sources), quality of writing, incorporation of retail strategy terms and concepts in the paper, and originality of your recommendation. Your team members will also evaluate your contribution, and if a member does not contribute or is not responsive to emails from the team, they may be “fired” from the group. Measures SLO 3 and SLO 4.

### **LMS**

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)

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YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

## ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

## COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

### Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### Course Specific Procedures/Policies

- 1. Put all deadlines in your planner/calendar/phone. Deadlines are very important in business and I expect you to keep up with them.**
- 2. There is no extra credit.**
- 3. Be a contributing team member. Do your fair share and don't keep team members wondering if you're going to come through. Communicate.**
- 4. Login every day during the semester. Check emails daily.**

### Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

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## University Specific Procedures

### Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum:

<https://www.britannica.com/topic/netiquette>

### TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

### Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

### ADA Statement

#### Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

#### Office of Student Disability Resources and Services

Texas A&M University-Commerce

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Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

### **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

### **Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

### **COURSE OUTLINE / CALENDAR**

**Week 1 (August 24-30, 2020).** Introduction, CH 1: What Is Advertising? And CH 2: The Environment of Advertising Connect homework for CH 1 and 2.

**Week 2 (August 31 -September 6, 2020).** CH 3: The Business of Advertising, Connect homework for CH 3.

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**Week 3 (September 7-13, 2020).** CH 4: Targeting and Media Mix, Connect homework for CH 4.

**Week 4 (September 14 – 20, 2020).** CH 5: Communication and Consumer Behavior, Connect homework for CH 5. Complete at least ½ hour on LearnSmart for each Chapter (1-5) before Wednesday's exam.

**Week 5 (September 21-27, 2020).** **Exam I (CH 1-5) online on Wednesday.** CH 16: IMC: Public Relations, Sponsorship and Corporate Advertising, Connect homework for CH 16.

**Week 6 (September 28 - October 4, 2020).** Begin CH 6: Account Planning and Research, Connect CH 6. **PR / Social Media Assignment, due Monday October 12.**

**Week 7 (October 5-11, 2020).** CH 7: Marketing, Advertising and IMC Planning, Connect homework for CH 7.

**Week 8 (October 12-18, 2020).** CH 8: Creating Ads: Strategy and Process, Connect CH 8. **PR / Social Media Assignment due Monday, October 12.**

**Week 9 (October 19-25, 2020).** CH 9: Creative Execution: Art and Copy, Connect CH 9 Wednesday's exam. **Exam 2 (CH 6-9, 16) online on Wednesday.**

**Week 10 (October 26 - November 1, 2020).** Chapter 10: Print Advertising, Connect homework for CH 10. Teams assigned and select topic for team project.

**Week 11 (November 2 – 8 2020).** CH 11: Broadcast, Cable and Satellite Media; Television and Radio, Connect homework for CH 11.

**Week 12 (November 9- 15, 2020).** CH 12: Digital Interactive Media, and CH 13: Out of Home, Direct-Mail and Promotional Products; Connect homework for CH 12 and 13.

**Week 13 (November 16-22, 2020)** CH 14: Media Planning and Buying, Connect homework for CH 14. Work on Team Projects.

**Week 14 (November 23 - 29, 2020).** CH 15: IMC: Direct Marketing, Personal Selling, Packaging and Sales Promotion, Connect homework for CH 15. **Core concept quiz** is open from Nov 24-25 (Tuesday – Wednesday).

**Week 15 (November 30 - December 6, 2020).** **Team projects due on Wednesday, December 2.**

**Week 16 (December 7).** **Exam 3 (CH 10-15);** Must complete ½ hour per chapter (CH 10-15) before Monday's exam.

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