



MKT 366.01W INTEGRATED MARKETING COMMUNICATION

COURSE SYLLABUS: Fall 2021

INSTRUCTOR INFORMATION

Instructor: Mary Anne Doty, Marketing Instructor

Office Location: BA 314 E (may be using Zoom or telephone for Fall 2021)

Office Hours: Online 10-11 am Monday/Wednesday or by appointment

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

YouSeeU Broadcasts: Mondays at 9 am Central time (live and recorded for later use)

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.

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Textbook(s) Required: *Advertising, 4th Edition by Michael F Weigold and William F. Arens (McGraw Hill 2022). Homework package is 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. If you want a paper copy (loose leaf) of the textbook in addition to the eBook, you can obtain it for an additional fee (around \$25) through the campus bookstore.

The syllabus/schedule are subject to change.



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.

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

SPECIAL NOTE REGARDING TAMUC PANDEMIC RESPONSE

“A&M-Commerce is still updating the COVID policy regarding on-campus classes for Fall 2021. This syllabus will be finalized when a new policy is announced. Check for a revised syllabus before the first day of class.

This is an 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 at times announced.

COURSE REQUIREMENTS AND GRADING

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

A = 90%-100% 900 points +
 B = 80%-89% 800 – 899 points
 C = 70%-79% 700 – 799 points
 D = 60%-69% 600 – 699 points
 F = 59% or Below 599 or fewer points
 Total points Possible for Semester = 1000

Weights for Assessment	
Core Concept Quiz @ 50 pts	5%
3 Exams @ 150 pts each	45%
LearnSmart and Connect	20%
PR/ Social Media Assignment	10%
Team Advertising Campaign	20%

Assessments

Exams: (45% of total course grade)

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Closed book exams cover the required textbook reading and the content of the online lectures. Complete the exams online by accessing the D2L quiz tool.

Using your book or notes, or working with another student is considered cheating and is grounds for an F in the course. Exam I (CH 1-5) is on Monday, September 27; Exam II (CH 6-10) is on Wednesday, October 27. The final exam (CH 11-16) is on Tuesday, December 14. Grading is objective, based on terms, concepts and examples in the textbook. **Course Objective 1**

If exams are not taken in class, this course employs Proctorio, a proctoring service to ensure exam security. Proctorio relies upon an algorithm to flag suspicious behavior. Your instructor can review recorded testing sessions to determine if cheating has taken place. An exam should be a measure of a student's learning. Academic dishonesty diminishes a student's learning, and also devalues the learning of other students. It is unacceptable in an academic community. Proctorio software may be used during one or more exams. If you do not have a camera on your computer, the instructor will send you a link to purchase an external camera for approximately \$10, which must be ordered in advance of the exams.

Connect Homework Assignments (10% of total course grade)

I'll assign interactive exercises for each chapter in the textbook. You will log into assignments through D2L under the section for Interactive. Grades for the 16 assignments will be averaged (dropping the lowest score), and are worth 10% of your grade. I strongly recommend that you read the chapter first, and then review the PowerPoint presentation before you attempt the assignment. **Time management and meeting deadlines are important in the business world. Homework deadlines are not negotiable, so plan to set up reminders to avoid a zero.** **Course Objective 2.**

SmartBook Adaptive Learning System (10% of total course grade)

For every chapter in the textbook, you are required to answer at least half the questions per chapter using SmartBook, (formerly known as LearnSmart) to get the full points on the assignment. 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. If you answer fewer than half the questions, your score will be reduced.

Both Connect and SmartBook will be objective-formatted questions. Your points will be weighted to equal 10% of your total grade or 100 pts each.

Assignments (30% of total course grade)

An important part of this course is applying what you have learned to real examples. The **PR/Social Media Assignment** (due is worth 100 points or 10% of your grade). **Course Objective 5**

The **team advertising campaign is worth 20% of your grade and is due on December 8. Course Objectives 3 and 4.** Also addresses COB Student Learning Objective 2: **Students will demonstrate proficiency in written communications by creating clear and well-structured business documents.**

Core Concept Quiz: (5% of total class grade)

The Core Concept Quiz consists of multiple-choice questions over key terms that will be covered in the textbook. I will give you a list of specific terms to study about 2 weeks before the quiz on Tuesday, November 30 - Wednesday, December 1. **Course Objective 1**

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TECHNOLOGY REQUIREMENTS

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

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.

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 or click on the **Live Chat** or click on the words "[click here](#)" to submit an issue via email.

<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. Because homework is worth 20% of your grade, 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 at least every other day during the semester. Check emails daily.**

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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.

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>

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

Gee Library- Room 162

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

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

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

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

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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	Assignment	Assessment
Week 1 – 8/30 to 9/5	CH 1: What is Advertising; CH 2: Environment of Advertising	Connect homework CH 1 and CH 2
Week 2 – 9/6 to 9/12 Labor Day is 9/6	CH 3: The Business of Advertising	Connect homework CH 3
Week 3 – 9/13 to 9/19	CH 4: Targeting and Media Mix	Connect homework CH 4
Week 4 – 9/20 to 9/26	CH 5: Communication and Consumer Behavior	Connect homework CH 5
Week 5 – 9/27 to 10/3	CH 16: IMC: Public Relations Begin PR/ Social Media Assignment	Exam over CH 1-5 on Monday, 9/27 Connect homework CH 16
Week 6 – 10/4 to 10/10	CH 6: Account Planning and Research	Connect homework CH 6
Week 7 – 10/11 to 10/17	CH 7: Marketing, Advertising & IMC Planning	Connect homework CH 7
Week 8 – 10/18 to 10/24	CH 8: Creating Ads: Strategy & Process	Connect homework CH 8 PR/Social Media Assignment due Wed 10/20

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Week 9 – 10/25 to 10/31	CH 9: Creative Execution: Art and Copy	Connect homework CH 9 Exam 2 CH 16, 6-9 on Wednesday, 10/27
Week 10 – 11/1 to 11/7	CH 10: Print Media Teams assigned for campaign	Connect homework CH 10
Week 11 – 11/8 to 11/14	CH 11: Audio and Video Media	Connect homework CH 11
Week 12 – 11/15 to 11/21	CH 12: Digital Interactive Media and CH 13: Out-of-home, Direct Mail and Promotional Product Advertising	Connect homework CH 12 and 13
Week 13 – 11/22 to 11/28	CH 14: Media Planning and Buying	Connect homework CH 14 Core Concept Quiz Tuesday and Wednesday, 11/23-24
Week 14 – 11/29 to 12/5	CH 15: IMC: Direct Marketing, Personal Selling, Packaging and Sales Promotion	Connect homework CH 15
Week 15 – 12/6 to 12/12		Advertising campaigns due Wednesday, Dec 8
Week 16 – 12/13 to 12/16	Finals Week	Exam 3 on CH 10-15 on Tuesday, December 14

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