

“Don’t believe everything you think.”

– Eric Van Steenburg

BMKT 343.002 – Integrated Marketing Communications

TTh 9:25-10:40 a.m.

Jabs Hall #311

Prerequisite: BMKT 325

Instructor: Dr. Eric Van Steenburg

Jake Jabs College of Business & Entrepreneurship

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Office Hours

M 1:30-4 p.m.

TTh 11 a.m.-1 p.m.

or by Appointment

Required Materials

- ✓ Clow, Kenneth E. and Baack, Donald, *Integrated Advertising, Promotion and Marketing Communications*, 8th Edition. Upper Saddle River, New Jersey: Prentice Press, 2016. ISBN: 978-0-13-386633-9. Available as an e-book at <https://msubookstore.redshelf.com/book/600984/>.

Course Description

This course offers students the theory, knowledge and applications relevant to the promotion mix. Since promotion is the communications aspect of marketing, knowledge and skills pertinent to promotional planning, analysis implementation and evaluation will be emphasized regarding advertising, publicity, and sales promotion.

Learning Objectives

This course is an introduction to marketing communications. When completed, students will be able to:

- Analyze the basic elements of the communications process, the role of communications in marketing, and how the major variables in the communications system influence consumers’ message processing.
- Develop an integrated marketing communications plan applying the appropriate promotions mix based on in-depth market analysis and a firm’s organizational objectives, environment, and constraints.
- Critically evaluate the effectiveness of different marketing communications tools for different situations.
- Apply different theories of communications and persuasion to explain consumer attitude and behavior changes, as well as develop brand strategy.
- Demonstrate how to use new technologies for marketing communications.
- Learn career opportunities in marketing, and interact with professionals as you develop strategic skills.
- Critically assess the ethical concerns and considerations involved in marketing communications.
- Demonstrate superior written and oral communications skills.

Grading

Your final grade will be determined based on the following four (4) criteria:

- 1. Online Quizzes** – There are five (5) online multiple choice quizzes with 20 questions each based on the assigned textbook readings. Quizzes are open book, open notes, and can be completed on your own time. However, you have only 45 minutes to take each quiz in a two-week period, making it imperative that you are prepared for each quiz by completing your assigned readings. **Quizzes open at 8 a.m. on the day specified in the course calendar and close at 8 a.m. on the day specified. Quizzes will not be reopened after the closing times**, so it is up to you to complete the quizzes in a timely fashion.
- 2. Exams** – Exams evaluate your mastery of IMC principles and disciplines taught throughout the semester. Material on the exams is taken from lectures, presentations, and in-class discussion. Exams will consist of multiple choice, definition, and essay questions allowing you to demonstrate your comprehension of the material. **The third exam will take place as identified in the Schedule of Finals Week with no exceptions. Plan your travel accordingly.** Here is a link to the university schedule for final exams: https://www.montana.edu/registrar/exam_schedule.html

3. **Project** – You will work in small groups to develop a strategic IMC plan in which you will be evaluated on how well you apply principles and disciplines of marketing communications in a practical setting. The projects should also give you experience working in an agency-like setting and let you have some fun. The project is broken into sections with interim deadlines that I will use to evaluate your progress and provide you feedback, and well as to help you stay on track. You will be evaluated on your final project and its presentation. Project grades will be comprised of the final written plan (100 points) and final presentation (50 points). Presentation skills, knowledge displayed, depth of material covered, Q&A, and colleague interaction will be considered. **Students whose teams are not presenting are expected to participate in other teams' final presentations through Q&A.**

If you experience difficulties with your project group, contact me immediately so that I may assist in resolving any problems. Do not wait until the end of the semester when it is too late.

Assessment of the final IMC plan will be based on, but not limited to, the following:

- ✓ Defines problem accurately and comprehensively
- ✓ Includes all relevant information, does not include irrelevant information
- ✓ Consistently represents information accurately
- ✓ Effectively includes relevant, disparate, and potentially conflicting information from a variety of viewpoints
- ✓ Consistently demonstrates independent and creative thought
- ✓ Effectively uses general principles to create reasonable solutions and/or predictions
- ✓ Effectively evaluates alternative perspectives
- ✓ Makes clear decisions
- ✓ Decisions based on sound evidence and prior evaluation
- ✓ Decisions supported with persuasive arguments
- ✓ Effectively persuades that other potential outcomes are less desirable.

4. **Participation** – Because students have a responsibility to initiate and participate in discussions – in class and online – regarding the assigned materials and current events, it is essential that you are prepared to engage. Because I will provide material that is beyond what the textbook offers, you must attend lectures in order to know all the material in which you will be evaluated. I also expect 100% participation in the projects and presentations, and will take immediate corrective action should there be evidence of non-participation on your part. **Participation grades are based on attendance, classroom discussions, online quizzes, preparedness, peer evaluations, and the instructor's continuous evaluation.**

Class participation and continuous evaluation – You are expected to adopt a positive and respectful attitude while in class and while working with group members. You are expected to read the assigned materials as outlined, to arrive on time and fully prepared for all classes, and to meet all deadlines during the course. I will monitor your attendance, the frequency and quality of your participation, the amount of interest shown in the course (inside and outside the classroom), and how much you enrich the class through your work. The participation scale that I will use is the following:

0-20 points: People who don't attend class regularly and when they do don't participate.

25 points: People who attend class but just sit and listen.

30 points: People who attend class and participate occasionally.

35 points: People who attend class and participate often.

40 points: People who attend class and participate often and also show interest outside of the classroom.

45 points: People who attend class and have extensive participation and constant interest outside the classroom.

50 points: People who meet all the previous standards and enrich the class with voluntary extra work.

A peer evaluation – In order to avoid the “free-rider” possibility, a peer evaluation has been provided in this syllabus and will be available online. Each of you will complete one. **You will only evaluate your peers' work, contribution, and effort – not your own.** The total evaluation by each student's project mates will be considered in order to weight the group project grade assigned to each team member. The index created by the peer evaluation depends on how each team member distributes the total work effort (100%) among their teammates.

Peer Evaluation

Each team member is required to submit a confidential peer evaluation form. **This form is to contain an evaluation of each team member, *with the exception of you*.** The form will be kept in strict confidence. In the space provided below, please fill in the names of your team members and record your peer rating for each. The form should be signed and returned to the faculty member.

The peer rating is based on a total awardable point base of **100 points combined** for all team members other than you. If you do not allocate any rating to a member of your team I will understand that means 0. You should **award the 100 points total** among your team members based on a consideration of the following:

- Willingness of the individuals to carry out jobs assigned
- Ability of the individual to meet deadlines
- Cooperation with the other team members
- Quality of the individual's work
- Individual's overall contribution to jobs required

	Team Member Names	Points Awarded
1		
2		
3		
4		
5		

Total

100

Signature: _____ Team Name / Number: _____

Additional Comments:

Team Building

Team building is about communication. Team members should take responsibility for their actions, inform other team members of their individual strengths and weaknesses, and hold each other accountable for their areas of responsibility. Never let your team down.

Successful and healthy team characteristics:

- *Communicate* – You should all talk to one another regularly and know what parts of the plan your other team members are working on.
- *Assess Skills* – Talk to each other to determine what your team’s strengths and weaknesses are. Let people work on areas of the plan that play to their strengths and areas or items they like. Divide and conquer the weaknesses.
- *Meetings* – Meet frequently to discuss aspects of the project, schedule, and goals for that week and following weeks.
- *Compromise* – Learn to help each other as you would in an office. Work to reach a solution that is agreeable to all parties. If someone has an issue with a part of the plan, find a way to resolve it.

How to work efficiently in a group

- Divide the work in such a way that no one person is overwhelmed and members are working in areas where they have strengths.
- Always work with a pre-determined schedule and review the schedule regularly to insure the plan is proceeding on time.
- Communicate information daily to coordinate the workload in the team.
- Create internal deadlines that ensure you meet external (class) deadlines.

A good team will:

1. *Trust each other*
 - Admit weaknesses and mistakes
 - Ask for help from each other, the Instructor, and the client
 - Accept questions and input about their areas of responsibility
 - Offer and accept apologies without hesitation
2. *Collaborate with each other and the Instructor*
 - Extract ideas from all team members
 - Solve problems quickly
 - Minimize politics
 - Engage in debates without taking criticism personally
3. *Make commitments to each other, the Instructor, and the client*
 - Move forward without hesitating
 - Create clarity around direction and priorities
 - Learn from mistakes
 - Change design without hesitation or guilt
4. *Be accountable to each other, the Instructor, and the client*
 - Identify potential problems quickly by questioning each other’s motives
 - Establish respect among team members by embracing high standards
 - Set a tone where poor performers will feel the pressure to improve
 - If your Instructor identifies a task, finish it ASAP so you can get feedback
5. *Focus on results*
 - Minimize status and control your ego
 - Minimize individualistic behaviors
 - Front load your plan’s content
 - Make decisions early
 - Explore opportunities early so that the bulk of the semester can be spent refining the plan
 - Avoid distractions

Your final grade will be determined based on the following criteria:

Online Quizzes – 5 @ 20 points each	100
Exams – 3 @ 50 points each	150
Final Project	150
Participation	100
Total	500

Grades will be earned based on the following:

91%-100% (455-500 points)	A
90% (450-454 points)	A-
89% (445-449 points)	B+
81%-88% (405-444 points)	B
80% (400-404 points)	B-
79% (395-399 points)	C+
71%-78% (355-394 points)	C
70% (350-354 points)	C-
69% (345-349 points)	D+
61%-68% (305-344 points)	D
60% (300-304 points)	D-
Less than 60% (fewer than 300 points)	F

PLEASE NOTE:

Feb. 7 is the last day to drop a course without a grade

April 19 is the last day to drop a course with a "W." After this date students can drop a course only for an extraordinary reason such as illness or a death in the family

All final grades are just that – FINAL. Please don't wait until the end of the semester to see me if you are having trouble. If you need help, or cannot complete work due to personal difficulties, please see me right away.

Grade Appeals, Withdrawals, and Incompletes

Please refer to the university's Academic Policies for information governing these actions. If you have any questions, please contact your academic advisor for clarification.

How to Succeed – 10 Tips

1. Purchase the textbook and read the required chapters and additional readings *before* coming to class.
2. Attend all class sessions, come to class prepared, and participate fully in classroom discussions.
3. Ask questions in class, particularly when you don't understand something just discussed.
4. Take notes. Exams are based on lectures and discussion, and not all concepts are on the slides.
5. Participate fully in the group project – your peers will determine half of your participation grade in this course.
6. Make revisions to each section of the plan immediately after you receive feedback and comments.
7. Form study groups to exchange ideas, lecture notes, understand key topics, and help prepare for exams.
8. Complete all work on time and by announced deadlines.
9. Complete all online quizzes.
10. Submit your peer evaluation accurately and on time.
11. Take advantage of non-graded points. Extra credit opportunities *may* present themselves.

Desire2Learn

The Desire2Learn System is used to support the class administratively as well as deliver some course content.

Check D2L regularly, particularly before a class. Some specific functions include:

- Syllabus or Calendar updates/changes
- Online quizzes
- Sample plans sections
- Supplemental materials
- Announcements
- Grade posting

Contacting Me

Please **use my MSU email** to contact me (eric.vansteenburgh@montana.edu). I will typically respond within 24 hours and always within 48 hours. However, do not be surprised if there is a delay should you email me between 3 p.m. Friday and 8 a.m. Monday. When you do contact me, you must write in complete, coherent sentences with proper salutation as well as correct grammar, spelling and punctuation. Emails that are not written professionally, contain GSP errors, are written in texting language, or do not contain complete sentences will be ignored. r u ok w tht?

Classroom Etiquette

Regular class attendance is required by the university and necessary to keep up with assigned readings, lectures and projects. Excessive class absences, tardiness and/or failure to keep up with assigned readings will inevitably result in lower grades. I'm quite accommodating, but habitual or extensive tardiness is disruptive to the entire class. If you are late for class, see me immediately at the end of that class to explain why you did not arrive on time. If you do not, you will be counted as absent.

The use of mobile phones, tablets, or laptops for non-course related purposes is prohibited during class. If your phone rings or buzzes, I will be happy to speak with the party attempting to contact you and let them know that you are unavailable Tuesdays and Thursdays at this time. If you are using your phone, tablet, or laptop for social networking, I will be happy to join in the conversation at a moment's notice.

Makeups & Absences

Makeup exams and opportunities to participate in an online quiz after the deadline has passed will only be granted for excused absences in which the student contacts me ***in advance***. Likewise, students must contact me in advance of missing any class or they will be counted absent, which will lower their participation grade appropriately. **Contacting me prior to missing a class or exam constitutes a reason; contacting me after missing a class or exam constitutes an excuse.**

Health-Related Class Absence

Please evaluate your own health status regularly and refrain from attending class and other on-campus events if you are ill. MSU students who miss class due to illness will be given opportunities to access course materials online. You are encouraged to seek appropriate medical attention for treatment of illness. In the event of contagious illness, please do not come to class or to campus to turn in work or attend class. Instead notify me by email me about your absence as soon as practical, so that accommodations can be made. Please note that documentation (a Doctor's note) for medical excuses is not required. MSU University Health Partners – as part their commitment to maintain patient confidentiality, to encourage more appropriate use of healthcare resources, and to support meaningful dialogue between instructors and students – does not provide such documentation.

ADA Compliance

Montana State University is dedicated to the principles of equal educational opportunity and access for students with disabilities. If you have a documented disability for which you may be requesting an accommodation(s), please let me know as soon as possible and have your Accommodation Notification or Blue Card. Accommodations are approved through the Office of Disability Services located in SUB 174 or at 406-994-2824. You can find information about disability services at www.montana.edu/drv.

Religious Accommodations

Students should notify faculty by no later than the end of the first week of the semester of potential scheduled absences and determine with the instructor if mutually acceptable alternative methods exist for completing the missed classroom time, lab or activity. Contact the [Office of Institutional Equity](#) in Hamilton Hall, room 116, or at 406-994-2042 if you have additional questions.

Diversity & Non-Discrimination

MSU is committed to providing an environment that emphasizes the dignity and worth of every member of its community and that is free from harassment and discrimination based upon race, color, religion, national origin, creed, service in the uniformed services (as defined in state and federal law), veteran's status, sex, age, political ideas, marital or family status, pregnancy, physical or mental disability, genetic information, gender identity, gender expression, or sexual orientation. Should you encounter any discrimination, please report it to the Director to MSU's Office of Institutional Equity at discrimination@montana.edu.

Intellectual Property Rights

This syllabus, course lectures and presentations, and any course materials provided throughout this term are protected by U.S. copyright laws. Students enrolled in the course may use them for their own research and educational purposes. However, **reproducing, selling, or otherwise distributing these materials, including providing materials to commercial platforms, without written permission of the copyright owner is expressly prohibited.** Doing so may constitute a violation of U.S. copyright law as well as MSU's Code of Student Conduct.

Academic Honesty

The integrity of the academic process requires that credit be given where credit is due. Accordingly, it is academic misconduct to present the ideas or works of another as one's own work, or to permit another to present one's work without customary and proper acknowledgment of authorship. Students may collaborate with other students only as expressly permitted by the instructor. Students are responsible for the honest completion and representation of their work, the appropriate citation of sources, and the respect and recognition of others' academic endeavors.

(Source: Montana State University, Conduct Code, Section 340.00)

Students writing in an academic setting are responsible for approaching all assignments with rigor, integrity, and in compliance with the University Code of Student Conduct. This responsibility includes:

- consulting and analyzing sources that are relevant to the topic of inquiry;
- clearly acknowledging when they draw from the ideas or the phrasing of those sources in their own writing;
- learning and using appropriate citation conventions within the field in which they are studying; and
- asking their instructor for guidance when they are uncertain of how to acknowledge the contributions of others in their thinking and writing.

PLAGIARISM

The term plagiarism includes, but is not limited to, the use, by paragraph or direct quotation, of the published or unpublished work of another person without full and clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency, and engaging in the distribution of exams, term papers or other materials.

When students fail to adhere to these responsibilities, they may intentionally or unintentionally “use someone else’s language, ideas, or other original (not common-knowledge) material without properly acknowledging its source.” When the act is intentional, the student has engaged in *plagiarism*.

Plagiarism is an act of academic misconduct, which carries with it consequences including but not limited to receiving a course grade of “F” and a report to the Office of the Dean of Students. Unfortunately, it is not always clear if the misuse of sources is intentional or unintentional, which means that you may be accused of plagiarism even if you do not intentionally plagiarize. **If you have any questions regarding use and citation of sources in your academic writing, you are responsible for consulting with your instructor *before* the assignment due date. In addition, you can work with an MSU Writing Center tutor at any point in your writing process, including when you are integrating or citing sources. You can make an appointment and find citation resources at www.montana.edu/writingcenter.**

Academic dishonesty is not limited to plagiarism. Other examples of academic dishonesty include cheating on tests or homework, taking an exam or writing a paper for someone else, and selling or uploading unauthorized documents from a class. The term “cheating” includes, but is not limited to (1) use of any unauthorized assistance in taking quizzes, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty or staff of the university.

If you engage in academic dishonesty related to this class, you will receive a failing grade on the test or assignment, and a failing grade in the course. In addition, the case will be referred to the Office of the Provost and Vice President for Academic Affairs for appropriate disciplinary action. This policy is intended to protect the honest student from unfair competition with unscrupulous individuals who might attempt to gain an advantage through cheating.

Code of Conduct

Montana State University expects each student to maintain acceptable standards of behavior on campus and in the community and to manifest a serious purpose by maintaining a satisfactory scholastic standing in the courses undertaken. No student who shows persistent unwillingness or inability to comply with these requirements will be permitted to continue his or her affiliation with the University. The responsibilities of all MSU students are defined by the Student Code of Conduct. All students are expected to abide by the Student Code of Conduct and Academic Integrity, found at: <http://catalog.montana.edu/code-conduct-policies-regulations-reports/>.

(Source: Montana State University Code of Conduct, Policies, Regulations & Reports)

Student PRIDE Code of Excellence

We, the students of the MSU Jake Jobs College of Business & Entrepreneurship (JJCBE), understand that in choosing to enroll at MSU we are investing in our professional futures. Therefore, we proudly commit to the following Code of Excellence:

Performance

I am accountable for and take pride in my own learning and conduct.

Respect

I treat with respect all members of my community, including peers, staff, and faculty.

Integrity

I am ethical in all that I do.

Diligence

I do my best work at all times.

Engagement

I challenge myself to invest proactively in my academic, professional, and personal development.

Trigger Warning

Marketing practitioners are rarely, if ever, the same types of people as their customers, with decision options that must be evaluated in terms of what interests the market segments, not in terms of what personally appeals to the marketer. The job often requires that marketers deal with products or consumer choices with which they personally disagree. Similarly, this class will discuss products or services you may never buy, product features you'd may never need, and mass media messages which may never consider you part of the target audience, resulting in discussing examples that you might find personally offensive. In a marketing class, the same as in the reality outside campus, this is unavoidable. In addition, video segments will be shown in class that help explain course content in an entertaining fashion that is beyond the instructor's abilities. Because college juniors and seniors over 18-years-old are legal adults, the video segments are not censored to prevent their exposure to brief scatological references, common expletives that might be heard on broadcast or commercial cable-TV networks, coarse slang that children repeat without understanding, and formerly innocent metaphors or acronyms whose contemporary innuendoes might not be discerned by anyone who hasn't read the latest updates of Urban Dictionary definitions.

College & University Policies

Please visit <http://www.montana.edu/policy/> for full details on any university policies.

Calendar – MKTG 343.002 – Spring 2023

(NOTE: Changes may be made at the discretion of the instructor)

Week Beginning	Lecture Topics	Readings	Key Info
1/16/2023	Course & Syllabus Discussion		
1/23/2023	Introduction to IMC Situation Analysis (Section 1)	Ch. 1 <i>Research in a Digital World</i>	Quiz 1 Open Client Teams
1/30/2023	Brands & Image Buyer Behavior	Ch. 2 Ch. 3	
2/6/2023	Theories & Frameworks Goals & Audience (Section 2)	Ch. 5 <i>Eight Step Segmentation</i>	Quiz 1 Close Quiz 2 Open
2/13/2023	Planning & Implementation Situation Analysis Due	Ch. 4	
2/20/2023	Exam I Positioning & Key Messages (Section 3)	<i>Why Brand When Positioning Will Do?</i>	Quiz 2 Close
2/27/2023	Communications Design Goals & Audience Due	Ch. 6	Quiz 3 Open
3/6/2023	Media Strategy & Media Buying Strategies & Tactics (Section 4)	Ch. 7 & 10	
3/13/2023	SPRING BREAK		Quiz 3 Close
3/20/2023	Positioning & Key Messages Due Database & Direct Marketing	Ch. 11 <i>How to Use Direct Mail</i>	
3/27/2023	Exam II NO CLASS		AMA @ ICC 3-30 to 4-1
4/3/2023	Measurement & Evaluation (Section 5) Strategies & Tactics Due	Ch. 15	Quiz 4 Open
4/10/2023	Digital Marketing	Ch. 8 & 9 <i>Digital Marketing Materials</i>	Quiz 5 Open
4/17/2023	Public Relations Measurement, Evaluation & Timing Due	Ch. 13 <i>Cinnabon Calls Saul</i>	Quiz 4 Close
4/24/2023	Legal & Ethical Issues Account Management	Ch. 14 <i>How to Post Without Getting Sued</i>	Quiz 5 Close
5/1/2023	Project Presentations Project Presentations	<i>The Art of the Pitch</i>	
5/8/23	Exam III		Tues., May 9 8-9:50 a.m.