

**Commerce 4MA3
Advertising and Integrated Marketing Communications
Winter 2023 Course Outline**

**Marketing - DeGroote School of Business
McMaster University**

COURSE OBJECTIVE

Advertising and promotion management is a critical element of any business endeavour. Today, integrated marketing communications provide one of the fundamental building blocks for an organization's strategy and success. Marketers keep searching for new ways to communicate with consumers and the variety of communication channels keeps growing (e.g., viral marketing, branded entertainment, experiential marketing, consumer generated content, etc.). This offers a rich and dynamic area for learning in preparation for a career in Marketing.

INSTRUCTOR AND CONTACT INFORMATION

Diego Figueiredo
Professor

figuered@mcmaster.ca

Office Hours: by appointment

Kadambari Bahl
TA

bahik@mcmaster.ca

Office Hours: By appointment

COURSE ELEMENTS

| | | | |
|---------------------|------------------|-----------------|----------------------|
| Credit Value: 3 | Leadership: Yes | IT skills: No | Global view: No |
| A2L: Yes | Ethics: Yes | Numeracy: Yes | Written skills: Yes |
| Participation: YES | Innovation: Yes | Group work: Yes | Oral skills: Yes |
| Evidence-based: Yes | Experiential: No | Final Exam: No | Guest speaker(s): No |

COURSE DESCRIPTION

The course introduces learners to the strategic role of advertising and its various forms – print, radio, television, social, sales-promotions, events, digital, social, and more. Students understand how to develop communications objectives, formulate a creative strategy, and compare and select various forms of media to deliver on brand goals. It offers the opportunity to practice the process of analyzing an opportunity, formulating a strategy, developing creative, and implementing an IMC plan.

LEARNING OUTCOMES

Upon successful completion of this course, students will be able to complete the following key tasks:

- Explain the key terms, definitions, and concepts used in integrated marketing communications.
 - Examine how integrated marketing communications help to build brand identity, consumer relationships, and create brand equity.
 - Choose a marketing communication mix to achieve the objectives of an IMC campaign plan.
 - Develop an integrated cross-media strategy and creative message to reach the target audience and deliver the brand promise through an IMC campaign.
 - Critically evaluate the communications effects and results of an IMC campaign to determine its success.
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COURSE MATERIALS AND READINGS

Required:

Canadian Advertising in Action, 11th Edition. Keith J. Tuckwell.

Purchase a copy at the bookstore (digital or paperback available)

Access to *Under the Influence with Terry O'Reilly* – a CBC podcast:

<https://www.cbc.ca/radio/undertheinfluence>

COURSE OVERVIEW AND ASSESSMENT

This course will be delivered using the activities and resources outlined below. Students are expected to complete all asynchronous work and review assignment outlines before live lectures/discussions. Assignments will be reviewed together in class via a Q & A session. A weekly discussion topic will be posted via the announcements for discussion in class. The Avenue discussion board will be used some weeks to extend the discussion beyond the classroom.

Students should have a computer with adequate access to Internet and a working microphone and camera during class time. It is not recommended that you use phones for synchronous classes.

| ACTIVITY | DELIVERY | DESCRIPTION | TOOL(S) |
|--------------------------------|----------|---|--|
| Lecture Core Content | Synch | 3 hr. live session weekly; opportunity to elaborate on content, present challenges, engage discussion | PowerPoint, Other |
| Readings & Podcasts | Asynch | Tied to weekly topics | Readings linked in Avenue, or in assigned textbook |
| Group Discussions | Both | Synch: Breakout groups during lecture Asynch: Microsoft Teams private groups | Synch: Zoom or WebEx Asynch: Microsoft Teams |

Grade Components and Weights

All assignments are to be submitted electronically via the Assignment Dropbox in Avenue by the due date. Students seeking an extension should contact their Instructor in advance of the due date to discuss available accommodations.

Late assignments will be penalized 25% if submitted more than 5 minutes past the due date/time. Any assignments submitted after a 24-hour window will not be graded.

All work will be evaluated on an individual basis except in certain cases where group work is expected. In these cases, group members will share the same grade. Your instructor reserves the right to modify individual grades in group projects based on feedback provided by all parties.

Your final grade will be calculated as follows:

| GRADE COMPONENT | WEIGHT | DESCRIPTION |
|------------------------|--------|---|
| Class Engagement | 10% | Reflects preparedness and participation in class discussions/activities. |
| Reflection Journal | 30% | Demonstrate your learning by critically evaluating the results of an IMC case |
| Pitch Video | 10% | Pitch your ideas to the class for the group IMC Plan |
| Group IMC Presentation | 30% | Teams of 4~5 present their IMC Plan |
| Podcast Assignment | 20% | Partner up or work on your own to create an original podcast episode |

NOTE: The instructor reserves the right to modify these weightings during the semester; dates are tentative.

COURSE DELIVERABLES

Individual Components – 50 - 70% of final grade

Engagement – 10%

Active participation contributes to the quality of the learning experience for all. Regular class attendance is necessary but is not enough to get a passing engagement grade. Throughout the semester in class activities, case discussions and discussion board posts will contribute toward the participation grade. The quality, frequency, and consistency of student in-class oral contributions will also be considered. Some weeks a discussion question or topic will be posted to the announcements. Students should come prepared to lead the class in a discussion around these questions. Group study is encouraged.

Reflection Journal – 30%

Create a digital reflection journal highlighting your learning journey and review assigned materials, class discussions, and research about IMC campaigns. Feedback will be provided mid-semester (ungraded). Weekly updates are required (marks are reduced for missing updates). A final evaluation is provided at end of the term.

Podcast – 20%

Terry O'Reilly's "Under the Influence" Podcast will be used as a source of inspiration for this assignment. Students will select any episode of interest and create their own extension (Part 2) of the podcast. Students will get hands-on experience with research, scripting, recording, and more. This assignment may be completed and submitted for grading at any time during the semester.

NOTE: This may be completed with a partner or on your own.

Pitch Video – 10%

Students will prepare a 2-minute Big Idea pitch video to present their ideas for the group case project to the class. The pitch video will support preparations for the Canadian Marketing League's annual case competition.

Group Components – 30 - 55% of final grade

Integrated Marketing Communications Plan

Students will form teams of five (5) to prepare a full IMC Plan leveraging one of the BIG IDEA's pitched by your team. The plan is presented live during class. Which team will have the best idea? Come to class to find out!

COMMUNICATION AND FEEDBACK

Students who wish to correspond with instructors or TAs directly via email must send messages that originate from their official McMaster University email account. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should NOT be sent to the Area Administrative Assistants. All students must receive feedback regarding their progress prior to the final date by which a student may cancel the course without failure by default.

- *For Level 1 and Level 2 courses, this feedback must equal a minimum of 20% of the final grade.*
- *For Level 3 courses and above, this feedback must equal a minimum of 10% of the final grade.*

Instructors may solicit feedback via an informal course review with students by Week #4 to allow time for modifications in curriculum delivery.

REQUESTING RELIEF FOR MISSED ACADEMIC WORK

In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar "[Requests for Relief for Missed Academic Term Work](#)" and the link below;

<http://ug.degroot.mcmaster.ca/forms-and-resources/missed-course-work-policy/>

ACADEMIC INTEGRITY

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity. **It is your responsibility to understand what constitutes academic dishonesty.**

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university.

For information on the various types of academic dishonesty please refer to the [Academic Integrity Policy](https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/), located at <https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/>

The following illustrates only three forms of academic dishonesty:

- plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
- improper collaboration in group work.
- copying or using unauthorized aids in tests and examinations.

AUTHENTICITY/PLAGIARISM DETECTION

Some courses may use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. For courses using such software, students will be expected to submit their work electronically either directly to Turnitin.com or via an online learning platform (e.g. A2L, etc.) using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty.

Students who do not wish their work to be submitted through the plagiarism detection software must inform the Instructor before the assignment is due. No penalty will be assigned to a student who does not submit work to the plagiarism detection software.

All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). For more details about McMaster’s use of Turnitin.com please go to www.mcmaster.ca/academicintegrity.

COURSES WITH AN ON-LINE ELEMENT

Some courses may use on-line elements (e.g. e-mail, Avenue to Learn (A2L), LearnLink, web pages, capa, Moodle, ThinkingCap, etc.). Students should be aware that, when they access the electronic components of a course using these elements, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course.

The available information is dependent on the technology used. Continuation in a course that uses on-line elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss this with the course instructor.

ONLINE PROCTORING

Some courses may use online proctoring software for tests and exams. This software may require students to turn on their video camera, present identification, monitor and record their computer activities, and/or lock/restrict their browser or other applications/software during tests or exams. This software may be required to be installed before the test/exam begins.

CONDUCT EXPECTATIONS

As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities. These expectations are described in the [Code of Student Rights & Responsibilities](#) (the “Code”). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, **whether in person or online**.

It is essential that students be mindful of their interactions online, as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or behaviours that interfere with university functions on online platforms (e.g. use of Avenue 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students’ access to these platforms.

ACADEMIC ACCOMMODATION OF STUDENTS WITH DISABILITIES

Students with disabilities who require academic accommodation must contact [Student Accessibility Services](#) (SAS) at 905-525-9140 ext. 28652 or sas@mcmaster.ca to make arrangements with a Program Coordinator. For further information, consult McMaster University's [Academic Accommodation of Students with Disabilities](#) policy.

ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the [RISO](#) policy. Students should submit their request to their Faculty Office **normally within 10 working days** of the beginning of term in which they anticipate a need for accommodation or to the Registrar's Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

COPYRIGHT AND RECORDING

Students are advised that lectures, demonstrations, performances, and any other course material provided by an instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, **including lectures** by University instructors.

The recording of lectures, tutorials, or other methods of instruction may occur during a course. Recording may be done by either the instructor for the purpose of authorized distribution, or by a student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

EXTREME CIRCUMSTANCES

The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, A2L and/or McMaster email.

RESEARCH USING HUMAN SUBJECTS

All researchers conducting research that involves human participants, their records or their biological material are required to receive approval from one of McMaster's Research Ethics Boards before (a) they can recruit participants and (b) collect or access their data. Failure to comply with relevant policies is a research misconduct matter. Contact these boards for further information about your requirements and the application process.

McMaster Research Ethics Board (General board): <https://reo.mcmaster.ca/>

Hamilton Integrated Research Ethics Board (Medical board): <http://www.hireb.ca/>

ACKNOWLEDGEMENT OF COURSE POLICIES

Your enrolment in Commerce 4MA3 will be considered to be an implicit acknowledgement of the course policies outlined above, or of any other that may be announced during lecture and/or on A2L. **It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.**

Lack of awareness of the course policies **cannot be invoked** at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.

COURSE SCHEDULE

**Commerce 4MA3
Advertising and Integrated Marketing Communications
Fall 2022 Course Schedule**

| WEEK | DATE | TOPICS/ASSIGNMENTS |
|------|----------------|--|
| 1 | Thurs. Jan. 12 | Course structure, Assignment Introductions, Introduction to IMC, Ethics in Advertising, Textbook: Chapters 1 & 2 |
| 2 | Thurs. Jan. 19 | Understanding Consumers & Brand Positioning Textbook: Chapters 3 |
| 3 | Thurs. Jan. 26 | CR: Understanding Consumers & Brand Positioning Due by end of day Tuesday IMC Objectives, The BIG IDEA Textbook: Chapters 4 & 5 |
| 4 | Thurs. Feb. 2 | CR: IMC Objectives, The BIG IDEA Due by end of day Tuesday Creative Strategy & Tactics Textbook: Chapters 5 & 6 |
| 5 | Thurs. Feb. 9 | CR: Creative Strategy & Tactics Due EOD Tuesday Media Planning Textbook: Chapter 7 |
| 6 | Thurs. Feb. 16 | CR: Media Planning Due EOD Tuesday Broadcast Media Textbook: Chapter 9 Pitch Video Due Friday Feb. 17 @ 11:59 PM |

MID-TERM RECESS Feb. 20 - 26

| WEEK | DATE | TOPICS/ASSIGNMENTS |
|-------------|----------------|--|
| 8 | Thurs. Mar. 2 | CR: Broadcast Media Due EOD Tuesday Print & OOH Media Textbook: Chapter 8 & 10 IMC Plan Groups are formed this week |
| 9 | Thurs. Mar. 9 | CR: Print & OOH Media Due EOD Tuesday Sales Promotion, Public Relations & Event Marketing Textbook: Chapter 13 & 14 |
| 10 | Thurs. Mar. 16 | CR: Sales Promotion, Public Relations & Event Marketing Due EOD Tuesday Direct Marketing Textbook: Chapter 11 |
| 11 | Thurs. Mar. 23 | CR: Direct Marketing Due by end of day Tuesday Digital Marketing Textbook: Chapter 12 |
| 12 | Thurs. Mar. 30 | CR: Digital Marketing Due by end of day Tuesday IMC Plan Presentations – deck due @ start of class |
| 13 | Thurs. Apr. 6 | CR: Top 3 Lessons this Term Due by end of day Tuesday Critical Reflection – Submit References to Avenue IMC Plan Presentations – deck due @ start of class |
| 14 | Thurs. Apr. 13 | NO CLASS |