

**Commerce 4MA3
Advertising and Integrated Marketing Communications
Fall 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

Christina DeVries
Professor

Kadambari Bahl
TA

devric3@mcmaster.ca

bahik@mcmaster.ca

Office Hours: by appointment

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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 Integrated Marketing Communications (IMC) with a focus on strategy, brand and message development and advertising in various forms – print, radio, television, social, experiential, events, viral and consumer-generated content.

Students understand how to develop communications objectives, formulate a brand story and creative message, and use strategic thinking to compare and select various forms of media for an IMC plan. This course offers an opportunity to practice analyzing an opportunity, formulating a strategy, developing content, and pitching 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 a brand story, strengthen consumer relationships, and create sustainable brand equity.
- Choose a marketing communications mix to achieve the objectives of an IMC campaign.
- Develop an integrated cross-media strategy and creative message to reach a desired target audience.
- Create digital content in various formats.

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

The course introduces students to the strategic role of Integrated Marketing Communications (IMC) with a focus on strategy, brand and message development and advertising in various forms – print, radio, television, social, experiential, events, viral and consumer-generated content.

Students will understand how to develop communications objectives, formulate a brand story and creative message, and use strategic thinking to compare and select various forms of media for an IMC plan. This course offers an opportunity to practice analyzing an opportunity, formulating a strategy, developing content, and pitching an IMC plan.

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	Podcasts/articles linked in Avenue, Textbook & PPT Materials

Grade Components and Weights

All assignments must be submitted electronically via the Assignment Dropbox in Avenue by the due date.

Late assignments are not accepted in this course.

Students seeking an extension should contact their Instructor/TA before the due date to discuss available accommodation.

All work is evaluated individually except 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 is 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 creating digital content.
Pitch Video	5%	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	25%	Partner up and create an original podcast for a brand

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

COURSE DELIVERABLES

Individual Components – 45% 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. Podcasts and other posted materials should be reviewed in advance. Students may be asked to provide a 1-minute summary of these materials as part of their class participation grade. Other 1-minute summaries may be required. Group study is encouraged.

Reflection Journal – 30%

Students demonstrate their understanding of course material through a weekly digital reflection journal highlighting their learning journey. Feedback is provided and should be used to improve the journal as students' progress in the course.

Pitch Video – 5%

Students will prepare a 1-minute BIG IDEA pitch video to find your group for the case project. This pitch video also supports preparations for the Canadian Marketing League's annual case competition.

Group Components – 55% of final grade

Integrated Marketing Communications Plan – 30%

Students will form teams of five (5) to prepare a complete IMC Plan based on a previous CML case study. Students can use this assignment to build a portfolio and practice for case competitions. Which team will have the best idea?

Podcast Assignment – 25%

Pick a partner and develop a podcast strategy for a company/brand of your choice. Students will get hands-on experience with research, proposal writing, web development, scripting, recording, and more.

COMMUNICATION AND FEEDBACK

Students wishing to correspond with instructors or TAs directly via email must send messages originating from their official McMaster University email account. This protects the confidentiality and sensitivity of information and confirms the student's identity. 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.degroote.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 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 of 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 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 **within 10 working days** of the beginning of the term in which they anticipate a need for accommodation or to the Registrar's Office before 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 an instructor provides 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 others may record their voices and/or images 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 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

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WEEK	DATE	TOPIC/READINGS	EVALUATIONS
1	Thurs. Sept. 7	Course structure, Assignment Introductions, Introduction to IMC, Ethics in Advertising Textbook: Chapters 1 & 2	Welcome to My Digital Journal Sept. 7 - 13
2	Thurs. Sept. 14	Understanding Consumers & Brand Positioning Textbook: Chapter 3	Understanding Consumers: The Secret Ingredient to Successful IMC Sept. 14 - 20
3	Thurs. Sept. 21	IMC Strategy Textbook: Chapter 4	Objectives and Brand Positioning: Where do you start? Sept. 21 - 27
4	Thurs. Sept. 28	Message Development Textbook: Chapters 5 & 6	Creating a Message: What's Your Strategy? Sept. 29 – Oct. 4
			Podcast Proposal Due Friday, Sept. 29 @ 11:59 PM
5	Thurs. Oct. 5	Media Planning Textbook: Chapter 7	Media Planning: Right Message, Right Time, Right Place Oct. 5 - 18
			Pitch Video Due Friday, Oct. 6 @ 11:59 PM

MID-TERM RECESS Oct. 9 - 15

WEEK	DATE	TOPIC/READINGS	EVALUATIONS
7	Thurs. Oct. 19	Broadcast Media Textbook: Chapter 9 IMC Plan Groups Finalized	Broadcast Media: Are TV and Radio Advertising still relevant? Oct. 19 – 25
			Podcast Submission G1 Due Friday, Oct. 20 @ 11:59 PM
8	Thurs. Oct. 26	Print & OOH Media Textbook: Chapters 8 & 10	Print Media: Will the Online News Act Take Gen Z Back to the Future? Oct. 26 – Nov. 1
9	Thurs. Nov. 2	Digital Marketing Textbook: Chapter 14	Digital Marketing: What's Next? Nov. 2 – 8
10	Thurs. Nov. 9	Direct Response & Sales Promotion Textbook: Chapters 11 & 13	Direct Response: The Power of Personalization Nov. 9 – 15
			Podcast Submission G2 Due Friday, Nov. 16 @ 11:59 PM
11	Thurs. Nov. 16	Public Relations & Event Marketing Textbook: Chapter 14	Final Words of Wisdom Nov. 16 - 12
12	Thurs. Nov. 23		IMC Plan Presentations – deck due @ start of class
13	Thurs. Nov. 30		IMC Plan Presentations – deck due @ start of class
14	Thurs. Dec. 7	NO CLASS	