

Commerce 4MA3 Advertising and Integrated Marketing Communications Fall 2024 Course Outline

**Marketing, DeGroot School of Business
McMaster University**

INSTRUCTOR AND CONTACT INFORMATION

Christina DeVries
Instructor
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TA
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Office Hours: after class

Office Hours: By Appointment

COURSE ELEMENTS

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

COURSE INFORMATION

This 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.

IMPORTANT LINKS

[Mosaic](#)
 [Avenue to Learn](#)
 [Student Accessibility Services](#)
 [McMaster University Library](#)

COURSE 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.
- Develop an original and creative advertising message designed to persuade a specific target audience.
- Choose a marketing communications mix to achieve the objectives of an IMC campaign.
- Create digital content in various formats.

COURSE LEARNING GOALS

To reach these learning outcomes, students will learn how to:

- Convert marketing objectives into advertising objectives and seek out KPI's for measurement
- Research and segment consumers in a marketplace
- Generate multiple IDEAS and pitch them with confidence
- Use creative strategies to develop persuasive communications
- Create and leverage brand attributes and assets
- Select appropriate media channels to distribute an advertising message to a specific audience
- Use positioning strategies to distinguish a brand from its competitors
- Pitch ideas with confidence
- Use critical thinking to see things from a fresh perspective

REQUIRED MATERIALS AND TEXTS

Required Learning Materials:

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

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

CLASS FORMAT

This is an in-person 3-hour course. During class time, students will participate in group discussions and applied exercises focusing on critical thinking and the application of course material.

Students must prepare for class by reviewing posted content in Avenue, listening to podcasts, or reviewing other assigned digital content.

COURSE EVALUATION

	GRADE ITEM	WEIGHT	DESCRIPTION
INDIVIDUAL	Class Engagement	15%	Preparation, discussion, group activities, peer evaluation, Avenue Progress, initiative
	Critical Reflection Journal	30%	Create digital content to demonstrate your learning and critical thinking skills
	Pitch Video	5%	Pitch your BIG IDEA for the IMC Plan
GROUP	Group IMC Presentation	25%	Teams of 4~5 present an IMC Plan
	Podcast Assignment	25%	Partner up and create an original podcast for an existing brand

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.

COURSE DELIVERABLES

Individual Components – 50% of final grade

Engagement – 15%

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. Students are evaluated based on the value of their contribution to each class. 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. Group study is encouraged.

Critical Reflection Journal – 30%

Students demonstrate their understanding of course content 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 for an assigned case study.

Group Components – 50% of final grade

Integrated Marketing Communications Plan – 25%

Students will form teams to prepare and pitch an IMC Plan based on a provided case study. Which team will have the best idea?

Podcast Assignment – 25%

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

LATE ASSIGNMENTS

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

In-class work cannot be submitted after the class is over. Ensure you upload/hand-in any papers, worksheets, and so on before leaving the classroom.

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.

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.

Students who have concerns about the course content, evaluation methods, or delivery should first reach out to the course instructor. If your concern remains unresolved after speaking with the instructor, you may then reach out to the relevant Area Chair for further consideration.

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/>

* Non-Commerce students must follow the Missed Course Work protocols outlined by their home faculty and Program Office.

COURSE MODIFICATION

From time to time there may be a need to remove/add topics or to change the schedule or the delivery format. If these are necessary, you will be given as much advance notice as possible.

GENERATIVE AI

Students may use generative AI in this course in accordance with the guidelines outlined for each assessment, and so long as the use of generative AI is referenced and cited following citation instructions given in the syllabus. Use of generative AI outside assessment guidelines or without citation will constitute academic dishonesty. It is the student’s responsibility to be clear on the limitations for use for each assessment and to be clear on the expectations for citation and reference and to do so appropriately.

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](#).

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. Avenue to Learn, 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, 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, Avenue to Learn and/or McMaster email.

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

**Fall 2024 Commerce 4MA3
Advertising and Integrated Marketing Communications**

DATE		TOPICS	ASSESSMENT DUE DATES
1	Fri. Sept. 6	Course/Assignment Review Advertising & IMC, Products & Brands	
2	Fri. Sept. 13	Consumers & Target Markets	
3	Fri. Sept. 20	IMC Strategy	Critical Reflection #1 Due Thursday @ 11:59 PM
4	Fri. Sept. 27	BIG IDEAS & Creative Strategy	Critical Reflection #2 Due Thursday @ 11:59 PM
5	Fri. Oct. 4	Brand Voice, Storytelling & Persuasive Communication	Critical Reflection #3 Due Thursday @ 11:59 PM IMC Pitch Video Due Sunday @ 11:59 PM
6	Fri. Oct. 11	Ethics in Advertising	Critical Reflection #4 Due Thursday @ 11:59 PM Podcast Proposal Due Sunday @ 11:59 PM
7	Fri. Oct. 18	READING WEEK	
8	Fri. Oct. 25	Media Planning & PESO	Critical Reflection #5 Due Thursday @ 11:59 PM
9	Fri. Nov. 1	Digital Media	Critical Reflection #6 Due Thursday @ 11:59 PM
10	Fri. Nov. 8	Traditional Media	Critical Reflection #7 Due Thursday @ 11:59 PM
11	Fri. Nov. 15	NO CLASS – Online Content Direct Marketing, Sales Promotions, Event Marketing & PR	Critical Reflection #8 Due Thursday @ 11:59 PM Podcast Demo Due Sunday @ 11:59 PM
12	Fri. Nov. 22	AI, VR, Personalization The Future of Advertising	Critical Reflection #9 Due Thursday @ 11:59 PM IMC Video Presentations All Groups Due Sunday @ 11:59 PM
13	Fri. Nov. 29	IMC Plan Presentations Round 3: Top 3 IMC Teams	IMC Peer Evaluation Due End of Class
14	Fri. Dec. 6	NO CLASS (Classes end Dec. 5)	Critical Reflection #10 Due @ 11:59 PM