



Bus 134B - Integrated Marketing Communications Spring 2012

Tuesday & Thursday, BBC 326
Section 02: 1200-1315 Code #21917
Section 03: 1330-1445 Code #21918

Instructor Information

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Course Objectives

Upon successful completion of Bus134b, students should be able to:

- Exhibit competence and comfort with making a sales or persuasive presentation.
- Use an understanding of segmentation, targeting, buyer behavior, hierarchy of effects models, and marketing objectives to develop and plan the positioning, communication objectives, and messages likely to address those communication objectives
- Develop communication methods to deliver these messages to targeted audiences and achieve coordination and consistency in addressing multiple audiences, with multiple messages, using multiple media.
- Understand the importance of internal as well as external marketing efforts and the necessary coordination of all communication.

Required Materials

- Clow & Baack, Integrated Advertising, Promotion, and Marketing Communications, 5th Edition, Pearson/Prentice-Hall, Upper Saddle River, NJ, ©2012. ISBN 13:978-0-13253896-1.

Recommended Materials/ Required Reading:

- The Wall Street Journal (particular attention to the 2nd section - "Marketplace").
- Marketing Is Everything, McKenna, HBR, Jan-Feb 1991; and Marketing Myopia, Levitt, HBR, June 1975, both available online from Harvard business Review or through the MLK Library.

Course Requirements & Grading Criteria

1. Three exams, 100 points each, tentatively scheduled Feb 23, Mar 20, and Apr 17.	300 points	40%
2. Written IMC Assignments: There will be three IMC assignments during the semester. Points assigned and tentative due dates are as follows: <div style="text-align: right; padding-right: 20px;"> Charter, Prospectus, and Timeline: Mar 8: 50 points Corporate Identity/Branding & Presentation Layout: Apr 10: 100 points Complete IMC Plan: Apr 26: 150 points </div>	300 points	40%
3. IMC Presentation	100 points	13%
4. Class participation and preparation, including, but not limited to <ul style="list-style-type: none"> • participation in Student Marketing Association (up to 20 points), • class discussions, quizzes, readings and cases that you are expected to have prepared for discussion, • practice presentations. (See schedule, Mar 22, Apr 19, Apr 24), and • other class activities as may be deemed appropriate. 	up to 50 points	7%
TOTAL POSSIBLE POINTS	750 points	100%

Grading Standards: The tests and assignments in this course follow standard grading guidelines.

A 90-100% B 80-89.9% C 70-79.9% D 60-69.9% F <60%

Written Assignments (group effort): The three written group assignments (Requirements & Grading Criteria #2, above) are based on the "Complete IMC Campaign" project, of which additional details will be available in class and online. The three written assignments will, generally, have the following deliverables (requirements) – there may be some deviation depending on the nature of your project.

IMC #1: The charter/prospectus, and time line:

- The charter/prospectus the agreement with your client. A format will be provided in class or online. This is also a statement of what your deliverables are and how you are going to do it. All of the necessary elements of your IMC plan should be considered. Obviously, as you work over the semester you may develop revisions to this plan – that's expected.
- The time line is your plan of work – a schedule of your activities over the semester that will lead to successful completion of the IMC plan. The time line is best developed graphically, with consideration for other course/project deadlines.

IMC #2: Create the corporate identity for your group and for your client – really two identities! Get creative!

- Your group should create your own corporate image as an IMC consultant. Deliverable materials are a logo, tagline, letterhead and envelope, and business card.
- For your client your deliverables for this assignment include a corporate logo, tag line, stationery and matching envelope design, business card design, plus one other piece of collateral material specific to your client (such as a menu of a restaurant, a bid proposal for a consultant or contractor, a brochure, etc.).
- Included in this assignment is the 1 powerpoint slide – the master layout of your powerpoint presentation, including colors, fonts, and incorporation of your logo design and the logo design for your client.

IMC #3: Your completed IMC plan. You are expected to present and provide a copy of your plan to your client. It is encouraged, though not mandatory, that your client attend the presentation class session. Additional details will be provided in class.

Group Size: The number of students in each group will vary with class size. The number of groups per class section is based on available presentation sessions. Generally, no groups larger than five (5) are allowed. Each group will submit one of each of the above IMC assignments.

Presentations (individual effort): Each student will make an individual presentation of a portion of the group IMC. Specific portions and timing will be discussed in class. Note in the schedule that "presentation days" occur toward the end of the course as well as during the final exam time period. If your group elects to make your presentations on the 1st presentation day, you will receive consideration in the presentation evaluation. As we move through the presentations, the "benchmark" for the presentations gets higher, since groups that present later will have benefitted from the feedback provided during earlier presentations.

Policy on Professionalism, Participation, Assignment Formats and Class Conduct

<p>You are expected to conform to generally accepted notions of professionalism typically observed in the adult business world. The following is an illustrative list of items to which you explicitly agree upon remaining enrolled in the course. Failure to conform can be grounds for appropriate action, including but not limited to expulsion from the classroom and an "F" in the course.</p> <p>Please refrain from disruptive conduct, such as carrying on private conversations with classmates and/or playing computer games, or working on materials not related to</p>	<p>the course during class. If you are observed working on other than course materials, you will be asked to leave.</p> <p>Food: Eating/drinking (except water) are prohibited in the BBC. Students with food will be asked to leave the building. Students who disrupt the course by eating and do not leave the building will be referred to the Judicial Affairs Officer (JAO) of the University.</p> <p>Electronic Devices: Turn off all electronic devices (headsets, MP3 players, pagers, cell phones, etc.), before entering class. If a pager, cell phone, or other</p>
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such device goes off during class, the class may receive a quiz. Students whose devices disrupt the course and do not stop when requested by the instructor will be referred to the JAO. Use of PDAs, electronic dictionaries, calculators and other personal electronic aids are not allowed during exams and quizzes. Please note that recording of lectures is strictly prohibited.

Computer Use: Computer use in class may be restricted by the instructor at any time. Students may use computers for class-related activities, taking notes on the lecture, following the lecture on slides that the instructor has posted, and finding Web sites to which the instructor directs students during the lecture. Students who use their computers for other activities, distract other students, or who abuse classroom equipment in any way, at a minimum, will be asked to leave the class, and, at a maximum, will be referred to the JAO for disrupting the course.

Academic Integrity: Faculty make every reasonable effort to foster honest academic conduct, secure exams and their answers so that students cannot have prior access to them, and proctor examinations to prevent students from copying or exchanging information. Faculty are on the alert for plagiarism. Students who are suspected of infractions will be reported to the JAO. The SJSU policy on academic integrity can be found at the Web link noted below.

Assignments: Class Discussion: You are expected to have read before class and be prepared, on the date indicated in the schedule of assignments, to discuss the assigned chapter/s and readings and any additional readings as assigned or required for the full development of classroom discussions.

Writing Format: Note that format will be graded!

All written assignments, unless otherwise indicated, must comply with the following guidelines. Assignments that do not follow the noted format may not be accepted for credit or may be subject to at least a one-letter grade penalty.

- Unless otherwise noted, electronic copies of assignments are NOT generally acceptable; however, PowerPoint presentations may be turned in on a CD.
- Assignments should be printed double spaced, on 8.5" X 11" paper with uniform margins (approx 1").
- Handwritten papers are not acceptable.
- Font size should approximate 12 points.
- Papers should be bound in a manner that prevents loss of loose items. Most assignments need only be

stapled in the upper left-hand corner and inserted into a portfolio, though you may wish to package IMC 3 in a manner consistent with your overall project image.

- Folded corners, paper clips or loose papers are not acceptable.
- Spelling, grammar, and "typos" are considered in your grade. Papers that evidence a lack of proof reading or professional presentation may be penalized at least 1 letter grade.
- All assignments require a cover sheet. Included on the cover sheet is due date and actual date handed in, if different, as well as the name (in alpha order by last name) and last four digits of student ID numbers for all contributors to the assignment. Without this information, no credit will be given for the assignment.
- The IMC plan requires an Executive Summary placed before the Table of Contents.

Additional Information:

- Use ink for all in-class writings.
- There are no makeups for quizzes, papers, or other class exercises.
- Assignments are due when collected in class on the date indicated. A late assignment will receive a minimum of a one (1) letter grade penalty, which may be increased for each session and/or if the late period includes weekends or holidays.
- In no circumstance will any written assignment be accepted after it has been discussed in class.
- If you need course adaptations or accommodations because of a disability, or special arrangements if the building must be evacuated, please see me as soon as possible.
- You are expected to take care of personal needs (restrooms, phone calls, etc.) between classes and are not expected to leave and return to the classroom during class sessions.

Exams:

- **During exams**, if you have a need to leave the room, you must hand in your exam before leaving. That will conclude your exam session.
- Only documented illness/extreme emergency will justify make-ups.
- **All** make-up exams are cumulative, essay format and will be given either at the end of this semester or during the next semester.
- If you arrive late to an exam, you will not be granted additional time beyond the end of the class session and, if a student has finished the exam and left the

room before your arrival, you will not be allowed to take the exam.

- **Final Exam Sessions:** Because of the structure of this course, final exam sessions will be used for group presentations. Students are expected to attend all presentation sessions for their section. Note the date and time of these sessions and avoid early holiday departures that may conflict with the schedule.

Pre-requisites and grade regulations:

Pre-requisites will be enforced. Grade regulations (A, B, C, D, F, I, W, WU) are as described in the University catalog. The "+/-" grading alternative will be used.

Office hours: Student visits are always welcomed. You are encouraged to communicate with me on individual

matters primarily during scheduled office hours, through email, or by appointment as necessary. Except in the most urgent of circumstances, please refrain from prematurely preparing to leave class (closing books and notebooks, etc.) before the announced end of class, resulting in the disruption of the end of the class session.

Students should arrive in class on time. Traffic and parking problems are not excuses for being late, only examples of poor planning. If you do arrive after the scheduled start of class, please enter the room by the least intrusive entrance. If necessary to cross the room, do so at the back. Please do not interrupt the entire class by crossing the front of the room or between the instructor and students.

ADD/DROP POLICY

Students are responsible for understanding the policies and procedures about add/drops, deadlines, penalties, academic renewal, etc. Information is available at <http://www.sjsu.edu/advising/faq/index.htm#add>. Information about late drops is available at <http://www.sjsu.edu/aars/policies/latedrops/>. The instructor reserves the right to limit additions to the class based on a pre-determined maximum enrollment, graduation date, or other appropriate parameter. If you decide to drop the course during the drop period, please inform the instructor. Without your cooperation, it may be difficult, depending on enrollment, to add new students to the class.

Students already on the roster:

- Students who miss the first day of classes without a serious and compelling documented reason will be dropped by the instructor.

Students wishing to add:

- If necessary, a waiting list will be developed in class for students wishing to add the class. If the class is full, additions to the class will be made only when there have been drops from the class. The waiting list may be prioritized by parameters deemed appropriate by the instructor, consistent with SJSU policy. Students may be required to show proof of prerequisites and class status before adding.
- To stay on the waiting list, students must attend every class session during the add period.
- Students who drop the course may create an opening for another student. However, the instructor makes no guarantee that the number of students added will equal the number of students dropped or that any individual drop will result in an immediate add.
- Students waiting to add the course will be responsible for the same material as students on the roster.

Useful Web Links

Department of Marketing & Decision Sciences
College of Business Home page
Academic Calendar
SJSU Academic Integrity Policy
Sbona Honors Program
Learning Assistance Resource Center (LARC)

<http://www.sjsu.edu/mktds/>

<http://www.sjsu.edu/cob/>

<http://www.sjsu.edu/calendars/>

http://www.sjsu.edu/studentconduct/Students/Student_Academic_Integrity_Process/

<http://www.sjsu.edu/cob/sbonahonors/>

<http://www.sjsu.edu/larc/>

Schedule of Assignments: Power point slides will be linked to chapter numbers throughout the semester.

Class #	Date		Bus 134B - Topics, Cases, and Reading Assignments
1	JAN 26 Th	1	Introduction, Integrated Marketing Communications
2	JAN 31 T	2	Corporate Image and Brand Management
3 4	FEB 2 Th FEB 7 T	3	Buyer Behavior (last day to drop - Feb 6)
5 6	FEB 9 Th FEB 14 T	4	The IMC Planning Process (last day to add - Feb 13th.)
7 8	FEB 16 Th FEB 21 T	12	Sales Promotions
9	FEB 23 Th		First Exam: Chapters 1-4, 12; 100 points
10	FEB 28 T		Presentation Skills and Project Workshop Session
11	MAR 1 Th	5	Advertising Management
12 13	MAR 6 T MAR 8 Th	6,7, 8	Advertising Design and Media Selection 1st Written IMC Assignment Due - Mar 8; 50 points
14 15	MAR 13 T MAR 15 Th	9, 10	E-Active Marketing, Alternative Marketing
16	MAR 20 T		Second Exam: Chapters 5-10; 100 points (plus most missed)
17	MAR 22 Th		Presentation Development and Practice: Students should note that they can earn up to 20 participation points by making a practice presentation during this class session.
Spring Break Mar 26- Mar 30			
18	APR 3 T	11	Database & Direct Response Marketing
19	APR 5 Th	13	Public Relations, Regulations, and Sponsorship Programs
20	APR 10 T	14	Regulations and Ethical Concerns 2nd Written IMC Assignment Due - Apr 10; 100 points
21	APR 12 Th	15	Evaluating an Integrated Marketing Communications Plan
22	APR 17 T		Third Exam: Chapters 11, 13 - 15; 100 points (plus most missed)
23	APR 19 Th		Presentation Development and Practice: Students who did not make presentations on March 22 can earn up to 15 participation points by presenting during this class session.
24	APR24 T		Presentation Development and Practice: Students who did not make presentations on Mar 22 or Apr 19 can earn up to 15 participation points by presenting during this class.
25	APR 26 Th		Final, Complete Written IMC Plan Due. First Day of Final Presentations (1-2 Groups)
26	MAY 1 T		Final Presentations
27	MAY 3 Th		Final Presentations
28	MAY 8 T		Final Presentations
29	MAY 10 Th		Final Presentations
30	MAY 15 T		Final Presentations
	MAY 22 T		Section 3 Presentation Day: 1215-1430 (Regular Final Exam Day)
	MAY 23 W		Section 2 Presentation Day: 0945-1200 (Regular Final Exam Day)

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Frequently Asked Questions about Bus 134b and the class project.

Q. How do you get assigned to groups?

A. Students are responsible for creating their own groups, within the guidelines and limits described in this syllabus.

Q. When should we form groups?

A. As soon as possible. Several group meetings (real meetings - not email, with each group member fully prepared to work on the project) are necessary for the full development of the IMC plan. The schedule is designed to "force" you to get an early start. Waiting to the end of the semester just will not work in this course.

Q. How long (# pages) should assignments be?

A. Whatever it takes, but the main body of the report should not exceed 20 pages (not including cover sheets, executive summary, table of contents, and appendices that contain charts and power points). Your understanding of what is necessary in a successful IMC Plan will govern the length of the final project.

Q. Do you have any examples of completed IC plans?

A. A few samples from prior semesters are available for viewing in my office.

Q. Where do we get our client?

A. It depends – there are several sources.

- Clients from other parts of the university,
- Businesses that are interested in the COB and will work with students in a real-life learning process,
- Small businesses in the area that students may find as clients,
- Class-wide projects whose client has been obtained by faculty.
- A combination of the above.

Q. Can we find our own clients?

A. Sometimes, depending on what is planned for the semester. ALL clients must agree to the project and be approved by the instructor.

Q. What happens if someone in our group doesn't carry their weight or freeloads?

A. Students will have an opportunity to evaluate their peers at the end of the semester. Note also that different parts of the project (presentations) are individual grades while others (written assignments) are group grades. If a problem does occur, it is the responsibility of the students in the group to bring it to the attention of faculty as soon as possible. Putting someone's name on an assignment that did not contribute is a form of academic dishonesty. In extreme situations and only after a meeting with the entire group and the instructor, a group may "outplace" a

group member. The outplaced group member may join another group (if one will accept him/her) or, will complete the project alone, with a one-letter grade penalty. In this instance, a new client must be found.

Q. Which group members make the presentations?

A. Every student must present a substantial part of the project – enough to demonstrate their presentation skills. Effective presentation skills are a major objective of this course. The presentation carries as much weight as a full session exam.

Q. How long are the presentations?

A. This varies depending on semester scheduling. Generally, assume 5-minutes of set up, 30-40 minute presentation, and time for feedback and questions and answers is about standard. Groups that present during final week will split the exam period – about one hour for each group.

Q. How do we use the podium and projector?

A. Each group is responsible for understanding the operation of the presentation equipment. Failure to understand the operation of equipment can impact your grade if it detracts from your presentation.

Q. Do you grade on a curve?

A. No. The grade range is noted in the syllabus.

Q. Are exams cumulative?

A. Not specifically. Exams for this course are scantron-graded multiple choice. Each exam will be analyzed and the most missed questions from each exam are likely to appear again on following exams. The complete IMC plan and presentation serves as a culminating experience in the course.

Q. Are practice presentations required?

A. No, but highly recommended. You should view them as opportunities to get needed practice. Previous students have found the presentations helpful – particularly to get relaxed with the class.

Q. What about the Final Exam?

As noted above, the final presentation and IMC plan serve as a culminating experience for this course. The regularly scheduled exam time will be used for some of the final presentations.

