



SAINT LOUIS UNIVERSITY, MADRID CAMPUS

Faculty of Business Administration & Economics

1 Course Information

Course Title:	Integrated Marketing Communications
Course Number:	MKT3400
Prerequisite:	MKT3000
Semester:	Spring 2018
Meeting Time(s):	19:00-20:15
Meeting Day(s):	M-W
Room:	Padre Rubio Hall, PRH-8

2 Instructor Information

Name:	Gonzalo Moreno
E-mail:	gmoreno@slu.edu
Office Location:	Padre Arrupe Hall, attic
Office Hours:	M & W; 16:00 to 17:30, or on demand; <u>always by appointment.</u>

3 Textbook and Other Instructional Material

Required Reading:	Moriarty, Mitchell & Wells; <u>Advertising & IMC: Principles and Practice</u> , 10th Edition (Student Value Edition); Pearson.
Supplements:	Cases, articles and/or relevant pieces will be made available during the course.

4 Course Description

MKT 3400 is an elective course for marketing majors. This course will provide you with a comprehensive understanding of the management of an Organization's Advertising and Public Relations efforts, as well as the coordination and integration of its Promotional strategy efforts, from situation analysis; to the determination of objectives and strategies; and Budgeting for sales promotion, public relations, and Media.

5 Learning Objectives

At the end of this course, students should:

1. Clearly identify and differentiate the different forms of Communications included in the Promotional Mix: Advertising, P.R., Database Marketing (Direct Marketing), Personal Selling and Sales Promotion; all of them from both, the Offline ("traditional") and Online ("contemporary") approaches.

2. Identify and assess various media options for use in marketing communications.
3. Develop objectives, strategies and tactics for Integrated Marketing Communications (IMC)
4. Be able to analyze and critique a variety of marketing communications strategies and tactics.
5. Be better prepared for further marketing/business related courses and work
6. Improve their communication, teamwork, and critical thinking skills at presenting the results of a set of promotional plans and materials, including estimating budgets and schedules for promotional activities.
7. Apply the principal concepts and models in the workplace.
8. Above all, ENJOY accomplishing these objectives!

6 Course Outline

The course will use a combination of techniques including the use of cases, discussions, in-class exercises, group projects, and lectures. Class sessions will be oriented primarily to lectures that highlight key topics and concepts from the textbook, additional assigned readings, discussions, videos and in-class exercises.

Details on all additional readings, exercises and assignments will be announced in class, via email, or posted on Blackboard. The class will be divided into teams and periodic in-class team exercises should be expected.

Students will also complete a course project consisting in the development of a complete IMC program for a Brand.

To assure the understanding of the material and interesting discussions in class, students are expected to read each chapter in the text prior to class. Keeping current with the reading and assignments is essential to your success in this course. It is critical that you read the assigned chapters prior to class. Many of the concepts in this class will be new to you and we will not discuss every concept from the book in class. Therefore, the only exposure that you may have to them, prior to the exam, will be the textbook and readings.

7 Course Requirements

The overall Grade will be the sum of the following four components:

1. Exams: Quizzes (4x12%=48%)
There will be 4 online quizzes. Most of the material on them will be taken from the text. However, anything that we discuss in class is potential test material. All the quizzes are cumulative.
2. Individual Case Study (15%)
Students will apply the IMC concepts, strategies and tactics to an actual Business, Organization or Brand (to be selected previously, and contingent upon Instructor approval). This project's key delivery is a written report including the Analysis, Critique and improvement Plan for the selected Organization's IMC. Details will be described in class and online.

3. Group Project Presentation (27%)

You will be working as a team, with a 3 or 4 of your classmates, to plan and propose an actual Integrated Marketing Communications plan for a local business/organization/Brand. Details will be provided in class.

4. Attendance and Participation (10%)

Consistent attendance is strongly encouraged for a thorough understanding of the concepts at hand. Active participation in classroom discussions is an instrumental component of this process: Concepts that are unclear to you personally are likely concerns shared among your peers, as well.

In order to have productive class participation you are expected to read the recommended lectures ahead of class. To encourage this preparation, quizzes may be administered at any time without previous announcement. These Quizzes will account for 5% of the 10% class participation.

Students will be responsible for all announcements, information, problems or course changes that are made during lecture times.

Grading Scale:

	B+ 87%-89%	C+ 77%-79%		
A 94%-100%	B 84%-86%	C 74%-76%	D 60%-69%	
A- 90%-93%	B- 80%-83%	C- 70%-73%	F 0% -59%	

Grade Breakdown:

4 Quizzes (4x10%)	40%
Individual Case Study	20%
Group Project Presentation	30%
<u>Attendance and participation*</u>	<u>10%</u>
Total	100%

Warning:

If you want to receive a good grade it is vital that you attend class and stay current with the material. If you miss a class for any reason it is up to you to obtain notes through someone else. Do not expect me to repeat or summarize any lectures that you have missed. To preemptively answer a question that you may have – *yes*, this class is difficult. Hard continual work can ensure you are well prepared for examinations when the time comes. Important note: THERE WILL NOT BE ANY EXTRA ASSIGNMENTS.

Important Dates:

- Jan. 21 - Last day to drop class without a grade of W and/or add a class
- Jan. 21 - Last day to choose audit (AU) or Pass/No Pass (P/NP) options
- Mar. 09 - Last day to drop class and receive a grade of W
- Apr. 04 - Registration for Fall 2018 semester opens.

8 Reading Schedule

W	DAY	Sess.	CONTENT	CHAPTER	
1	WED	10-ene	1	Introduction to the course	--
2	MON	15-ene	2	Advertising, Brand, Communication, Integrated	1, 2
	WED	17-ene	3	Marketing, Communications	
3	MON	22-ene	4	The Creative Side	8
	WED	24-ene	5		
4	MON	29-ene	6	How Brand Communication Works (IMC Frameworks)	4
	WED	31-ene	7	*** Quiz 1 ***	
5	MON	5-feb	8	Segmenting & Targeting Audiences	5
	WED	7-feb	9		
6	MON	12-feb	10	Strategic Research and Strategic Planning	6, 7
	WED	14-feb	11	*** Quiz 2 ***	
7	MON	19-feb	12	Media Basics	11
	WED	21-feb	13	Paid Media: Traditional Channels and Measurements	12
8	MON	26-feb	14	Owned, Interactive, and Earned Media	13
	WED	28-feb	15		
9	MON	5-mar	16	Media Planning and Negotiation	14
	WED	7-mar	17	*** Quiz 3 ***	
10	MON	12-mar	18	Public Relations	15
	WED	14-mar	19		
11	MON	19-mar	20	Database Marketing, Direct Response Marketing and	16
	WED	21-mar	21	Personal Selling	
12	MON	26-mar	EASTER HOLIDAYS		
	WED	28-mar			
13	MON	2-abr	22	Sales Promotion	17
	WED	4-abr	23		
14	MON	9-abr	24	Principles and Practices of IMC	18
	WED	11-abr	25		
15	MON	16-abr	26	Evaluating an Integrated Marketing Program	19
	WED	18-abr	27	*** Quiz 4 ***	
16	MON	23-abr	28	Individual analysis presentations	--
	WED	25-abr	29		
17	MON	30-abr	30	Course wrap-up and conclusions	--
	WED	2-may	Día de la Comunidad de Madrid		
TUE		8-may		FINAL EXAM	

9 Accommodation Statement

In recognition that people learn in a variety of ways and that learning is influenced by multiple factors (e.g., prior experience, study skills, learning disability), resources to support student success are available on campus. Students who think they might benefit from these resources can find out more about:

- Course-level support (e.g., faculty member, departmental resources, etc.) by asking your course instructor.
- University-level support (e.g., tutoring/writing services, Disability Services) by visiting the Academic Dean's Office (San Ignacio Hall) or by going to <http://www.slu.edu/madrid/learning-resources>.

Students with a documented disability who wish to request academic accommodations **must** contact Disability Services to discuss accommodation requests and eligibility requirements. Once successfully registered, the student also **must** notify the course instructor that they wish to access accommodations in the course. Please contact Disability Services at disabilityservices-madrid@slu.edu or +915 54 58 58, ext. 230 for an appointment. Confidentiality will be observed in all inquiries. Once approved, information about the student's eligibility for academic accommodations will be shared with course instructors via email from Disability Services. For more information about academic accommodations, see "Student Resources" on the SLU-Madrid webpage.

Note: Students who do not have a documented disability but who think they may have one are encouraged to contact Disability Services.

10 Academic Integrity Statement

Academic integrity is honest, truthful and responsible conduct in all academic endeavors. The mission of Saint Louis University is "the pursuit of truth for the greater glory of God and for the service of humanity." Accordingly, all acts of falsehood demean and compromise the corporate endeavors of teaching, research, health care and community service via which SLU embodies its mission. The University strives to prepare students for lives of personal and professional integrity, and therefore regards all breaches of academic integrity as matters of serious concern.

The governing University-level Academic Integrity Policy can be accessed on the Provost's Office website at: http://www.slu.edu/Documents/provost/academic_affairs/University-wide%20Academic%20Integrity%20Policy%20FINAL%20%206-26-15.pdf. Additionally, SLU-Madrid has posted its academic integrity policy online: <http://www.slu.edu/madrid/academics>. As a member of the University community, you are expected to know and abide by these policies, which detail definitions of violations, processes for reporting violations, sanctions and appeals.

The professor will review these matters during the first weeks of the term. Please direct questions about any facet of academic integrity to your faculty, the chair of the department of your academic program or the Academic Dean of the Madrid Campus.

11 Student Outcome Assessment

In order to maintain quality academic offerings and to conform to accreditation requirements, SLU-Madrid regularly assesses its teaching, services and programs for evidence of student learning. For this purpose, SLU-Madrid keeps representative examples of student work from all courses and programs on file, including assignments, papers, exams, portfolios and results from student surveys, focus groups and reflective exercises. Copies of your work for this course may be kept on file for institutional research, assessment and accreditation purposes. If you prefer SLU-Madrid not to retain your work for this purpose, you must communicate this decision in writing to your professor.

12 Title IX

Saint Louis University and its faculty are committed to supporting our students and seeking an environment that is free of bias, discrimination, and harassment. If you have encountered any form of sexual misconduct (e.g. sexual assault, sexual harassment, stalking, domestic or dating violence), we encourage you to report this to the University. If you speak with a faculty member about an incident of misconduct, that faculty member must notify SLU's Title IX deputy coordinator, Marta Maruri, whose office is located on the ground floor of Padre Rubio Hall, Avenida del Valle, 28 (mmaruri@slu.edu; 915-54-5858, ext. 213) and share the basic fact of your experience with her. The Title IX deputy coordinator will then be available to assist you in understanding all of your options and in connecting you with all possible resources on and off campus.

If you wish to speak with a confidential source, you may contact the counselors at the SLU-Madrid's Counseling Services on the third floor of San Ignacio Hall (counselingcenter-madrid@slu.edu; 915-54-5858, ext. 230) or Sinews Multipletherapy Institute, the off-campus provider of counseling services for SLU-Madrid (www.sinews.es; 917-00-1979). To view SLU-Madrid's sexual misconduct policy and for resources, please visit the following web address: <http://www.slu.edu/Documents/Madrid/campus-life/SLUMadridSexualMisconductPolicy.pdf>.