

ITT Technical Institute

BU445

Integrated Marketing Communication

Onsite Course

SYLLABUS

Credit hours: 4

Contact/Instructional hours: 40 (40 Theory Hours)

Prerequisite(s) and/or Corequisite(s):

Prerequisites: BU343 Marketing Research, BU344 Marketing and the Internet

Course Description:

This course presents an integrated marketing communications (IMC) approach emphasizing advertising. Students are required to build an IMC comprehensive project that encompasses principles and skills covered in the prerequisite marketing courses.

Syllabus: Integrated Marketing Communication

Instructor: _____

Office hours: _____

Class hours: _____

Major Instructional Areas

1. Integration of advertising and marketing communication
2. Brand management, equity, and parity
3. Regulation and ethics in IMC programs
4. Customer relationship management

Course Objectives

1. Describe the fundamental components of integrated marketing communication (IMC).
2. Examine the importance of developing a strong brand name.
3. Develop a plan for building brand equity.
4. Use advertisements and other methods of marketing communication to meet the emotional and logical needs of customers.
5. Analyze customer attitudes and values as reflected in specific purchasing behaviors.
6. Apply the decision-making process for purchases in business-to-business (B2B) marketing.
7. Plan for the promotions component of an IMC program.
8. Develop an effective advertisement management program.
9. Analyze the regulations and ethics related to IMC.
10. Explain the relationship between customer relationship management and IMC.

SCANS Objectives

SCANS is an acronym for Secretary's Commission on Achieving Necessary Skills. The committee, created by the National Secretary of Labor in the early 1990s, created a list of skills and competencies that the committee feels are necessary for employees to function in a high-tech job market.

1. Identify the need for data, obtain it from existing sources or create it, and evaluate its relevance and accuracy.
2. Organize and maintain information to maximize the retention and expression of knowledge.
3. Select and analyze marketing information and communicate the results to others by using the oral, written, graphic, pictorial, or multimedia methods.
4. Communicate and interpret information by using the most appropriate and creative methods to present information.
5. Apply decision-making skills to specify goals and constraints and find the best alternatives, while considering risks.
6. Compare and contrast two theories and select and defend one of the two.
7. Demonstrate competence in serving clients and customers, including actively listening to customers to identify needs and avoid misunderstanding.
8. Work toward an agreement that may involve exchanging specific resources or resolving divergent interests.
9. Make suggestions to modify existing systems to improve products or services and develop new or alternative systems.

Course Outline

Unit	Activities
1 Fundamentals of Integrated Marketing Communication	<ul style="list-style-type: none"> • Read from <i>Integrated Advertising, Promotion, and Marketing Communications</i>: <ul style="list-style-type: none"> ○ Chapter 1, "Integrated Marketing Communications," pp. 2–27 • Writing Assignment: 1
2 Development of a Strong Brand Name	<ul style="list-style-type: none"> • Read from <i>Integrated Advertising, Promotion, and Marketing Communications</i>: <ul style="list-style-type: none"> ○ Chapter 2, "Corporate Image and Brand Management," pp. 28–59 • Research Assignment: 1
3 Mapping Brand Equity	<ul style="list-style-type: none"> • Read from <i>Integrated Advertising, Promotion, and Marketing Communications</i>: <ul style="list-style-type: none"> ○ Chapter 3, "Buyer Behaviors," pp. 60–93 • Research Assignment: 1 • Exam: 1 • Course Project Part 1: Submit
4 Use of Marketing Communication	<ul style="list-style-type: none"> • Read from <i>Integrated Advertising, Promotion, and Marketing Communications</i>: <ul style="list-style-type: none"> ○ Chapter 4, "Promotions Opportunity Analysis," pp. 94–100 • Analysis: 1
5 Analysis of Customer Attitudes and Values	<ul style="list-style-type: none"> • Read from <i>Integrated Advertising, Promotion, and Marketing Communications</i>: <ul style="list-style-type: none"> ○ Chapter 4, "Promotions Opportunity Analysis," pp. 101–117 • Analysis: 1 • Course Project Part 2: Submit
6 Buyers' Decision-Making Process in B2B Marketing	<ul style="list-style-type: none"> • Read from <i>Integrated Advertising, Promotion, and Marketing Communications</i>: <ul style="list-style-type: none"> ○ Chapter 4, "Promotions Opportunity Analysis," pp. 118–129 • Research Assignment: 1 • Exam: 1
7 Promotional Tools	<ul style="list-style-type: none"> • Read from <i>Integrated Advertising, Promotion, and Marketing Communications</i>: <ul style="list-style-type: none"> ○ Chapter 9, "Trade Promotions," pp. 274–305 ○ Chapter 10, "Consumer Promotions," pp. 306–335 • Writing assignment: 1 • Course Project Part 3: Submit
8 Advertising Principles and Management	<ul style="list-style-type: none"> • Read from <i>Integrated Advertising, Promotion, and Marketing Communications</i>: <ul style="list-style-type: none"> ○ Chapter 5, "Advertising Management," pp. 130–161 • Analysis: 1 • Course Project Part 4: Submit
9 Regulations and Ethics in IMC	<ul style="list-style-type: none"> • Read from <i>Integrated Advertising, Promotion, and Marketing Communications</i>: <ul style="list-style-type: none"> ○ Chapter 12, "Public Relations, Sponsorship Programs, and Regulations," pp. 370–405 • Research Assignment: 1
10 Customer Relationship Management	<ul style="list-style-type: none"> • Read from <i>Integrated Advertising, Promotion, and Marketing Communications</i>: <ul style="list-style-type: none"> ○ Chapter 11, "Personal Selling, Database Marketing, and

Unit	Activities
	Customer Relationship Management,” pp. 336–369 <ul style="list-style-type: none"> • Analysis: 1 • Exam: 1
11 Course Review and Project Submission	<ul style="list-style-type: none"> • Course Project Part 5: Submit

Instructional Methods

The Integrated Marketing Communication course builds on the previous marketing courses—particularly Marketing Research and Marketing and the Internet—to provide an in-depth study of marketing integration and some current trends and driving factors in integrated marketing communication (IMC). The course also provides an overview of customer relationship management (CRM)—an emerging business intelligence application.

This course encourages active participation in classroom activities. The format of the course will primarily be classroom discussions of concepts and cases. Learning is enhanced by providing you the opportunity to participate in in-class discussions where you can share your views on the cases provided in the textbook.

The overall assessment strategy for the course includes:

1. Analyses: You need to analyze specific cases and then submit a report on these cases. In-class discussions will support and prepare you to complete these assignments.
2. Research assignments
3. Exams: There will be three exams, one each at the end of Units 3, 6, and 9.
4. Course Project

Instructional Materials and References

Student Textbook Package

Clow, K. E., & Baack, D. E. (2011). *Integrated advertising, promotion, and marketing communications* (Custom 3rd ed.). Boston, MA: Pearson Custom.

References

ITT Tech Virtual Library

Log on to the ITT Tech Virtual Library at <http://www.library.itt-tech.edu/> to access online books, journals, and other reference resources selected to support ITT Tech curricula.

Books

You may click “Books” or use the “Search” function on the home page to find the following books.

Ebrary

- Cornelissen, Joep. *Corporate Communications: Theory and Practice*. London: Sage Publications Ltd., 2004.
- Michael, Phillips J. *Ethics and Manipulations in Advertising: Answering a Flawed Indictment*. Westport, CT: Greenwood Publishing Group Inc., 1997.
- Varay, Richard J. *Marketing Communication: An Introduction to Contemporary Issues*. NY: Routledge, 2001.
- Zolkiewski, Judy, and Peter Turnbull. *Reflections on B2B Marketing in the 21st Century*. Bradford, UK: Emerald Group Publishing Limited, 2006.

Articles

- Lantos, Geoffrey P., Rosemary Polegato, and Geoffrey P. Lantos. *Cause Marketing: Build Your Image and Bottom Line through Socially Responsible Partnerships, Programs, and Events*. Journal of Consumer Marketing, 8/1/2005. Vol. 22, Iss. 4; p. 236–237.

Other References

The following resources can be found **outside** of the ITT Tech Virtual Library, whether online or in hard copy.

Books

- Blackwell, Roger D., Paul W. Miniard, and James F. Engel. *Consumer Behavior*. Mason, OH: South-Western College Pub, 2000.
- Cateora, P.R., and G.R. Graham. *International Marketing*, 11th ed. NY: McGraw Hill, 2002.
- Coupley, Eloise. *Marketing and the Internet*. Upper Saddle River, NJ: Prentice Hall, 2001.
- Dessler, Gary. *CC with eBook*, 2nd ed. Upper Saddle River, NJ: Prentice Hall, 2002.
- Duncan, Tom. *Using Advertising and Promotion to Build Brands*. NY: McGraw-Hill, 2002.
- Hill, Charles W.L. *International Business: Competing in the Global Marketplace*. Chicago, IL: Irwin Professional Pub, 2003.
- Jeanette, J-P, and H.D. Hennessy. *Global Marketing Strategies*. Boston, MA: Houghton Mifflin Company, 2002.
- Keegan, Warren J., and Mark Green. *Global Marketing*, 3rd ed. Upper Saddle River, NJ: Prentice Hall, 2002.
- Kotler, Philip. *Marketing Management*. Upper Saddle River, NJ: Prentice Hall, 2002.
- Newell, Frederick, and Katherine Newell Lemon. *Wireless Rules*. New York, NY: McGraw-Hill, 2001.
- Smith, P.R., and Dave Chaffey. *Emarketing Excellence: The Heart of Ebusiness*. St. Louis, MO: Butterworth-Heinemann, 2002.
- Osborne, Nick. *Net Words: Creating High-Impact Online Traffic*. New York, NY: McGraw-Hill, 2001.

Periodicals

- Fortune
- Forbes
- Business Week
- Wall Street Journal
- Advertising Age (<http://www.adage.com>)
- Business Journals (www.bizjournals.com)
- Information Today (www.infotoday.com)

Web Sites

- e-marketers (<http://www.emarketers.com>)
- Internet World (<http://www.internetworld.com/>)
- Free Management Library (<http://www.mapnp.org/library/>)
- Net Ratings (www.nielsen-netratings.com)

All links to Web references outside of the ITT Tech Virtual Library are always subject to change without prior notice.

Course Evaluation and Grading

Evaluation Criteria

The final grades will be based on the following categories:

CATEGORY	WEIGHT
Participation	10%
Research Assignments	20%
Analyses	15%
Writing Assignments	15%
Course Project	25%
Exams	15%
Total	100%

Grade Conversion Table

The final grades will be calculated from the percentages earned in the course, as follows:

A	90–100%	4.0
B+	85–89%	3.5
B	80–84%	3.0
C+	75–79%	2.5
C	70–74%	2.0
D+	65–69%	1.5
D	60–64%	1.0
F	<60%	0.0