I. Course Objective

This course is designed to introduce you to the field of advertising and promotion. The emphasis in the course will be on the role of advertising and other promotional mix elements in the integrated marketing communications programs (IMC) of an organization. Attention will be given to the various IMC tools used in contemporary marketing including advertising, direct marketing, Internet and interactive marketing, sales promotion, publicity and public relations, and personal selling. This course also examines the determinants of communication effectiveness and efficiency; the components of marketing communication; and the process of designing, implementing, controlling, and evaluating marketing communication strategies.

II. Prerequisites

Lower division pre-business core must be completed as well as MKTG 302 or MKTG 305. The pre-requisites for this course are listed in the course catalogue. The instructor reserves the right to administratively drop, at any point, any student who has not met the prerequisites. In order to withdraw from a course after the end of the second week of the semester, a student will need to see a CoBA Advisor for the appropriate form(s).

III. Course Text


IV. Course Approach

The course will combine several instructional approaches, including lecture, discussions, videos, written assignments and group presentations. You are expected to participate at all levels by asking questions and offering your comments and opinions about the material discussed in class. It is critical that you READ and THINK ABOUT the assigned material prior to class. You will learn more by being an active participant in classroom discussions.

V. Requirements and Expectations

Timeliness: LATE WORK IS UNACCEPTABLE.
If you cannot meet a deadline, you must see me at least one week in advance of the due date so that alternative arrangements can be made.

**Attendance:**
Your attendance in class is expected and will be noted. Remember, you will be graded on class participation and you cannot participate if you are not present.

**Exams:**
The examinations are designed to test your ability to apply the concepts discussed in class. As such, they will primarily consist of short essays and multiple choice questions. You will be tested on your ability to identify key marketing communications concepts and your ability to discuss and apply them. The final exam will include material from the entire semester. There are no make up exams unless for extenuating circumstances. Please see me at least one week prior to the exam.

**Homework:**
You must turn your homework in on the date due in order to receive credit. Homework will be graded on a credit/no credit basis. If you turn your homework in and it is done correctly and completely you will receive credit. If it is late or not done completely/correctly you will not receive credit. There are a total of 11 homework assignments. If you receive credit for all assignments you will get the full 75 points. Each time you do not receive credit for an assignment 5 points will be deducted from the 75 total points. See the attached homework schedule for assignments.

**IMC Comprehensive Project:**
The objectives, deliverables and due dates for the IMC Comprehensive Project are attached to this the syllabus.

**VII. Grading**
Grades for this course will be based on the following.

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>100</td>
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<td>Exam 2</td>
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<tr>
<td>Exam 3</td>
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<tr>
<td>Final Exam</td>
<td>125</td>
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<tr>
<td>Homework</td>
<td>75</td>
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<tr>
<td>Take Home Assignment</td>
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<tr>
<td>IMC Comprehensive Project</td>
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<tr>
<td>Class Participation*</td>
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*Includes attendance, meaningful class participation, preparation, class discussions

The total number of points earned on the exams, homework, IMC project, and participation will determine your grade. Class time will not be used for any disagreements in grading. Please see me during my office hours.

There will be no curving of the grade distribution. Course grades will be determined by using the following numerical scale:

A  93 or greater
A-  90 – 92
B+  87 – 89
B   83 – 86
B-  80 – 82
C+  77 – 79
C   70 – 76
D   60 – 69
F   59 or below

Final grades will not be posted. If you would like to know your final course grade before receiving your report card, you must submit a self addressed, stamped postcard or envelope at the time of the final.

VIII. Miscellaneous

All written assignments must be typed and double spaced or they will not be accepted. Please check your work. Excessive spelling and grammar errors will affect your grade.

The website for the class lecture notes is http://courses.csusm.edu/ssm333gc

The instructor reserves the right to alter this syllabus at anytime for any reason.
## SCHEDULE OF TOPICS

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>CHAPTERS</th>
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<tbody>
<tr>
<td>August 28</td>
<td>Introduction – IMC in marketing</td>
<td>1</td>
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<td>August 30</td>
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<tr>
<td>September 6</td>
<td>Role of IMC in the Marketing Process</td>
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<td>September 11</td>
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<td>September 13</td>
<td>Organizing for Advertising and Promotion</td>
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<td>September 18</td>
<td>Take Home Assignment</td>
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<td>September 20</td>
<td>Perspectives on Consumer Behavior</td>
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<td>September 25</td>
<td>Communications Process and Theory</td>
<td>5-6</td>
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<td>September 27</td>
<td>Source, Message, Channel Factors</td>
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<td>October 2</td>
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<tr>
<td>October 4</td>
<td>Exam 1</td>
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<td>October 9</td>
<td>Objective Setting and Budgeting</td>
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<td>October 11</td>
<td>Creative Strategy: Plan and Develop</td>
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<tr>
<td>October 16</td>
<td>Creative Strategy: Implement and Evaluate</td>
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<td>October 18</td>
<td>Media Planning and Strategy</td>
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<td>October 23</td>
<td>Evaluation of Broadcast Media</td>
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<td>October 25</td>
<td>Evaluation of Print Media</td>
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<td>October 30</td>
<td>Exam 2</td>
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<td>November 1</td>
<td>Support Media</td>
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<td>November 6</td>
<td>Direct Marketing</td>
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<td>November 8</td>
<td>The Internet and Interactive</td>
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<td>November 13</td>
<td>Sales Promotion</td>
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<td>November 15</td>
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<td>November 20</td>
<td>Exam 3</td>
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<td>November 22</td>
<td>Public Relations</td>
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<td>November 27</td>
<td>Measuring Effectiveness</td>
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<td>November 29</td>
<td>International Advertising and Promotion</td>
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<td>December 4</td>
<td>Social and Ethical Aspects of Advertising</td>
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<td>December 6</td>
<td>Group Presentations</td>
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<td>December 11</td>
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<td>December 13</td>
<td>Final Exam</td>
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Your homework is due the first day the chapter is discussed in class. See schedule of topics for dates the chapters are discussed. Each homework assignment deliverables are included with the assignment below. All assignments must be type written. **In addition to the deliverables you will also be required to be prepared to discuss your material with the class.** If you are not in class you will not be able to turn in your homework. No late homework will be accepted under any circumstance!

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**Chapter 3**

Find an example of company who has switched advertising agencies. Conduct some research using sources such as *Advertising Age*, *AdWeek*, and *the Wall Street Journal* to determine the reasons why the company decided to change agencies and their rationale for choosing their new agency.

**Deliverables:** one page to include:
- name of company and name of new and old ad agency
- Reasons for changing agencies

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**Chapter 4**

Collect ads that reflect some of the aspects of consumer behavior discussed in the text such as stages of the decision process, Maslow’s hierarchy of needs, Freudian theory, multiattribute models, various learning theories, culture, subculture, reference groups or family influences, and situational factors. Be prepared to discuss what aspects the ad reflects and how marketers might be appealing to this particular aspect of consumer behavior.

**Deliverables:** Turn in two ads, write the consumer behavior aspect it relates to on the ad

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**Chapter 5**

Choose one print ad from a magazine and evaluate it using the various elements of the basic communication model presented in this chapter.

**Deliverables:** One ad and one page paper with an evaluation of the communication model to include:
- Source (person) and is he/she appropriate
- Encoding including visual and verbal elements
- Channel or medium the ad was placed in and why chosen by the advertiser
- Process by which the message might be decoded

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**Chapter 6**

Find an example of two current advertising campaigns that are using at least one of the following source or message factors:
• Celebrity spokesperson
• Corporate leader (CEO, president, etc)
• Comparative advertising message
• Refutational appeal message
• Fear appeal message
• Humorous appeal message

**Deliverables:** Turn in your ads, write the source or message factors on the ad

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**Chapter 8**

IMC Perspective 8-1 discusses the debate over creative versus hard-sell advertising. Discuss the arguments for and against each perspective. Which do you support and why?

**Deliverables:** one page paper answering the questions above

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**Chapter 11**

Choose your favorite prime time television show and analyze it in terms of clutter.

**Deliverables:** one page paper to include:
- Name, time, and network of show
- Types of advertisements
- Number and length of advertisement

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**Chapter 13**

Bring an example of a support ad to class (or a description).

**Deliverables:** the ad, object, or description

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**Chapter 15**

Visit your favorite business to consumer or consumer-to-consumer website. Why is it your favorite? Give suggestions for improvement given the e-commerce communication objectives discussed on pages 473-474 of your text.

**Deliverables:** one page paper answering the questions above

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**Chapter 16**

Find an example of a contest, sweepstakes, or premium offer a marketer is currently running and analyze the promotion with respect to how it contributes to building brand equity. You can find examples in the free standing inserts (FSI’s) in the Sunday newspaper or on the internet.
**Deliverables:** one page paper to include:
- A description of the contest (the ad is preferred)
- Discussion of how the promotion contributes to brand equity

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**Chapter 20**

Find one example of each advertising strategy for international markets:
- A company or advertisement using a global advertising strategy
- A company or advertisement using a localized advertising strategy

What are some of the consumer behavior characteristics that necessitate the use of a global or local strategy for each company?

**Deliverables:** The ads and a one-page paper explaining the consumer behavior characteristics.

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**Chapter 22**

Find two ads that you feel are examples of negative social consequences of advertising discussed in the text such as the following:
- Ads that are offensive or in poor taste because of the product or service they advertise, the type of appeal used, or the manner of presentation
- Ads that use shock-vertising techniques
- Ads that have an adverse affect on consumer values because they encourage materialism
- Ads that stereotype women, men, ethnic groups, etc.
- Ads that encourage consumers to purchase products they do not need

**Deliverables:** turn in the ads
The purpose of the IMC comprehensive project is to have each group of students develop an integrated marketing communications plan for a product or service throughout the course. Each assignment is to be submitted on the date specified. Assignments must be typed, double-spaced and should be 2-4 pages in length. You will be working in groups of 4 students. Thus, if you divide the work evenly amongst yourselves, you will have approximately 5 pages of writing this semester. You will be graded as a group. It is your responsibility to make sure that each group member carries his/her own share of the workload. Careful planning and clear communication among group members will help minimize conflicts. You will have the opportunity to rate your peers on an evaluation form distributed at the end of the semester. The last week of class, you will be required to present a summary of the IMC plan project for the rest of the class. I want a list of group members’ names and product/service no later than the end of class on September 6.

**September 11**
Familiarize yourself with the IMC planning process. Select a product or service that your group will focus on throughout the semester. I would prefer it to be a new brand in an existing product category. I will allow your company’s sales to be no more than 5% of the industry leader’s sales. That is, if you are introducing a new brand of crackers, your total company sales cannot be more than 5% of the sales of the leading cracker manufacturer. Please describe your company’s product and mission statement. Write a mission statement for the company.

**September 20**
Analyze the marketing situation for the product or service you have chosen. You can use the IMC planning model shown in the text. Important areas to address at this stage of the IMC planning process include the marketing strategy and plan for the product/service, the relevant competition, and the marketing program that will be used, in terms of various marketing mix variables, and an analysis of the environmental factors and how they will impact the marketing and promotion of your brand.

**September 25**
Describe the consumer decision process for your product/service. Explain what factors would motivate this purchase, the search process, what attributes might be important at the alternative evaluation stage, the degree of problem solving, etc. What external factors might influence consumers’ decision-making processes for this product or service, such as culture, subculture, social class, and reference group? What are the implications of your consumer behavior analysis for the development of your IMC plan?

**October 2**
Describe how the market for your product or service can be segmented. Identify the relevant market segments and what firms are competing in these segments. Which segmentation strategy do you plan to use? Which segments will be targets and why? How will you position your product or service in the market segments you have chosen?

**October 11**
Analyze how consumers in the target audience for your product or service will respond to various elements of your communications process. Which response hierarchy model(s) discussed in class is/are most applicable? Specify the various stages in the response process through which consumers will have to pass before purchasing your product or service. Discuss the implications of the response process model you feel is applicable for the development of the IMC plan for your product or service.
October 18
Use the persuasion matrix as a framework for analyzing basic communication decisions for your IMC plan. Discuss some of the options you are considering for the three major communications variables of source, message, and channel or medium. Who will be the source or communicator for your advertising message and what is the rationale for this choice? What type of message are you considering using for your campaign? Will any of the message structures or types of appeals discussed in the text be relevant to your campaign? Analyze the various channels that might be used to communicate with your target audience. You should analyze the various message, source, and channel factors with respect to how they will impact the stages of the response process.

October 25
Specify the objectives of your IMC program. Describe how your objectives have evolved from the marketing and promotional situation analyses you conducted for your product or service. Explain whether you are using sales or communications objectives and the rationale for your choice. Do your objectives satisfy the criteria specified by the DAGMAR model? Which promotional mix element will be used as the source of the “big idea” around which your IMC program will be developed? Why have you chosen to lead with the marketing communications tool? How will other promotional mix tools be used to help you achieve your IMC objectives?

November 6
You should be ready to begin developing the advertising component of the IMC plan for your product or service. Develop a copy platform that contains the basic creative strategy for your advertising campaign. You can use the copy platform shown in Figure 8-4 as a guideline. What is the advertising campaign theme you have chosen for your product or service? Are you using any of the approaches discussed in the text such as unique selling proposition, brand image, inherent drama, or positioning as the basis of your major selling idea? Clearly state what is your “big idea”.

November 13
Consistent with the creative platform in the preceding assignment, you should now specify the advertising appeal and execution style that you will use to implement your ad campaign. Specify whether you plan to use a rational or emotional appeal, or some combination of the two. What specific type of advertising execution technique will you use to present your appeal? Provide some rationale for the creative appeal and execution technique. What specific tactical elements will be important in developing your print and broadcast messages? Create your advertisement. Describe and/or draw your ad and turn in with your paper.

November 22
Discuss how you will use sales promotion as part of the integrated marketing communications plan for your product or service. You should specify the consumer-and trade-oriented sales promotion objectives for your product or service and discuss how specific sales promotion tools will be used as part of your IMC program. You should also discuss how you will coordinate sales promotion with your advertising campaign, giving attention to areas such as budgeting ad and promotional theme coordination and media support and timing.