

Chaminade University
Integrated Marketing Communications: BU 43101
Spring 2002, TR, 12:30-1:50, E 207

Instructor: Margaret L. Friedman, PhD
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Office Hours: M, T, W, R: 10:00-noon, or by appointment

Course Overview:

In this class we will study the many different ways in which marketers communicate with consumers and potential consumers. The thesis that will guide our inquiry is that the various methods of communication must be integrated so as to deliver a consistent and effective message. Included in the scope of the class will be the traditional promotion mix (advertising, personal selling, sales promotion, publicity/public relations) as well as supplemental communication tools such as point-of-purchase displays, packaging, and sponsorships, to name a few. We are all quite familiar with marketing communication from the consumer's perspective, it has such a pervasive presence in our lives every day. This course will give you new insight on how marketing communications are designed so as to influence your attitudes and behavior.

Course Objectives:

There is no other aspect of marketing with which you are more familiar than promotion, since you have been literally bombarded with marketing messages for most of your life. Now you will be asked to augment your personal perspective with the marketer's point of view. Additionally, it is hoped that you leave this class with a vastly increased awareness of the consumer culture in which you live and that you are better "armed" as a consumer. Specifically, by the end of the semester you will:

- Understand how important strategic planning is to effective integrated marketing communications
- Be able to analyze and understand the logic behind the advertisements and other communications to which you are exposed
- Appreciate how understanding theories of consumer behavior is crucial to effective marketing communications
- Be able to enumerate the numerous and diverse communications tools and media available to marketers
- Be sensitive to the important ethical issues that arise in the context of **marketing** communications
- Be able to appropriately use the terminology associated with integrated marketing communications
- Know the organizations involved in implementing integrated marketing communications programs

Text:

Advertising and Promotion An Integrated Marketing Communications Perspective, 5th edition, George E. Belch and Michael A. Belch, McGraw-Hill Irwin

Requirements and Grading Procedures:

- 2 exams: a midterm and a final each worth 25% for a total of 50%
- IMC and Me project worth 30%
- Logo project worth 10%
- Semiotic analysis worth 10%

Final grades will be determined as a weighted average of what you earn on the assignments listed above. The customary designation of A for EXCELLENT work, B for ABOVE AVERAGE, C for AVERAGE, D for BELOW AVERAGE and F for FAILURE will be used. Hence, if you earn a C on the midterm exam, B on the final, B on the IMC and Me project, B on the Logo project and A on the Semiotic analysis your final average would be $(2 \times .25) + (3 \times .25) + (3 \times .30) + (3 \times .10) + (4 \times .10) = 2.85$, a B for the course.

IMC and ME project is intended to help you become more aware of the mind boggling multitude of marketing communications to which you are exposed. You will choose a product or service that "excites" you so that you are willing and even wanting to closely monitor ALL marketing communications to which you are exposed over the course of the semester. You should collect the various forms of communication in a "scrapbook" (may include video and audio examples, as well as print). This scrapbook will be the "data" that you analyze from an IMC perspective. That is you will judge the effectiveness and consistency of the marketer's communication efforts. Your written analysis should draw upon the theories and models you learn about in class. Your effort will be graded on the thoroughness of your data collection effort, your ability to apply appropriately what you are learning to your data analysis, and the creativity and clarity with which you present your findings in both written and oral form. Part of the challenge of this assignment is to figure out a way to use what you learn about effective communication to promote your own ideas about the communications you observe in a manner that gets your audience's attention and is convincing. In other words, you need to practice what you preach!

Logo project is intended to give you the opportunity to apply what you are learning to a real world communication situation. Specifically, you are to choose a familiar corporate logo and analyze its effectiveness (and, perhaps, ways in which it is ineffective) in terms of how it communicates the intended brand personality. You will need to research the history of the corporation/brand as well as the competitive environment to understand how the brand is trying to stand out in the marketplace. You will be given several handouts at the beginning of the semester to help you understand the significance of this assignment. Your 3-5 page written analysis (double-spaced) will be graded on the basis of your ability to apply what you are learning to "dissect" the logo you choose, the appropriateness and relevance of your comments (you demonstrate that you understand the logo in terms of the corporate and competitive environment) and the clarity and logical organization of your report.

Semiotic analysis involves "decoding" an advertisement in terms of its denotative and connotative meanings. Semiotics is the study of the meaning of signs. For this assignment you will find an advertisement that is particularly rich in symbols and you will apply principles of semiotics to interpret the message the ad is attempting to convey. This topic will be discussed in class and you will be provided with a handout to guide you in this assignment. Your interpretation should be about 1-2 pages long. You will also provide a short, informal oral presentation to the class and invite peer discussion of the interpretation of your ad. Your effort will be evaluated on the basis of the richness of the advertisement you choose to interpret, the thoroughness of your semiotic analysis (you notice all the seemingly small details that can speak "mountains"), and the clarity and logical organization of your report.

Miscellaneous Information

- Make-up exams are allowed only in the event of a doctor-excused absence and when the instructor is notified ahead of time of the problem. Assignments turned in late will be down-graded.
- Cell phones and pagers should be in the off position during class. No multi-tasking in class!
- See me early in the term if you have any questions or concerns. DO NOT wait until the end of the semester when it may be too late to deal with problems you might be experiencing in class.
- You should at least skim the chapters assigned BEFORE class. You do not need to spend a lot of time studying the reading assignment in the textbook prior to class, but you should have an idea of the topics covered so that you are prepared for what is discussed in class. After class, then, it would be a good idea to look at the reading assignment in greater depth. Lectures will not be a review of what you read, but will expand on topics covered in the text and even introduce new ones.
- There is no extra credit work available in the course. Do your best on the assignments and then there is no need for extra credit.
- Attendance is not calculated quantitatively as a part of your final grade. However, you will find that tests and assignments focus on what we cover in class. Also, if your final weighted average computes to a borderline figure, say 2.4, I will use attendance as well as the pattern of your grades on the various assignments (I look for steady improvement) to help me decide whether a C or a B best reflects your standing in the class.

Course Calendar

Date	Topic	Assignment
T 1/15	Orientation	
R 1/17	Overview of Promotion and its role in Marketing	Ch 1 to p. 24 & 32-33
T 1/22	continued	Ch 2 (marketing review)
R 1/24	Organizing for Promotion (agencies)	Ch 3 (to p. 86)
T 1/29	Promotion and Consumer Research	Ch 4
R 1/31	continued	
T 2/5	Overview of the Communication Process	Ch 5
R 2/7	continued (and semiotics)	semiotics handouts
T 2/12	continued	
R 2/14	Semiotics project presentations	
T 2/19	Source, Message, Channel factors in communication	Ch 6
R 2/21	continued	
T 2/26	Communication objectives	Ch 7 to p. 213
R 2/28	Logo project discussion	Logo, brand identity handouts
T 3/5	Midterm Exam	
R 3/7	Independent study for logo project (no class)	
T 3/12	Creative Strategy	Ch 8
R 3/14	continued	Ch 9 to p. 290
T 3/19	Logo Project Presentations	
R 3/21	Media Planning overview	Ch 10, p. 316-329 & p. 334
T 3/25-29	SPRING BREAK	
T 4/2	Broadcast & Print media	Ch 11 to p. 363 & p. 382-387 Ch 12 to p. 409 & p. 418-425
R 4/4	Support media	Ch 13
T 4/9	Direct and Internet Marketing	Ch 14, Ch 15
R 4/11	Sales Promotion	Ch 16 to p. 557
T 4/16	PR, Publicity, Corporate Advertising	Ch 17
R 4/18	Personal Selling	Ch 18 p. 617-626
T 4/23	Measuring the Effectiveness of Promotion	Ch 19 to p. 645
R 4/25	Ethical issues	Ch 22
T 4/30	IMC and Me project presentations	
R 5/2	Presentations continued and Wrap-up and review	

FINAL EXAM: Tuesday, 5/7, @ 12:45-2:45 pm

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T 4/9	Direct and Internet Marketing	Ch 13 ^{OK}
R 4/11	Sales Promotion	Ch 14, Ch 15
T 4/16	PR, Publicity, Corporate Advertising	Ch 15 to p. ⁵⁵⁷ 557 498 + 508 -I'D
R 4/18	Personal Selling	Ch ^a
T 4/23	Measuring the Effectiveness of Promotion	Ch p. X 26 -o
R 4/25	Ethical issues	Ch ;5r to p. ⁵⁻ 5g4
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