



Integrated Marketing Communications

I. Course Information:

Title: Integrated Marketing Communications
Time: December 14th to December 31st, 2020
Course #: MKT322
Credit Hours: 3
Term: Winter 2021

II. Instructor Information:

Name: Ruomeng “Ru” Wu
Title: Assistant Professor
Email: ruomeng.wu@wku.edu
Office Hours: By appointment at Zoom.
Communication Policy: You are encouraged to contact me at any time via email. A response will be given within 8 hours except on weekends.

III. Course Materials

Reference Text 1 (Optional): Integrated Advertising, Promotion, and Marketing Communications, by Kenneth E. Glow and Donald E. Baack, 8th Edition.

Reference Text 2 (Optional): Advertising and Promotion: An Integrated Marketing Communications Perspective, by George Belch and Michael Belch, 11th Edition

IV. Course Description:

Integrated Marketing Communications is a 3-credit-hour course covering the various components of the promotional mix both individually and collectively as an integrated whole. Topics include, but are not limited to, promotional tools, IMC planning, buyer behaviors, media channels, brand management, appeals, and international promotions. The principles learned in this course can ultimately be applied to a multitude of marketing settings.

V. Student Learning Outcomes:

Upon successfully completing this course, students should also be able:

- To know the main marketing communication and promotion concepts.
- To understand the challenges and opportunities in marketing communications.
- To be aware of the dynamics that affect the design and launch of a promotion.
- To acquire the knowledge and skills necessary to solve marketing communication issues.
- To strengthen communication skills through class activities.

VI. Course Communication:

This course uses the Blackboard (Bb) Learning Management System to post class materials, lectures, reminders, and other information related to the course.

You need to be able to download Microsoft Office based programs (Word and PowerPoint), watch YouTube videos, and take a Blackboard-based exam.

University policy requires that the email set up in Blackboard is the primary means of communication. It is advisable that you use your WKU email for this purpose and that you check it often. If you choose to change your email in Blackboard to a non-WKU email it is your responsibility to ensure you check it frequently.

VII. Instructional Methods:

The course format will be online distribution, video watching, and critical thinking writing activities.

VIII. Course and Grading Policies:

1. **Course Structure:** Changes may be made. Changes to the syllabus, due dates, course requirements, or grading requirements will be made as far in advance as possible.
2. **Academic Integrity:** As with all Gordon Ford College of Business efforts, this course will uphold the highest ethical standards, critical to building character. Ensuring your integrity is vital and your responsibility. All professors are required to report ANY incident of academic misconduct (e.g., cheating, plagiarism) to the college review process, which could result in severe consequences, including potential dismissal from the college.
3. **ADA Accommodations:** In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from

the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

4. **Title IX/ Discrimination & Harassment:** Western Kentucky University (WKU) is committed to supporting faculty, staff, and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) and Discrimination and Harassment Policy (#0.2040). Under these policies, discrimination, harassment, and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment, and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398, or Title IX Investigators, Michael Crowe, 270-745-5429 and Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender-based discrimination, harassment, and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.
5. **WKU Counseling and Testing Center:** The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students' capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU's Counseling and Testing Center at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-843-4357.
6. **Missed and/or late assignments and exams:** Deadlines are inflexible. Work will not be accepted after the deadline. Missed assignments will result in a grade of zero except for emergent circumstances.
7. **Criteria for letter grades:** Your course grades will be based on your performance on the following:

Critical Thinking Activities	30 points
Individual Papers	30 points
Final Exam	40 points
<u>Total Points Available</u>	<u>100 Points</u>

- Your final grade for this class will be determined using the following scale. It will be rounded to the nearest 0.5. Then strict cut-offs will apply. Advance apologies if you are a 1-point victim of a cut-off point.

Grading Scale

90% and above (90 points or above) = A

80% (80-89 points) = B

70% (70-79 points) = C

60% (60-69 points) = D

Below 60% (59 points or below) = F

Description of Course Requirements

- ***Critical Thinking Activities:*** (5 @ 6 pts. each)
 - Class participation is very important. Class participation will be judged based on your participation in critical thinking activities.
 - There will be five class activities in total. You will finish two activities in Week 1 and three activities in Week 2.
- ***Individual Assignments:*** (2 @ 15 pts. each)
 - Throughout the semester, you will finish two individual writing assignments. The assignments will be posted in Week 1 and Week 2.
- ***Final Exam:*** (1 @ 40 pts. each)
 - In Week 3, you will complete a final exam covering all topics. The exam is composed of 40 multiple-choice items and lasts one hour.

IX. Course Schedule:

Week #	Topic(s):	Activities & Assignments
Week 1 12/14-18	Topic 1: Introduction to IMC	Activities * 2 Individual Assignment 1 available (due on 12/27)
	Topic 2: IMC Planning	
	Topic 3: Perception	
Week 2 12/21-25	Topic 4: Attitude	Activities * 3 Individual Assignment 2 Available (due on 12/31)
	Topic 5: Media Channels	
	Topic 6: Social Influence	
	Topic 7: Brand Management and Packaging	
Week 3 12/28-31	Topic 8: Ad Appeals	Final Exam (due on 12/31)
	Topic 9: Design and Copywriting	
	Topic 10: International Promotions	