



Integrated Marketing Communications

MKTG 4104

Summer 2017

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Course Description

This course is designed to introduce you to the field of advertising and promotions management. We will examine this field from an integrated marketing communications (IMC) perspective. An IMC perspective calls for a “big picture” approach to planning marketing and promotion programs and coordinating the various communication functions. To fully understand the strategic effectiveness of marketing communications, attention must not only be focused on the traditional area of advertising, but to other areas of communication such as branded entertainment, direct marketing, sales promotion, interactive media, publicity/public relations, packaging, social media, sponsorship marketing and point-of-purchase communications. To effectively plan, implement, and evaluate an integrated marketing communications program requires a thorough knowledge of a variety of areas/topics, including the strategic marketing process, communications theory, consumer behavior issues, and the various media types and vehicles available to the organization. Attention will also be focused on market, competitive and macro-environmental forces that continuously impact the manner in which firms and their stakeholders communicate.

Course Objectives

I approach this course from a strategic marketing perspective, focusing directly on the promotional component of the marketing mix. Firms have a variety of strategic vehicles at their disposal to use to communicate with consumers. The key for each firm is to determine **the most effective and efficient combination of communication vehicles and messages necessary to build their brand given the firm's strengths and weaknesses, goals and objectives and the external environment (i.e., market/industry, competition, macro-environment)**.

Topics to be covered include the following:

The Role of IMC in the Marketing Process
The Role of Ad Agencies and other Marketing Communication Organizations
The Communication Process
Source Message and Channel Factors
Creativity Strategy
Media Planning and Strategy
Evaluation of Various Medias (TV, Radio, Newspaper, Magazines)
Digital and Social Media
Support Media
Direct Marketing
Sales Promotion
Public Relations
Measuring the Effectiveness of the Promotional Program

Specifically we will learn:

- How companies can effectively and efficiently use multiple IMC elements (advertising, direct marketing, interactive media, packaging, point-of-purchase communications, publicity/public relations, sales promotion, social media and sponsorship marketing, etc.) to accomplish their marketing objectives

- How companies can adapt and respond to the digital revolution and effectively reach consumers via increasingly new forms of interactive, digital and social media
- How consumers respond to advertising messages and other forms of marketing communication
- How communication is geared to meet different kinds of consumer needs
- The advantages and disadvantages associated with various communication medias/vehicles
- What is meant by creativity
- How various message appeals, executions, strategies can be used effectively
- How firms adapt to the cluttered marketplace
- The difference between sales and communication objectives
- Media planning and strategy
- To evaluate the ethical dimensions/aspects of marketing communication

Course Materials & Resources

Grading

Class Schedule

Attendance Policy

Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

- a. 1st absence will result in a loss of a 1/3 of a letter grade in that class
- b. 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- c. 3rd (cumulative) absence will result in a dismissal from the program.

Absences due to illness require a note from the CIMBA Office Staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.

Grievance Policy

Student concerns regarding this course should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the CIMBA Director, Brandelle Unkrich (319-335-1041, brandelle-unkrich@uiowa.edu). The Director will review the details of the complaint and involve the Associate Dean of the Undergraduate Programs, as needed.

Academic Misconduct

The Tippie College of Business at the University of Iowa follows an honor code regarding academic misconduct. That code can be found at <http://tippie.uiowa.edu/honorcode.cfm> and includes cheating, plagiarism, unauthorized collaboration, obtaining an unfair advantage, forgery, facilitating academic dishonesty, and misrepresentation. Be sure you are familiar with this code. Students who exhibit academic dishonesty will receive a zero (0) for the assignment or examination involved and may receive an "F" for the class. All incidents of cheating will be reported to the CIMBA staff, as well as to the Senior Associate Dean of the Tippie College of Business. The decision of the professor may be appealed to a Judicial Board. The Honor Code for the Tippie College of Business will determine the appropriate appeal process.

Accommodating Students with Disabilities/Academic Accommodations

A student seeking academic accommodations such as a modification of seating, testing, timing, etc. should first register with Student Disability Services, then contact Shannon Lizakowski (shannon-lizakowski@uiowa.edu) in the CIMBA Office to make further arrangements. See <http://sds.studentlife.uiowa.edu> for more information.

Sexual Harassment

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. If you feel that you are being or have been harassed or you are not sure what constitutes sexual harassment, we encourage you to visit the University website, www.sexualharassment.uiowa.edu/index.php, and to seek assistance from the CIMBA Director, Brandelle Unkrich, at 319-335-1041 or brandelle-unkrich@uiowa.edu.