MKBU 3434

Integrated Marketing Communications  
TWTh 6:00 PM -9:00 PM

Room: TBA

Instructor: Professor Anthony DeFrancesco

Office Hours: TTh 5-5:30 or by appointment:

Contact Information:
Anthony DeFrancesco
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Required Text:

Advertising and Promotion: An Integrated Marketing Communications Perspective
11\textsuperscript{11} Edition

By George Belch and Michael Belch
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Note: Connect will be a very useful tool for assignments and learning and is required.

Course Description
Advertising is the most pervasive element of the marketing mix: the average American family of four is exposed to 1,500 advertising messages a day! Students will study the role of advertising in the marketing communications mix. Topics include: allocating the promotional budget and developing advertising strategy, product positioning, creative development, media planning, research and control, legal issues, and ethical considerations. Students will apply theories to case discussions and develop a full-fledged competitive advertising campaign for a potential 'client.'

Course Objectives
This course will explain the role of Integrated Communications within the overall sphere of marketing. We will show how clients and their agencies develop and manage integrated communications programs. We will cover a wide range of topics, examples, and perspectives. In the reality of today, IMC requires a skillset of art, science, and fortitude with a little bit of insight, foresight and fortune. From the Fortune 50 all the way to the Fortune 1000 Chief Marketing Officers (CMO) all need to have IMC initiatives and programs in their toolkits.

SUPPLEMENTARY AND SUGGESTED REFERENCES
- Handouts and materials posted on BB
- American Marketing Association
  https://www.ama.org/students/Pages/Student-Resources.aspx
- Global Edge MSU: http://www.globaledge.msu.edu
- Direct Marketing Association
  http://thedma.org/
- Journal of Marketing
- Journal of B2B Marketing
- Business Marketing Association
  http://www.marketing.org
- AD Age http://adage.com/
- Journal of Market Research
- Journal of Integrated Marketing Communications
Learning Objectives:

- Upon successful completion of this course, you will be able to:
- Understand all the major marketing communication tools and processes: advertising, direct marketing, the Internet, interactive media, sales promotion and social media.
- Understand theoretical models used as a foundation for action. Develop goals and objectives for an effective campaign.
- Understand the challenge in connecting strategy, the message, and creativity.
- Understand how to research and evaluate a company’s marketing and promotional initiatives.
- Learn the framework for return on investment and the various analytic tools used.
- Create an effective integrated communications program
- Critique and evaluate current ad campaigns (TV, Print, Digital, etc.).

COURSE MATERIAL: The course will primarily consist of lectures, outside readings, case studies and analysis, video presentations, interactive broad-based discussions, written assignments, 2 chapter based material exams and a development of a competitive advertising campaign for a client. Since it is assumed that you will have read the assigned textbook readings, the lectures will be designed to focus and embellish the major concepts.

EXAMS
Cumulative Final Exam will be given as indicated in the course schedule to maximize learning and evaluate your performance. The exam may also cover material from the text, cases, videos, and material in the lectures not necessarily presented in the text.

CASE STUDIES
There will be two written case study assignments. We will discuss these and the class assigned cases on the indicated days in order to reinforce material
from the text and lectures. These cases are to be read and the student should come to class prepared to discuss. Details will be provided at our first meeting.

**REFLECTIVE JOURNALS**

It is highly recommended that students keep a reflective journal of class notes, case study preparation notes and applied assignments material, so that the student contributions to class discussions can be documented, effectively interactive and structured. Reflective journals can be used to contribute to class participation grade component.

**COURSE POLICIES, PROCEDURES AND OTHER COMMENTS:**

1. If you become aware of any situation that would cause you to miss a class session or assignment due date, please advise the instructor.
2. As the class lectures are designed to be highly interactive discussions each student should come to class prepared to participate in a comprehensive manner. Reading assignments and homework must be accomplished as indicated to ensure in-depth and relevant discussions.
3. Respecting the opinions of others and being open to new ideas is important for all participants.
4. Please refrain from conducting private conversations while the instructor or students are speaking. No cell phones, mp3 players, or other similar devices are to be used in class. Use of IPADS or computers or I-phones will be acceptable and in fact encouraged only if used for note taking and research to contribute to class discussions.
5. Missed assignments or missed exams are not acceptable and will be assigned a 0 grade. Late assignments in extenuating circumstances may be permitted with advance notice to, and permission from, the instructor. If any emergency arises please let me know and I will always do my best to make special accommodations wherever possible.
6. **Withdrawal Policies:** As per Fordham University policy.
7. **Incomplete Grades:** As per Fordham University policy.
8. Style format for all papers are to follow MLA standards
9. **Contact**: My preference is that students contact me via e-mail and I will try to respond to e-mails within 24 hours. Students should also feel free to contact me by telephone should the need arise.

10. **STUDENTS ARE REQUIRED TO CHECK E-MAIL AND COURSE ANNOUNCEMENTS AND BLACKBOARD ON A REGULAR BASIS. NO EXCUSES WILL BE ACCEPTED FOR FAILURE TO FOLLOW THESE INSTRUCTIONS**

**Academic Integrity**: Please make sure you understand and follow Fordham University’s policy on academic integrity, academic honesty and plagiarism. Violations are taken very seriously and could likely result in a failing grade and other serious sanctions. As required by University Academic Integrity policy any suspected academic dishonesty will be reported to the Academic Chair of Integrity for action accordingly. See the Fordham University Undergraduate Policy on Academic Integrity for specifics.

**COURSE STRUCTURE**

**Class Attendance and Participation**
Attendance and active participation in all aspects of the course are essential for maximizing your learning from the course. The quality and quantity of participation will be monitored in each class and will contribute to the final grade. Note that participation grade component is not a given and that participation points have to be earned. Of course attendance is critical to achieving participation grade points. Should any unplanned circumstances or emergency arise please contact me and I will always do my best to make special accommodations where possible. Use of individual reflective journals is also a mechanism to contribute to participation grade.

**Lecture and In-Class Activities**
Again lectures will be designed to stimulate interaction and will be used to embellish on core concepts, theories and principles. Video clips, handouts, web visits and current event materials will also be used to illustrate and highlight lecture content. Case study analysis and other experiential exercises will be conducted to help develop relevant hands-on/applied skills you will need to become an effective individual contributor and manager in a global business context.

**Assignment Due Dates**
Due dates for readings, assignments and take home exams as applicable are posted in the syllabus schedule. Students are expected to make every effort to complete assignments on time.

**Grading:**
Grades will be based on performance and results in individual assignments, quizzes, final exams, case study discussions and overall participation.

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| Class Participation Bonus | 5%    | (Add directly on to. Exams will be essay format for the most part. Negotiable.)

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**Writing Skills**  It is expected that written work be comprehensible and grammatically correct. Please note that points will be deducted for spelling and grammar mistakes. Poor writing skills will hurt on the job as well as in the classroom. The Writing Center is a valuable student resource that is available to help students with their writing skills development.

**Course Schedule and Readings**

**5/30-6/1 Session 1: Chapters 1-4**

- An Introduction to Integrated Marketing Communications
- The Role of IMC in the Marketing Process
- Integrated Marketing Program Situation Analysis
- Organizing for Advertising and Promotion: The Role of Ad Agencies and Other Marketing Communication Organizations
Perspectives on Consumer Behavior

6/6-6/8 Session 2 Chapters 5-8
- Analyzing the Communication Process
- The Communication Process
- Source, Message, and Channel Factors
- Objectives and Budgeting for Integrated Marketing Communications Programs
- Establishing Objectives and Budgeting for the Promotional Program

6/13-6/15 Session 3: Chapters 9-12
- Creative Strategy: Planning and Development
- Creative Strategy: Implementation and Evaluation
- Media Planning and Strategy
- Evaluation of Media: Television and Radio
- Evaluation of Media: Magazines and Newspapers
- Print, Electronic, and Digital Media Production Topics
  IMC Guest Speaker

6/20-6/22 Session 4: Chapters 13-17
- Support Media
- Direct Marketing
- The Internet: Digital and Social Media
- Sales Promotion
- Public Relations, Publicity, and Corporate Advertising

6/27-6/29 Session 18-20
- Monitoring, Evaluation, and Control
- Measuring the Effectiveness of the Promotional Program
- Special Topics and Perspectives
- International Advertising and Promotion
- Regulation of Advertising and Promotion
- Final Exam 9-20