



BUSI 3205 B: Marketing Communications

WINTER 2026

Instructor	Dr. Dora Wang
Email Address	Dora.wang@carleton.ca
Class Times	Wednesdays (8:35 am – 11:25 am)
Modality	In-person Please note, if circumstances require it one or more classes MAY be asynchronous or via Zoom/Teams. If so, all class details will be sent to you prior.
Office Hours	By appointment
Office Location	6034 Nicol Building
TA Name/Email	TBD

Pre-Requisites & Preclusions:

Prerequisites & Preclusions: BUSI 2204 or BUSI 2208 with a grade of C- or higher.

Course Description/Instructor's Statement

Carleton Calendar Description (Find at <https://calendar.carleton.ca/undergrad/courses/BUSI/>)
Promotion as communication process and marketing tool. Integrating advertising, direct/digital marketing, interactive media, sales promotion, public relations, personal selling through strategic planning (research, budgeting, organizing, creative and media strategy), execution, and campaign evaluation. Regulatory, ethical, social issues considerations.

Instructor's Description:

Marketing Communications, also known as Integrated Marketing Communications (IMC) intertwines various aspects of marketing to build, grow, strengthen, and promote brands. Throughout the semester, through lectures, class discussions, assignments and more, students will learn about the components of IMC - including branding and identity, public relations and media, advertising, sales, and direct, digital, and social media marketing - and how they work together to help brands reach, attract, and convert various audiences. In addition, students will be assigned to agency-like groups to develop and present strategic integrated marketing campaigns / plans that include target audience research and definition, objective, goal and strategy setting, tactical design and execution, and measurement.

The course is built upon the principles of active learning, which means that you – individually and in teams – must take responsibility for your own learning. You will set your own personal and professional goals for the course; use the resources provided in the syllabus and available technology to work towards your goals; identify other resources including people, articles and videos that can help; and monitor your progress towards your goals. Please check-in with me as needed. An active student learner makes a commitment to come to class prepared. Make sure you check the weekly schedule, critically read or watch the assigned article(s)/chapter(s)/video(s) and thoroughly prepare for class discussion. This material is best learned by participating, and not by sitting passively watching from the sidelines. Active learning requires you to identify relevant terminology, concepts, ideas, and materials, and critically

analyze these, looking for patterns and themes, make connections, and develop well-reasoned and articulated points-of-view.

In addition to discipline specific goals and objectives, this course will also address communication, rhetorical, collaborative, research, analytical, problem-solving, creative, professional, ethical, and team-building skills.

Learning objectives:

GOALS	OBJECTIVES	ASSESSMENTS
Upon successful completion of this course, students should be able to <u>understand</u>:	Upon successful completion of this course, students should be able to <u>do</u>:	How students will be <u>assessed</u> on these learning objectives:
<ul style="list-style-type: none"> ✓ Identify the major components of an IMC campaign and plan. ✓ Understand the advantages and disadvantages of IMC, and how it's being used strategically by marketers. 	<ul style="list-style-type: none"> ✓ Develop a complete IMC campaign and plan, creating an integrated promotional effort. 	<ul style="list-style-type: none"> ✓ Class discussion/participation ✓ Group project ✓ Reading materials ✓ In class activities ✓ Assignments
<ul style="list-style-type: none"> ✓ Effectively communicate marketing analysis both in writing and presentations. ✓ Sharpen presentation, project management, and teamwork skills. ✓ Hone client management skills 	<ul style="list-style-type: none"> ✓ Prepare a written analysis of an IMC project. ✓ Build a marketing presentation. ✓ Demonstrate marketing analysis skills in presentation form. 	<ul style="list-style-type: none"> ✓ Class discussion/participation ✓ Group project ✓ Reading materials ✓ In class activities ✓ Assignments
<ul style="list-style-type: none"> ✓ Know important IMC trends. 	<ul style="list-style-type: none"> ✓ Source relevant, timely news relevant to the marketing discipline. 	<ul style="list-style-type: none"> ✓ In class discussions ✓ Supplemental articles
<ul style="list-style-type: none"> ✓ Understand the value of quantitative and qualitative research for identifying marketing issues, formulating solutions, and supporting recommendations. ✓ Think about brands from consumers' points of view to deliver short and long-term results 	<ul style="list-style-type: none"> ✓ Develop and polish marketing analysis skills. ✓ Link research, data insights, and analysis to marketing decision-making. 	<ul style="list-style-type: none"> ✓ Class discussion/participation ✓ Group project ✓ Reading materials ✓ In class activities ✓ Assignments

Required/Optional Materials & Prices

For this course, no textbook is required but weekly readings such like articles, chapters, and cases will be assigned to students. Select cases for classroom sessions will be made available at no cost through the Ares link on the course website.

Students are not required to purchase textbooks or other learning materials for this course.

Grading Scheme

Individual assignments

Ads comparison analysis	15
IMC content creation	15

Group assignments

Proposal	5
A comprehensive IMC campaign	25
Group presentation	10

Individual final exam	20
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Class engagement	10
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Total marks	100
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Important Dates to Note

Ads comparison analysis	Feb. 4
IMC content creation	Mar. 9
Group project proposal	Feb. 1
Group report	Apr. 5
Group presentation	Apr. 1
In-class final exam	Mar. 18
Contribution to Class Discussion	Ongoing

University Academic Calendar: <https://calendar.carleton.ca/academicyear/>

Methods of Evaluation**1. Group assignments (40%)**

This is a group assignment comprising a proposal (5%), a comprehensive IMC plan (25%) and presentation (10%). As a group, you will create a Marketing Communications Agency with everyone fulfilling roles within the agency. You will then conduct research (e.g., audience, competitor, marketplace) and design a comprehensive IMC campaign for a real client in Ottawa/Canada. Details provided in separate document. You should expect to spend a considerable amount of time and effort on the assignment, so plan your time wisely. **Declaration of Academic Integrity** MUST be completed and uploaded to Brightspace with each group submission. **Peer evaluations** MUST be carried out and submitted along with each group submission. Students will evaluate each of their group members (in terms of their respective participation and contribution to all team activities). At the completion of the course, the instructor may adjust group assignment marks awarded to individuals based on peer feedback. **Group work** is an important component of this course given the realities of selling and the business world in general. A group is defined as:

- Students who are actively working together
- A group is NOT two or more students getting together to reduce workload on an assignment or business model. Students in a group must be actively working together towards a common business

goal

- Team size: 5 – 6 students (max)
- All groups must be initiated by week 2 of the course

2. Individual assignments (30%)

You will have two individual assignments to complete in this course: 1) comparisons across ad types (15%); 2) IMC content creation (15%).

3. Individual final exam (20%)

An in-class final exam will be held in Week 10. More details to follow in class.

4. Class engagement (10%)

Class engagement is considered important to success in this course. Mere attendance does not count towards full class participation. Effective participation implies active and continuous contribution to class proceedings on the part of students in the form of engagement in individual/group activities, raising or answering questions, commenting on issues raised by the instructor or other students, or bringing to the attention of the class relevant items of interest from the media or personal experiences. The professor will keep track of student participation at each class. You are also required to keep a record of your own participation. Please note that individual and group activities will be integrated into lectures and form the basis for your participation grade in addition to in-class engagement.

10% of your grade is allocated for class participation. This is divided into two components: 1) Subjective Evaluation (2%): At the end of the term, I will assign these marks based on your overall participation and contribution to class discussions. 2) Engagement Activities (8%): Throughout the term, there will be five scheduled engagement activities. You can find the schedule in our course outline. Your grade for this portion will be determined by how many you complete - 4 or 5 activities: 8%; 3 activities: 6%; 2 activities: 4%; 1 activity: 2%; 0 activities: 0%.

Late Assignments:

Late submission will be penalized 5% of the deliverable grade per day (e.g., an assignment graded 8 marks will be penalized 0.4 marks per day). No late deliverables will be accepted after **5 days** past the stated deadline. Missing deliverable will receive a mark of zero, and there is no make-up assignment. Extensions may be granted in the case of exceptional circumstances. You must discuss these circumstances with your instructor at least 24 hours **before** the assignment due date. Please note that discussing the situation is not the same as merely informing your instructor.

Note: Please keep an electronic copy for every exercise and assignment you submit.

Preparation and Participation:

This is an in-person class and you are expected to attend all sessions and arrive on-time. You must come to class prepared by having checked the course Brightspace for any announcements/updates, and having read the required textbook chapter as noted in the class schedule. In-class group/individual activities that occur during class time contribute towards your Contribution grade and **cannot be made up** should you miss a class.

To request a review and re-evaluation of your assignments, please submit your request **within 3 days** of the grade being posted.

Deferred Examinations/Assignments:

If you wish to defer a **Formal Final Exam**, you – the student – must reach out to the registrar’s office with the proper documentation prior to the deadline (please refer to <https://carleton.ca/registrar/deferral/> for dates). Once the request has been put through, your instructor will be notified for their approval. Your final exam will be formally scheduled. If you miss the deadline for applying for a deferral, please reach out to your instructor personally to discuss.

In the event that you are unable to write a **midterm, test, or other scheduled assessments** due to extenuating circumstances (such as a death in the family, illness, etc.), you must provide appropriate supporting documentation to your professor. Upon review, a deferred test may be offered. Please note that students who do not provide valid documentation or fail to offer a reasonable explanation for missing an assessment will receive a grade of 0% for that test.

The deferral will be held on Monday, *Mar. 23* at 7:15 am.

Policies & Accommodations

<https://students.carleton.ca/course-outline/>

<https://carleton.ca/pmc/current-students/academic-accommodations/>



Stay updated with important notifications and announcements from Carleton University, by downloading the Carleton University App!

Use of Generative Artificial Intelligence

This is a human-centered course. In this course, evaluation focuses on what you can do *without* AI assistance. While you are welcome to use AI tools to explore ideas, study, or clarify concepts, all submitted work must represent your independent thinking and original effort. Use AI for learning, not for producing graded submissions. Your understanding and reasoning – not AI output – will form the basis of assessment. Using AI for graded submissions constitutes academic integrity violation.

Course Schedule (subject to change)

While every attempt will be made to keep to the schedule listed below, unforeseen circumstances may necessitate modifications throughout the semester.

Please note that additional cases and articles may be added to Brightspace throughout the term to support in-class sessions. All readings will be posted a minimum of 72 hours prior to the in-class session.

Session /Date	Topics	Deadlines & Activities
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1 /Jan 7	<ul style="list-style-type: none"> • Getting started – What is IMC? <ul style="list-style-type: none"> ○ Definition, importance, and components of IMC ○ Overview of the communication process ○ Evolution of marketing communication strategies 	<p>Syllabus and class review.</p> <p>Get to know each other.</p> <p>Form your group.</p>
2 /Jan 14	<ul style="list-style-type: none"> • Working on group project • Communicating with consumers <ul style="list-style-type: none"> ○ Consumers and communications theories ○ Role of psychology in marketing communication 	Group list & names
3 /Jan 21	<ul style="list-style-type: none"> • Advertising and IMC • Working on the Group Project – define your agency and roles 	<p>Group list & names</p> <p>Class Engagement #1</p>
4 /Jan 28	<ul style="list-style-type: none"> • How do IMC agencies operate? • IMC agencies and planning campaigns • Working on the Group Project – Group project proposal 	<p>Class Engagement #2</p> <p>DUE - Group Project Proposal (11:59 pm, Feb. 1)</p>
5 /Feb 4	<ul style="list-style-type: none"> • Branding, ideation, creativity, and the creative process 	DUE – Individual assignment 1 (11:59 pm, Feb. 4)
6 /Feb 11	<ul style="list-style-type: none"> • Social media and IMC • Working on the Group Project – Feedback on Group project proposal and Q&As 	Class Engagement #3
<i>Feb. 16-20 Reading Break. No class.</i>		
7 /Feb 25	<ul style="list-style-type: none"> • Non-advertising forms of IMC (1) – Guerilla Marketing • Working on the Group Project – Creative brief 	
8 /Mar 4	<ul style="list-style-type: none"> • Non-advertising forms of IMC (2) – Public Relations • Non-advertising forms of IMC (3) – Product Placement • Working on the Group Project – Creative brief 	Class Engagement #4

9 /Mar 11	<ul style="list-style-type: none"> Digital (non-social media IMC) – trends and examples Other non-advertising forms of IMC (e.g., sales promotion, personal selling) 	DUE – Individual assignment 2 (11:59 pm, Mar. 9) Class Engagement #5
10 /Mar 18	<ul style="list-style-type: none"> In-class exam 	
11 /Mar 25	<ul style="list-style-type: none"> IMC in a global context 	
12 /Apr 1	<ul style="list-style-type: none"> Course wrap-up Group presentations - marketing strategy plan 	Presentation slides due by 11:59 pm, Mar 31 Reports due by 11:59 pm, Apr 5

Contribution to Learning Goals of the Program (BCom, BIB):

Program Learning Goal	Competencies Not Covered	Competencies Introduced (only)	Competencies Taught But Not Assessed	Competencies Taught and Assessed
BC1 Knowledge <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>				✓
BC2 Collaboration <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>				✓
BC3 Critical Thinking <i>Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.</i>				✓

BC4 Communication <i>Graduates will be effective and persuasive in their communications.</i>				✓
BI5 Global Awareness (BIB ONLY) <i>Graduates will be globally-minded.</i>				✓

ADDITIONAL INFORMATION

Course Sharing Websites

Materials created for this course (including presentations and posted notes, labs, case studies, assignments, and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Required calculator in BUSI course examinations.

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

Group work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, followership, and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

Grading

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

Academic Regulations

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodation

Carleton is committed to providing academic accessibility for all individuals. You may need special arrangements to meet your academic obligations during the term. The accommodation request processes, including information about the *Academic Consideration Policy for Students in Medical and Other Extenuating Circumstances*, are outlined on the Academic Accommodations website (students.carleton.ca/course-outline).

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Pregnancy Accommodation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Religious obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Academic Accommodations for Students with Disabilities

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. carleton.ca/pmc

Survivors of Sexual Violence

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: carleton.ca/sexual-violence-support

Accommodation for Student Activities

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during

the first two weeks of class, or as soon as possible after the need for accommodation is known to exist.

<https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: **students.carleton.ca/course-outline**

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another’s ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. If the allegation proves true, the penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. **For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.**

Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

Sprott Student Services

The Sprott Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success, including study skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at academicadvising@sprott.carleton.ca.

Centre for Student Academic Support

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

Important Information:

- Students must always retain a copy of all work that is submitted.
- All final grades are subject to the Dean’s approval.
- For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all

email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://carleton.ca/its/get-started/new-students-2/>
