



Carleton
University

Sprott
School of Business

CARLETON UNIVERSITY
SPROTT SCHOOL OF BUSINESS
FALL 2026
MARKETING COMMUNICATIONS BUSI 3205

Instructor: Aron Darmody PhD.

Office: 7032 NI (Nicol Building). **Meetings via Zoom** - <https://carleton-ca.zoom.us/my/arondarmody>

Office Hours: Tuesday 10:00am – 11:00am (virtually, via zoom, and ideally by appointment)

Email: arondarmody@cunet.carleton.ca

Phone Number: I assure you that email is the better option!

Class Time: Tuesday 11:35am-2:25pm. Brightspace has full details. Please note, if circumstances require it one or more classes MAY be via zoom or be asynchronous. If so, all class details will be sent to you prior.

TA: TBA

Team Building Survey: TBA

COURSE DETAILS AND MATERIALS

Modality: This class will be in person this semester. There may be circumstances which means one or more classes will be online. If so, it may be mixture of synchronous (via zoom) and/or asynchronous delivery.

Every class has discussions in which everyone is expected to participate. I will actively encourage participation. Also, there will be some asynchronous components to the course, including online discussion forums.

Course Calendar description from the 2026 University calendar: 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.

Pre-requisites & precluded Courses: BUSI 2208 (Introduction to Marketing) or BUSI 2204 (Basic Marketing) with a grade of C– or higher. Please note that the Sprott School of Business enforces all prerequisites.

You are expected to have a strong working knowledge of core marketing concepts (e.g., SWOT / PEST analyses, segmentation / targeting / positioning, value propositions, customer satisfaction, product strategy, pricing strategy, distribution (channel) strategies, etc.). If your foundational understanding is lacking, please revisit your what you covered in previous courses or read marketing textbook(s) available at the library.

TEXTBOOK

There is no required textbook. Instead, I have gathered a set of readings and videos relevant to the topics we cover. I will post all readings/videos on Brightspace for the relevant modules. At times, you will also be asked to contribute your own readings and examples to Discussion Forums (for grade points).

To ensure that your email gets priority, please start subject line of every email with “BUSI 3205 Marketing Communications” ...

COURSE 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.

As well as covering discipline-specific goals and objectives, the course will also address communication, rhetorical, collaborative, research, analytical, problem-solving, creative, professional, ethical, and team-building skills.

Use of Generative Artificial Intelligence

AI use in this course varies by assignment. Some activities will explicitly invite you to use AI tools; others will require work completed independently. Please read each assignment's instructions carefully for permitted and prohibited uses. When AI is used, be transparent about how you used it and apply critical judgment to verify its accuracy and relevance.

Deferred In-Class Tests:

If you are unable to write an assessment or your midterm exam 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 or the exam will receive a grade of 0% for that assignment or exam.

Deferred exams are held on Mondays at 7:15 a.m. (or Tuesday at 7:15 a.m. when Monday is a statutory holiday). If a deferral exam is needed in this course, it will be held on Monday, 9th of November at 7:15am.

Deferred final exams:

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.

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/>
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LEARNING OBJECTIVES

GOALS	OBJECTIVES	ASSESSMENTS
Upon successful completion of this course, students should be able <u>to understand</u>:	Upon successful completion of this course, students should be able <u>to do</u>:	How students will be <u>assessed</u> on these learning objectives:
✓ 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.	✓ Develop a complete IMC campaign and plan, creating an integrated promotional effort.	✓ Class discussion/participation ✓ Group project ✓ Reading materials ✓ In class activities ✓ Assignments
✓ Effectively communicate marketing analysis both in writing and presentations. ✓ Sharpen presentation, project management, and teamwork skills. ✓ Hone client management skills	✓ Prepare a written analysis of an IMC project. ✓ Build a marketing presentation. ✓ Demonstrate marketing analysis skills in presentation form.	✓ Class discussion/participation ✓ Group project ✓ Reading materials ✓ In class activities ✓ Assignments
✓ Know important IMC trends.	✓ Source relevant, timely news relevant to the marketing discipline.	✓ In class discussions ✓ Supplemental articles
✓ 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	✓ Develop and polish marketing analysis skills. ✓ Link research, data insights, and analysis to marketing decision-making.	✓ Class discussion/participation ✓ Group project ✓ Reading materials ✓ In class activities ✓ Assignments

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
	CHECK (X) ONE PER ROW			
BC1 Knowledge Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.				X
BC2 Collaboration Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.				X
BC3 Critical Thinking Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.				X
BC4 Communication Graduates will be effective and persuasive in their communications.				X
BI5 Global Awareness (BIB ONLY) Graduates will be globally-minded.				X

Course Requirements & Methods of Evaluation (including tentative due dates that are subject to change):

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, follower-ship 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. Also, for group work completed will grade every person's contribution individually, oftentimes with peer feedback taken into account.

Course Grading Scale

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

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

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

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

Pregnancy 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

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 bcorn@carleton.ca or at bib@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/>
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CLASSROOM ETIQUETTE

WE ARE ALL IN THIS TOGETHER. I expect you to conduct yourselves in a professional manor, respect your fellow classmates, and invest in me as much as I invest in you. You are expected to come to every class and come to those on time. Once you are in class, please do not leave class until the end. Arriving late for class (after attendance is taken), leaving class early, or leaving during class and returning is disruptive. Consistent incidences will negatively impact your grade, and be assessed at my discretion. Please ensure all tech (phones) is turned off unless asked for by me.

COURSE GRADING SCALE

Task	Description	Due	Points to Grade
Getting Started	Complete the Group members survey by the due date	Sept 16	0.5
Participation	Participation is imperative to obtain the necessary knowledge and tools for success and all students are expected to engage in class discussions and exercises. This is your opportunity to demonstrate a working knowledge of the material and to share & gain new insights. It begins by <u>attending every class</u> .	Ongoing	12
Discussion Board	Students are expected to post to <u>ALL</u> discussion board forum topics (and respond to some) that correspond to lessons learned in class for certain weeks. If you read this line, please email me a photo of one of your favourite places – the choice is yours. You will post your own and comment and respond to classmates. You will post your own and comment and respond to classmates – <u>will give detailed discussion forum instructions</u>	Ongoing	5
Assignments	Students are expected to complete and submit assignments NO LATER than start of class on the date they are due. Assignments are designed to coordinate with lectures / readings to demonstrate understanding and application of material learned.	Ongoing	18
Mid-term exam	In-class mid-term exam. Blend of multiple choice and written questions.	Nov 3	14
Individual exam	A final exam will be administered during the exam period in December. This will be an oral (spoken word) exam where you will discuss with me the answers to questions about course material. Full details will be provided in due course.	On scheduled exam dates	18
Group Project	Students will be organised into groups. You will create a Marketing Communications Agency with everyone fulfilling roles within the agency. You will then conduct research (audience, competitor, marketplace) and design a comprehensive IMC campaign for a client . Details to be provided in separate document. There will be a series of milestones through the semester in which the group will submit their work, with the final presentation and paper <u>due on dates near the end of the semester. Full details and dates TBC.</u>	Presentation and paper due Dec. Final dates TBC	32.5

COURSE SCHEDULE (subject to change). All Readings listed on Brightspace

Week 1:	Course Introduction and what is IMC	
Sept 15	Syllabus and class review. What is IMC	QUALTRICS SURVEY

Week 2:	Communicating with Consumers	
Sept 22	Consumers & communications theories. <u>Intro to client / group project</u>	

Group Deliverable 1: Defining your agency and roles (1.5%)		Due Sept 23 rd
Week 3:	Introducing IMC Agencies and planning campaigns	
Sept 29	How do agencies operate?	Discussion Post (1.25): Find agency example
Group Requirement: CLIENT INTRO		Due Sept 30
Individual Assignment 1: Comparisons across social media ad types		DUE Sept 30

Week 4:	Branding, ideation, creativity, and the creative process	
Oct 6	The Creative Process	Discussion Post (1.25): Creative Org
Group Deliverable 2: Proposal (0%)		Due Oct 4
Week 5:	Social Media	
Oct 13	Social Media and IMC	
Group Deliverable 3: Creative Brief – (3%)		DUE Oct 18

Week 6:	Non-advertising forms of IMC (1) – Public Relations	
Oct 20	Public Relations	
Individual Assignment 2: Create your own IMC content. Create & analyse process		DUE Oct 20

NO CLASS – READING WEEK

Week 7:	MID-TERM EXAM	
Nov 3	Mid-term Exam	Mid-semester peer review

Week 8:	Non-advertising forms of IMC (2) – Guerilla Marketing	
Nov 10	Guerilla Marketing	Discussion Post (1.25): Guerilla Marketing
Week 9:	Non-advertising forms of IMC (3) – Product Placement	
Nov 17	Product Placement	Discussion Post (1.25): Product Placement
Individual Assignment 3: Create own digital IMC content. Create & analyse process		DUE Nov 17
Week 10:	Digital	
Nov 24	IMC in a Digital First World	
Week 11:	Client Presentation Day 1	
Nov 30	Group Deliverable 4: Client Final Presentation	
Week 12:	Client Presentation Day 2	
Dec 7	Group Deliverable 4: Client Final Presentation	
Group Deliverable 5: Client Final Report, DUE DEC 7		TBC
FINAL ORAL EXAM – DETAILS TO BE PROVIDED. 20-minute slots will be posted, and you chose your exam time with me. Dates will be available on several days. <u>There will be NO WRITTEN FINAL EXAM. IT WILL BE AN EXAM DELIVERED BY SPOKEN WORD.</u>		TBC