



The  
knowledge  
to compete

## **BUSI 3205 B Marketing Communications Winter 2014**

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**Office Hours:** Wednesday 5 to 6 pm  
**Class:** Wednesday 6:05 to 8:55 pm  
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**Textbook:** Advertising & Promotion: An Integrated Marketing Communications Perspective, 4th Canadian Edition, by Belch & Guolla, McGraw-Hill Ryerson, 2011, ISBN-13: 978-0-07-007338-8  
<http://www.mcgrawhill.ca/college/belch>

### **COURSE PERSPECTIVE**

Marketing communications are a critical part of the marketing mix and a key determinant of an organization's success or failure. Marketers communicate with customers about their offerings in order to shape perceptions, influence behaviour, and drive purchase. To achieve these goals, they develop strategies that describe what should be said to whom, through what media, and how often. This course will familiarize you with the process of formulating and implementing integrated marketing communications (IMC) strategies, including the various promotional tools available to marketers and the criteria used to select and evaluate them.

The complexity of marketing communications decisions has grown dramatically in recent years due to the proliferation of new and increasingly consumer-centric media, a shift in power from manufacturers to retailers, increasingly dynamic competitive environments, heightened brand parity, and more sophisticated prediction and measurement techniques. As a result, it is more important than ever for managers to understand the principles underlying the development and implementation of effective marketing communications.

### **LEARNING OBJECTIVES**

After completing this course, you should be able to:

1. Understand how organizations use marketing communications to build brand identity, brand equity and profitable relationships with customers.

2. Describe the structure of the marketing communications industry, including the nature of relationships between manufacturers, advertising agencies, retail outlets and consumers.
3. Identify the major marketing communications tools, their contributions to the overall promotional mix, and the circumstances under which each is most effective.
4. Summarize key insights from leading theories of communication, information processing, and persuasion, and use them to identify optimal promotional strategies and activities.
5. Develop a detailed marketing communications plan to enable an organization to reach its target audience and achieve specified marketing and communications goals.
6. Identify appropriate tools to measure and evaluate the effectiveness of a marketing communications campaign.

### **COURSE PREREQUISITE**

BUSI 2208 (Introduction to Marketing) or BUSI 2204 (Basic Marketing) with a grade of C– or higher. (Equivalent courses may be accepted in the case of exchange students.) The School of Business enforces all prerequisites.

You are expected to have a good working knowledge of core marketing concepts (e.g., SWOT analysis, segmentation / targeting / positioning, value proposition, customer satisfaction, product strategy, pricing strategy, distribution channel strategy, etc.). If your foundational understanding is lacking, you are encouraged to revisit your notes from Introduction to Marketing, or pursue additional reading in any of the standard introductory marketing textbooks available from the library.

### **GRADING SCHEME**

Your grade for this course will be computed from the following components:

Assignment – Critique of an Ad or Campaign	10%
Midterm Exam	20%
Group Project – Written IMC Campaign Plan	30%
Group Project – Presentation	10%
Final Exam	30%
<b>TOTAL</b>	<b>100%</b>

Each component of your grade will be assigned a percentage score. Your final course grade will be a weighted average of each of these components.

**Assignment – Critique of an Ad or Campaign:** This assignment will give you an opportunity to apply IMC concepts to a real-world example and reflect on factors that contribute to effective marketing communications. Your task is to select an individual ad (or ad campaign) and evaluate it. The document you submit (no longer than five pages, double-spaced) should include the following components:

1. *Communication objective* – What is the main thing this ad/campaign aims to achieve? Increase awareness? Enhance perceptions of the product, brand, or company? Stimulate purchase or other behaviours? Something else? (Be sure to clearly explain our basis for drawing this conclusion.) Will it achieve its objective? Why or why not?
2. *Target audience* – Who is the ad/campaign aimed at? Although you are free to research this using external sources, answers can often be inferred from the characteristics of the product, executional elements of the ad (eg. Type of language used, actors featured, cultural references made) and what is known about typical users of the brand. Be as specific as possible in terms of demographics, lifestyles, purchase behaviours, etc. Why is this audience critical for the advertiser?
3. *Key consumer benefit* – What “unique selling proposition” (USP) does the advertiser offer to convince the target to buy the product or service (or like the company)? In your view, does this USP make sense?
4. *Support* – How does the advertiser convince the target to believe in the key benefit? What specific executional elements in the ad/campaign (eg. Explicit claims, implicit claims, endorsements, visual elements, cultural references, etc) provide support?
5. *Tone and manner* – What is the product / brand personality expressed in the advertising? Is this personality consistent with the brand’s desired position?

Keep in mind that the reasoning you provide to support your assertions is a critical part of this assignment: You need to offer specific evidence and sound logic to convince your reader (in this case me) that your ideas have merit. The essence of your critique should be a well-supported argument regarding the degree to which you feel the ad / campaign achieves the advertiser’s apparent objectives.

**NOTE:** Please include a brief description of the ad / campaign in an appendix (this does not count toward the page limit), along with a copy of the ad or a sample of advertising from the campaign (hard copy, active URL link, or file on CD / DVD). The ad critique is due on **January 29** at the beginning of class.

**Midterm Exam:** The objective of the midterm exam is to assess your understanding of the core concepts and theoretical underpinnings of marketing communications. The exam will consist of multiple choice questions and will be based on assigned readings (Chapters 1 to 9) and material covered in class. The midterm will be held during our regular class time on **February 12**.

**Group Project – Written Campaign Plan:** This is the capstone assignment for the marketing communications course. Its aim is to give you an opportunity to apply the concepts and ideas from our readings and class discussions to a real-world problem, along with hands-on experience with the process of developing an integrated marketing communications plan. Working in a team of 4 to 5 you will develop an IMC plan for an actual organization.

When forming your groups, you may find it helpful to work with individuals who have skill sets that complement your own. Practical matters such as availability and preferred work styles can also be an important consideration. Please begin thinking about whom you would like to work with as soon as possible; your list of group members must be submitted to me by **February 5**.

Final reports should be addressed to the client and be no longer than 25 pages, double spaced (based on 12-point type and 1-inch margins), on 8½x11 paper. They are due in class on **April 2**. Please see the course website for the IMC Campaign plan content.

**Group Project – Presentation:** To familiarize you with the experience of “pitching” a client, your group will also be expected to make a 20 minute presentation of your IMC plan to the class. Prepare your presentation as though you were an agency seeking to win the account from the client. You will be evaluated on the quality of your insights, the connections you draw between these insights and your plan, the extent to which your strategy is both “on-strategy” and creative, the persuasiveness and professionalism with which you state your case, and your ability to field questions from the client.

Tips for preparing and delivering presentations are available from the Student Academic Success Centre at: [http://www.carleton.ca/sasc/lss\\_home/resources/ten\\_tips.html](http://www.carleton.ca/sasc/lss_home/resources/ten_tips.html). As you prepare your presentation, please keep the following points in mind:

- *Be focused* – You have a limited amount of time to present, so focus on key points and avoid providing too much detail. Your goal is to convince the client that your group has insight into their problem and the marketing communications plan that responds most effectively to their needs, not to lay out every aspect of your plan.
- *Delivery matters* – In any pitch, it is important to present information in an organized fashion and to argue your case as persuasively as possible. Your slides should look professional, and your delivery should be polished and enthusiastic. Rehearsing your presentation is highly recommended.
- *Choose the right number of presenters* - While all members of your group should be involved in preparing the presentation, not all of you need to actually present. Choose the number of presenters that makes sense for your pitch, and think of other ways for the remaining group members to contribute during your presentation.
- *Anticipate problems* – While presentations are normally (though not necessarily) based around a series of PowerPoint slides, they may also involve other elements. If you require any equipment that is not part of the regular classroom setup, please make arrangements with Instructional Media Services ([www.carleton.ca/ims/](http://www.carleton.ca/ims/)) at least two weeks prior to your presentation. Also, be sure that your laptop works with the overhead projector, and have a back-up plan in case of technical problems.

Grading for the oral presentation will focus on the following elements:

- Approach
- Logic and Coherence
- Clarity of objectives
- Creativity and imagination
- Use of IMC strategies
- Promotional Activities

Your group should also prepare a one-page handout summarizing your plan. A copy of this handout and of your presentation (i.e., the PowerPoint slides) should be given to me at the beginning of the presentation. Presentations will take place during our normal class time on **March 26** and **April 2**.

### **Peer Evaluation for Group Work**

To deter social loafing and ensure fairness in grading, a confidential peer evaluation will be used for both the group project and presentation. The peer evaluation form (pdf) can be found on the course Course Web site.

The term project is an important part of the course and will count for a significant amount of your final mark. The Peer and self-assessment sheet must be submitted no later than the last class. Those students who do not submit a peer evaluation will not receive a final grade.

*When your project is complete and I am assigning grades.* In rare cases, problems may arise. If members of your group independently assign few points to a particular individual on their final peer evaluation form, their grade may be adjusted downward accordingly.

### **POLICIES & EXPECTATIONS**

**Class Attendance and Participation.** I expect you to attend all sessions of this course, but understand that unusual circumstances can arise. If you are unable to be in class due to ill health or any other reason, please advise me in advance via e-mail. Regardless of your reasons for missing class, keep in mind that you are responsible for informing yourself about the material covered, obtaining class notes, and picking up handouts.

Engagement during class and involvement in class discussion are critical to your learning and to the learning of your classmates. It is important to complete all assigned readings prior to class so that you are prepared to actively contribute to the day's discussion. Also, since you must be present to participate in classroom activities, there is no way to "make up" for a missed class; simply do your best to be an active participant in the remaining sessions.

**Late Assignments.** Written assignments are due at the beginning of class. If you are unable to attend class on the day an assignment is due, it is your responsibility to ensure that I receive a copy of your assignment prior to the deadline.

Submissions sent via e-mail will be accepted, but only if successfully received (i.e., claiming that an e-mail was sent, but not delivered, does not constitute acceptable grounds for accommodation). Requests for extension will be considered in cases of serious illness or other exceptional circumstances.

To ensure fairness to all students, strict penalties will be applied to late assignments: Late assignments are penalized at the rate of 5% of the value of the assignment per day (e.g., an assignment worth 15 marks will be penalized 0.75 marks per day).

**Inability To Complete An Assignment Or Write The Midterm Exam Due To Illness.** Students who are not able to write the midterm exam due to a certified illness will have the weight of the midterm exam added to their final examination, upon provision of the appropriate documentation at least two weeks before the final examination.

The situation of students who cannot contribute to the group case study due to certified illness will be dealt with according to the provisions of your Group Contract. Please be sure that you contribute to and are aware of the provisions outlined in your group's contract.

Students who cannot hand the individual case study in by the assigned deadline due to certified illness may have the deadline extended, depending on the contents of the doctor's note. **Please ensure that your medical practitioner includes a date by which s/he expects you to be able to return to your studies along with an estimate of the extent of time during which you were unable to attend to your studies.** The weight of the individual case study will NOT be added to the final exam.

Please note that in this course **for all occasions that call for a medical certificate** you must use or furnish the information demanded in:  
<http://www1.carleton.ca/registrar/forms/>

**Group Work.** The purpose of group assignments is to give you an opportunity to share ideas and learn from your peers in a more interactive fashion than is normally possible in the classroom. The group assignment for this course relies on integrative thinking to successfully conceptualize the marketing communications problem, develop an appropriate strategy, and translate that strategy into a specific communications plan. As such, I expect you to complete each stage of the assignment as a group, rather than dividing the assignment into parts for individual completion. Groups who use the latter approach tend to produce disjointed work that receives much lower grades.

Because you are expected to work together on group assignments, all group members will be deemed to be jointly and individually responsible for any infractions of academic integrity. Hence, if one group member plagiarizes or fails to cite sources, all members of the group will receive the same penalty. I will not entertain appeals that you did not personally complete the offending portion of the assignment.

**Classroom Distractions.** Because of their potential to disrupt classroom discussion, mobile communications devices should be turned off while in class. If an emergency situation requires you to keep your device turned on, please discuss this with me prior to the class.

Since our class takes place over the supper hour, I recognize that some students may wish to eat or drink during class. This is fine. However, in consideration of your classmates, please avoid food with strong odors or loud/crinkly packaging, and be discreet when eating.

Laptops are permitted in class for course-related activities, but please do not use your laptop for other purposes (e.g., surfing, e-mailing) since these can be distracting.

**Course Website.** The website for this course can be accessed through cuLearn. You are encouraged to visit the site regularly for announcements and supplementary course materials, including PowerPoint slides, and information related to course assignments. Assignment and exam grades will also be posted to cuLearn as soon as they become available.

**Email Policy.** I will strive to answer your e-mails within 48 hours and within 24 hours during critical course deadlines such as exams or assignments. Please note that I will not provide e-mail answers to questions that have already been asked and answered in class; please consult your classmates in such cases.

### **ABOUT THE TEXTBOOK**

The required textbook for this course is Advertising & Promotion: An integrated Marketing Communications Perspective, 4th Canadian Edition, by Belch & Guolla, McGraw-Hill Ryerson, 2011. ISBN-13:978-0-07-007338-8<http://www.mcgrawhill.ca/college/belch>

This is a relatively expensive textbook. However, it is thorough, concise, easy-to-read, and contains helpful tools at the end of each chapter to assist you in mastering the material. I have also found it to be the most up-to-date Canadian marketing communications textbook available, due to its broad range of current examples and chapters devoted to online/interactive commerce.

## **ADDITIONAL INFORMATION**

### **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.

### **Medical certificate**

Please note that in all occasions that call for a medical certificate you must use or furnish the information demanded in the standard university form.

<http://www1.carleton.ca/registrar/forms/>

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      WDN = Withdrawn from the course

ABS = Student absent from final exam

DEF = Deferred (See above)

FND = (Failed, no Deferred) = Student could not pass the course even with 100% on final exam

### **Academic Regulations, Accommodations, Plagiarism, Etc.**

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 Accommodations**

#### **Academic Accommodations for Students with Disabilities**

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or [pmc@carleton.ca](mailto:pmc@carleton.ca) for a formal evaluation.



If you are already registered with the PMC, contact your PMC coordinator to send me your **Letter of Accommodation** at the beginning of the term, and 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 me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

- The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the April 2014 exam period is March 7, 2014.

*For Religious Obligations:*

Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory event.

Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.

Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton's Academic Accommodation policies, or may contact an Equity Services Advisor in the Equity Services Department for assistance.

*For Pregnancy:*

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

### **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. Penalties may include expulsion; suspension from all studies at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, amongst others. 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 <http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/>.

### **Assistance for Students:**

Student Academic Success Centre (SASC): [www.carleton.ca/sasc](http://www.carleton.ca/sasc)

Writing Tutorial Services: <http://www1.carleton.ca/sasc/writing-tutorial-service/>

Peer Assisted Study Sessions (PASS): [www.carleton.ca/sasc/peer-assisted-study-sessions](http://www.carleton.ca/sasc/peer-assisted-study-sessions)

### **Important Information:**

- Students must always retain a hard copy of all work that is submitted.
  - All final grades are subject to the Dean's approval.
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- Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, 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 CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://portal.carleton.ca/>

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### **IMPORTANT DATES**

<b>Date</b>	<b>Activity</b>
January 2, 2014	University re-opens.
January 6, 2014	Winter-term classes begin.
January 17, 2014	Last day for registration for winter term courses. Last day to change courses or sections (including auditing) for winter term courses.
January 31, 2014	Last day for withdrawal from winter term and winter portion of fall/winter courses with full fee adjustment.
February 1, 2014	Last day for receipt of applications for admission to the Bachelor of Architectural Studies and the Bachelor of Social Work degree programs for the fall/winter session.
February 14, 2014	April examination schedule available online.
February 14-22, 2014	Fall-term deferred examinations will be written.
February 17, 2014	Statutory holiday. University closed.
February 17-21, 2014	Winter Break, no classes.
March 1, 2014	Last day for receipt of applications from potential Spring (June) graduates. Last day for receipt of applications to the Bachelor of Humanities, Bachelor of Industrial Design, Bachelor of Information Technology (Interactive Multimedia and Design), Bachelor of Journalism, and the Bachelor of Music degree program for the fall/winter session. Last day for receipt of applications for admission to a program for the summer term.
March 7, 2014	Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for April examinations.

<b>Date</b>	<b>Activity</b>
March 25, 2014	Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examination Regulations in the Academic Regulations of the University section of this Calendar).
April 1, 2014	Last day for receipt of applications for admission to an undergraduate degree program for the fall/winter session, from candidates whose documents originate outside Canada or the United States, except for applications due February 1 or March 1.
April 8, 2014	Winter term ends. Last day of fall/winter and winter-term classes. Last day for academic withdrawal from fall/winter and winter-term courses. Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall/winter and winter-term courses.
April 9-10, 2014	No classes or examinations take place.
April 11-26, 2014	Final examinations in winter term and fall/winter courses may be held. Examinations are normally held all seven days of the week. Please note that examinations will not be held on April 18-20.
April 15, 2014	Winter Co-op Work Term Reports are due.
April 18, 2014	Statutory holiday, University closed.
April 26, 2014	All take home examinations are due on this day.
May 1, 2014	Last day for receipt of applications for internal degree transfers to allow for registration for the summer session.
June 1, 2014	Last day for receipt of applications for admission to an undergraduate program for the fall/winter session from mature applicants, from those presenting post-secondary education qualifications and from those transferring from other universities in Canada or the United States, and from applicants with high school qualifications from Canada and the United States, except for applications due March 1.
June 9-19, 2014	Fall/winter and winter term deferred final examinations will be held.
June 15, 2014	Last day for receipt of applications for internal degree transfers to allow for registration for the 2013-2014 fall/winter session.

## **SESSION SCHEDULE**

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

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**Week 1**    **Overview / Introduction to Marketing Communications**  
**Jan 08**

Readings:

- Ch.1: Integrated Marketing Communications
  - Ch.2: Organizing for Integrated Marketing Communications
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**Week 2**    **Buyer Behavior**  
**Jan 15**

Readings:

- Ch.3: Consumer Behaviour and Target Audience Decisions
  - Ch.4: Communication Response Models
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**Week 3**    **Marketing Communications Objectives and Positioning Strategy**  
**Jan 22**

Readings:

- Ch.5: Objectives for the IMC Plan
  - Ch.6: Brand Positioning Decisions
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**Week 4**    **Creative Strategy and Tactics**  
**Jan 29**

Readings:

- Ch.7: Creative Strategy Decisions
- Ch.8: Creative Tactics Decisions

 **ASSIGNMENT DUE( Ad Critique)**

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**Week 5**    **Creative Strategy Continued and Measuring Promotional Effectiveness**  
**Feb 05**

Readings:

- Ch.9: Measuring the Effectiveness of the Promotional Message

**SUBMIT NAMES OF GROUP MEMBERS FOR IMC PLAN PROJECT AND TOPIC FOR APPROVAL**

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**Week 6**    **MIDTERM EXAM – In Class**  
**Feb 12**

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**Week 7    Media Planning, Budgeting and Strategy**  
**Feb 26**

Readings:

- Ch.10: Media Planning and Budgeting for IMC
- Ch. 11: Broadcast Media

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**Week 8    Print and Out of Home Media**  
**Mar 05**

Readings:

- Ch.12: Print Media
- *Ch.13: Out of Home and Support Media*

 **INTERIM PROGRESS MEETINGS WITH IMC PLAN GROUPS**

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**Week 9    Sales Promotion and Public Relations**  
**Mar 12**

Readings:

- *Ch.14: Sales Promotions*
- *Ch.15: Public Relations*

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**Week 10    Direct Marketing, Internet and Interactive Media**  
**Mar 19**

Readings:

- Ch.16: Direct Marketing
- Ch.17: Internet Media

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**Week 11    Ethics and Regulation**  
**Mar 26**

Readings:

- Ch.18: Regulatory, Ethical, Social and Economic Issues for IMC
- **Class Presentations – IMC Campaign Plans**

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**Week 12    Class Presentations – IMC Campaign Plans**  
**Apr 02    WRITTEN IMC CAMPAIGN PLAN DUE**  
**(Peer Evaluation and Academic Integrity Forms Due)**

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**Apr 11-26, 2014    FINAL EXAM    TBA**