

**Integrated Marketing Communications II New Media**

SCHOOL OF BUSINESS

<b>Course Number:</b> MKT2292	<b>Contribution to Program:</b> Vocational Core	<b>Normative Hours:</b> 60
<b>Applicable Program(s):</b> 0214E01FWO Business - Marketing	<b>AAL:</b> 4	<b>Approval Date:</b> 28/12/2008
<b>Prepared by:</b> Noni Stukel Professor		<b>Approved by:</b> Jim Kyte Acting Chair
<b>Co-Requisites</b> MKT2260 and MKT2261		<b>Approved for Academic Year:</b> 2008-2009
<b>Pre-Requisites</b> MKT2291		

**COURSE DESCRIPTION**

This course, a continuation of MKT2291, provides students with further insight into current trends and developments in interactive and Internet communications, media relations, direct response advertising and public relations. Special emphasis is placed on applying IMC strategies in a business to business environment including event marketing, tradeshow and exhibit marketing tactics. Students demonstrate and develop their decision-making skills through case analysis based on a current business situation. The media planning process is examined in-depth. The major project for this course involves the development of a detailed media plan, including media objectives, specific media vehicle selection and media scheduling within a budget. The media plan is an element of the overall level four marketing plan created for an industry client.

**RELATIONSHIP TO VOCATIONAL LEARNING OUTCOMES**

**This course contributes to your program by helping you achieve the following Vocational Learning Outcomes:**

**Business - Marketing 0214E01FWO**

1	Contribute to the development of an integrated marketing communication strategy for marketing products, concepts, goods, or services based on an identified target market.(T,A,CP)
5	Analyze results of marketing activities using criteria related to budgeted sales, costs, profits, and other appropriate criteria.(T,A)
7	Develop strategies to establish effective working relationships with clients, customers, consumers, co-workers, supervisors, and others. (T,A)
8	Communicate marketing information persuasively and accurately in oral, written, and graphic formats. (T,A,CP)
10	Participate in conducting market research to provide information needed to make marketing decisions.(T,A)
11	Develop personal professional development strategies and plans to enhance leadership, management skills, and marketing expertise. (T,A)
13	Apply the principles of business ethics and corporate social responsibility.(T,A)
15	Adapt to and apply various and changing technologies, systems, and computer applications used in marketing environments.(T,A)

**ESSENTIAL EMPLOYABILITY SKILLS**

**The course contributes to your program by helping you achieve the following Essential Employability Skills:**

1	Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience.(T,A,CP)
2	Respond to written, spoken or visual messages in a manner that ensures effective communication.(A)
4	Apply a systematic approach to solve problems.(T,A)
6	Locate, select, organize and document information using appropriate technology and information systems.(T,A)
7	Analyze, evaluate and apply relevant information from a variety of sources.(T,A)
8	Show respect for diverse opinions, values, belief systems and contributions of others. (A)
9	Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. (A)
10	Manage the use of time and other resources to complete projects.(A)
11	Take responsibility for one's own actions, decisions and consequences.(A)

**COURSE LEARNING REQUIREMENTS/EMBEDDED KNOWLEDGE AND SKILLS**

<b>COURSE LEARNING REQUIREMENTS</b> <b>When you have earned credit for this course, you will have demonstrated the ability to:</b>	<b>EMBEDDED KNOWLEDGE AND SKILLS</b>
<p>1. Analyze business-to-business situations in a structured format and make justified marketing communications recommendations.</p>	<ul style="list-style-type: none"> <li>• apply advanced business case methodology.</li> <li>• identify the types of customers who comprise the business-to-business market.</li> <li>• explain the unique characteristics associated with organizational buying behaviour.</li> <li>• recognize the creative and media strategy considerations involved in business-to-business marketing communications.</li> <li>• apply target market segmentation and the IMC mix in a business-to-business situation.</li> </ul>
<p>2. Develop a comprehensive media plan and budget which are integrated with the overall marketing plan for a specific business situation.</p>	<ul style="list-style-type: none"> <li>• differentiate among media objectives, media strategies and media execution.</li> <li>• utilize media planning industry terminology.</li> <li>• apply the steps involved in the media selection and scheduling process.</li> <li>• identify the media vehicles which are appropriate for different target market segments.</li> <li>• analyze the five common marketing communication budgeting techniques.</li> </ul>
<p>3. Apply media buying and research procedures for marketing communications advertising elements.</p>	<ul style="list-style-type: none"> <li>• apply industry standard media buying practices for print, broadcast, web and outdoor media.</li> <li>• research media rates using Canadian Advertising Rates and Data (CARD) fee schedule.</li> <li>• define media industry terms such as Reach, Frequency, Continuity and GRP.</li> </ul>
<p>4. Recognize the role of Public Relations, Media Relations, Event Marketing and Sponsorship in achieving organizational objectives.</p>	<ul style="list-style-type: none"> <li>• evaluate the strategic considerations of Public Relations, Event Marketing and Sponsorships as IMC tactics.</li> <li>• identify the various Public Relations tools and objectives of each,</li> <li>• discuss the process of establishing effective Media Relations.</li> <li>• identify the unique considerations involved in planning and evaluating Event Marketing and Sponsorship programs.</li> </ul>
<p>5. Determine the effectiveness of Direct Response Media from an integrated marketing communications perspective.</p>	<ul style="list-style-type: none"> <li>• explain the advantages and disadvantages of various forms of Direct Response Advertising.</li> <li>• identify the basic steps in implementing a direct mail campaign.</li> <li>• assess current trends and developments in Direct Response Media including DRTV and Telemarketing.</li> <li>• research and evaluate contemporary trade promotion strategies including Exhibit Marketing.</li> </ul>
<p>6. Analyze the Internet and Web Advertising as marketing communication channels.</p>	<ul style="list-style-type: none"> <li>• define Internet IMC industry terminology.</li> <li>• evaluate the Internet versus traditional methods of marketing communications.</li> <li>• apply Internet and social media communication strategies and tactics that are appropriate for a given business situation.</li> <li>• identify key aspects of online audience measurement systems and advertising buying models.</li> <li>• discuss current Internet industry trends and their impact on IMC strategies.</li> </ul>
<p>7. demonstrate effective individual oral business presentation skills.</p>	<ul style="list-style-type: none"> <li>• determine audience requirements and provide current, applicable and accurate information.</li> </ul>

- incorporate sophisticated computer generated visuals and appropriate presentation materials.
- manage presentation time effectively.

### LEARNING RESOURCES

**REQUIRED TEXT:**

**Canadian Advertising in Action**, 7th Edition, Keith J. Tuckwell, Prentice Hall  
NOTE: Previous text from MKT 2291

**Marketing Magazine**, 8 issues, Rogers Publishing Media  
(subscription details provided in class)

**Other Resources:**

**Building Media Relationships**, Susan Sommers, Irwin Publishing (LRC Reference)  
**Business to Business Marketing**, Chris Ifill, Karen Ifill, Prentice-Hall (Blackboard)  
**CARD** (Canadian Advertising Rates and Data), Rogers Publishing Ltd.  
Internet Resources, Films and Guest Speakers

### LEARNING ACTIVITIES

**During this course, you are likely to experience the following learning activities:**

- Utilize Canadian Advertising Rates and Data (CARD) to determine media costs.
- Prepare appropriate Media Plans for a given business situation.
- Apply advanced case methodology in a Business-to-Business situation.
- Analyze current industry Public Relations and Internet IMC activities.
- Group discussions and in-class workshops.

### EVALUATION/EARNING CREDIT

The following will provide evidence of your learning achievements:	This activity validates the following Course Learning Requirements and/or Essential Employability Skills:
1. Individual Presentation - 10%	<ul style="list-style-type: none"> <li>• demonstrate effective individual oral business presentation skills. - [CLR 7]</li> <li>• Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. - [EES 1]</li> <li>• Manage the use of time and other resources to complete projects. - [EES 10]</li> </ul>
2. Business-to-Business Case Assignment - 25%  (Partners)	<ul style="list-style-type: none"> <li>• Analyze business-to-business situations in a structured format and make justified marketing communications recommendations. - [CLR 1]</li> <li>• Recognize the role of Public Relations, Media Relations, Event Marketing and Sponsorship in achieving organizational objectives. - [CLR 4]</li> <li>• Determine the effectiveness of Direct Response Media from an integrated marketing communications perspective. - [CLR 5]</li> <li>• Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. - [EES 1]</li> <li>• Apply a systematic approach to solve problems. - [EES 4]</li> <li>• Analyze, evaluate and apply relevant information from a variety of sources. - [EES 7]</li> <li>• Manage the use of time and other resources to complete projects. - [EES 10]</li> <li>• Take responsibility for one's own actions, decisions and consequences. - [EES 11]</li> </ul>
3. Media Plan Team Assignment - 25%	<ul style="list-style-type: none"> <li>• Develop a comprehensive media plan and budget which are integrated with the overall marketing plan for a specific business situation.  - [CLR 2]</li> <li>• Apply media buying and research procedures for marketing</li> </ul>

	<p>communications advertising elements.</p> <p>- [CLR 3]</p> <ul style="list-style-type: none"> <li>Analyze the Internet and Web Advertising as marketing communication channels. - [CLR 6]</li> <li>Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. - [EES 1]</li> <li>Locate, select, organize and document information using appropriate technology and information systems. - [EES 6]</li> <li>Analyze, evaluate and apply relevant information from a variety of sources. - [EES 7]</li> <li>Show respect for diverse opinions, values, belief systems and contributions of others. - [EES 8]</li> <li>Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. - [EES 9]</li> <li>Manage the use of time and other resources to complete projects. - [EES 10]</li> <li>Take responsibility for one's own actions, decisions and consequences. - [EES 11]</li> </ul>
<p>4. Class Participation/in-class Assignments - 15%</p>	<ul style="list-style-type: none"> <li>Apply media buying and research procedures for marketing communications advertising elements.</li> </ul> <p>- [CLR 3]</p> <ul style="list-style-type: none"> <li>Recognize the role of Public Relations, Media Relations, Event Marketing and Sponsorship in achieving organizational objectives. - [CLR 4]</li> <li>Determine the effectiveness of Direct Response Media from an integrated marketing communications perspective. - [CLR 5]</li> <li>Analyze the Internet and Web Advertising as marketing communication channels. - [CLR 6]</li> <li>Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. - [EES 1]</li> <li>Respond to written, spoken or visual messages in a manner that ensures effective communication. - [EES 2]</li> <li>Analyze, evaluate and apply relevant information from a variety of sources. - [EES 7]</li> </ul>
<p>5. Final Exam - 25%</p>	<ul style="list-style-type: none"> <li>Apply media buying and research procedures for marketing communications advertising elements.</li> </ul> <p>- [CLR 3]</p> <ul style="list-style-type: none"> <li>Recognize the role of Public Relations, Media Relations, Event Marketing and Sponsorship in achieving organizational objectives. - [CLR 4]</li> <li>Determine the effectiveness of Direct Response Media from an integrated marketing communications perspective. - [CLR 5]</li> <li>Analyze the Internet and Web Advertising as marketing communication channels. - [CLR 6]</li> <li>Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. - [EES 1]</li> <li>Respond to written, spoken or visual messages in a manner that ensures effective communication. - [EES 2]</li> <li>Apply a systematic approach to solve problems. - [EES 4]</li> </ul>

**OTHER COURSE INFORMATION**

Students are required to respect the confidentiality of employer, client and/or patient information, interactions, and practices that occur either on Algonquin College premises, or at an affiliated clinical/field/co-op placement site. Concerns regarding clients, patients, and/or employer practices are to be brought to the attention of the program coordinator, or designated field/clinical/co-op placement supervisor so that they may be resolved collaboratively. Such concerns are not to be raised publically either verbally, in writing, or in electronic forums. These matters are to be addressed through established program communication pathways.

**PRIOR LEARNING ASSESSMENT AND RECOGNITION**

A challenge Exam, Portfolio and Interview based on the course learning requirements will be established by faculty and the PLAR Co-ordinator.

**RELATED INFORMATION**

**The following information is course-specific:**

**Tentative Workload Schedule:**

A proposed weekly workload schedule has been posted on Blackboard under Course Information.

**Team Based Assessments:**

Individual grades may vary between team members based on output and participation in team activities, instructor check-in meetings, input from peer evaluations, group and individual logs. Failure to submit required team-related documentation will result in the reduction of a student's project grade.

**Retain this course outline.**

It is the responsibility of the student to retain the course outline for possible future use to support applications for transfer of credit to other educational institutions.

**Program Co-ordinator:**

Bill Garbarino, office B444b, 727-4723 ext 5209, email: garbarw @algonquincollege.com

**The following information is program-specific:**

**The following information is school/department-specific:**

**School of Business Procedures**

All programs follow College Directives including Directive A21: *Rights, Freedoms, Responsibilities and Code of Conduct for the Algonquin College Community* (<http://www.algonquincollege.com/directives/sectionA/A21.pdf>).

These Directives are located in the policy section at the back of the Student Instaguide and at: <http://www.algonquincollege.com/directives/>

The *School of Business Procedures* file is located under "Course Information" in your course Blackboard site. These procedures are specific to School of Business programs and either cover issues not included in College Directives or elaborate on them.

**Student Academic Responsibilities**

Each student is responsible for:

- Knowing the due dates for marked out-of-class assignments.
- Knowing the dates of in-class marked assignments and exercises.
- Maintaining a folder of all work done in the course during the semester for validation claims in cases of disagreement with faculty.
- Keeping both paper and electronic copies of all assignments, marked and unmarked, in case papers are lost or go missing;
- Regularly checking both Blackboard announcements as well as one's Algonquin e-mail account for important messages from both professor and college administration.
- Participating in on-line and classroom exercises and activities as required.

**Exemptions**

Exemptions may be granted to students who have successfully passed an equivalent course at a post-secondary institution. If you wish to apply for an exemption contact the coordinator of the course for academic advice. To apply for an exemption, you must contact the Registrar's Office before the deadline listed on your timetable.

**Withdrawing From The Course**

The last date for withdrawing from courses without academic penalty is printed on your timetable. The student is responsible for notifying the instructor and completing the appropriate form for withdrawal with the College Registrar.

**Software Copyright**

In the past few years, the Copyright Act has been updated to cover computer software. If the police lay charges against someone infringing copyright, the maximum penalties for a summary conviction are "a fine not exceeding \$25,000 or imprisonment for a term not exceeding six months or both." The maximum penalties for an indictable conviction are "a fine not exceeding one million dollars or imprisonment for a term not exceeding five years or both." Making a copy of software package for your own use, other than a backup copy of package that you have purchased as allowed in your license agreement, would make you liable for the above penalties.

**Harassment/Discrimination/Violence**

Harassment, discrimination and violence will not be tolerated. Any form of harassment (sexual, racial, gender or disability related), discrimination (direct or indirect), or violence, whether towards a professor or amongst students, will not be tolerated on the college premises. Action taken will start with a formal warning and proceed to the full disciplinary actions as outlined in Algonquin College policy. For further information, refer to the Student Instaguide or get a copy of the official policy statements from the Student Association (Directive A8).

**The following information is College-wide:****Email**

Algonquin College provides all full-time students with an e-mail account. This is the address that will be used when the College, your professors, or your fellow students communicate important information about your program or course events. It is your responsibility to ensure that you know how to send and receive e-mail using your Algonquin account and to check it regularly.

**Centre for Students with Disabilities (CSD)**

If you are a student with a disability, it is strongly recommended that you identify your needs to the professor and the Centre for Students with Disabilities (CSD) by the end of the first month of the semester in order that any necessary support services can be arranged for you.

**Academic Integrity**

Adherence to acceptable standards of academic honesty is an important aspect of the learning process at Algonquin College. Academic work submitted by a student is evaluated on the assumption that the work presented by the student is his or her own, unless designated otherwise. For further details consult Algonquin College Directives

E16 (<http://www.algonquincollege.com/directives/sectionE/E16.pdf>)

and E43 (<http://www.algonquincollege.com/directives/sectionE/E43.pdf>).

**Course Assessments**

It is Algonquin College's policy to give students the opportunity to complete a course assessment survey in each course that they take which solicits their views regarding the curriculum, the professor and the facilities. For further details consult Algonquin College Directive E38

(<http://www.algonquincollege.com/directives/sectionE/E38.pdf>).

**Use of Electronic Devices**

With the proliferation of small, personal electronic devices used for communications and data storage, Algonquin College believes there is a need to address their use during classes and examinations. During classes, the use of such devices is disruptive and disrespectful to others. During examinations, the use of such devices may facilitate cheating. For further details consult Algonquin College Directive E39

(<http://www.algonquincollege.com/directives/sectionE/E39.pdf>).

**Transfer of Credit**

Students, it is your responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.