

MCS 3620: Marketing Communications

Section 01, Tuesday and Thursday, 10:00 am – 11:20 am; MAC, Room 232

Section 02, Tuesday and Thursday, 2:30 pm – 3:50 pm; MAC, Room 232

Department of Marketing and Consumer Studies
College of Business and Economics
University of Guelph
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Required Textbook

- *Integrated Marketing Communications: Strategic Planning Perspectives* (Fifth Edition) by Keith J. Tuckwell.

Course Description

MCS*3620 Marketing Communications F,W (3-0) [0.50]

This course covers concepts of communication management as practiced by organizations in all economic sectors. Communication management principles are applied to the design and evaluation of communication programs.

Prerequisite(s): 10.00 credits including [MCS*1000](#), [MCS*2600](#)

Restriction(s): This is a Priority Access Course and some restrictions may apply during some time periods. Please contact the department for more information.

This course is designed to provide undergraduate students with an opportunity to gain a further understanding about the nature and scope of marketing communications. Topics to be covered in this course include integrated marketing communication (IMC), market segmentation, branding strategy, advertising and media planning, event marketing and sponsorship, celebrity endorsements, product placement, public relations, and social media. Students are expected to develop analytical skills in analyzing actual business situations and problems, in which recommended courses of action will be proposed. Consideration will be given to the marketing and promotion of goods and services that affect both domestic and international markets.

Classes usually take the form of lectures (i.e., the combined use of PowerPoint slides, props to serve as examples, and videos), case analyses, and class discussion. Formal lectures will typically be given during one class per week, whereas the second class will commonly be dedicated toward case analyses, which provide an opportunity for students to actively participate and to hopefully see the practical application of marketing communications theory previously introduced. Additionally, an effort will be made to have one or two guest speakers during the term. This will be an opportunity for students to meet interesting, skilled marketing professionals, and to see how the marketing concepts discussed in class have practical relevance. Please note that the dates of the guest lectures may be altered to more suitably accommodate the schedules of the guest speakers.

Learning Outcomes

Upon successful completion of this course:

- Students will demonstrate a developed knowledge of key terminology relating to marketing communications (e.g., IMC, market segmentation, positioning, taglines, media planning, sponsorship-linked marketing, ambush marketing, viral marketing) and they will demonstrate a critical awareness about the nature and scope of marketing communications;
- Students will develop an awareness and understanding about key ethical issues and social criticisms concerning marketing communications;
- Students will develop an ability to critically analyze and evaluate actual business situations in which recommended courses of action will be proposed, thereby effectively solving problems they encounter rather than merely identifying them;
- Students will demonstrate the capacity to communicate (both orally and in written form) ideas and issues clearly as well as effectively, and in doing so be accountable both personally and in group contexts, where there is a need to work well together.

Grading/Evaluation

Students will be evaluated on the basis of two assignments, a midterm exam, an IMC plan and presentation, and a final exam. The evaluation weighting is as follows:

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| Assignments (2 x 10%) | 20% |
| Midterm Exam | 20% |
| IMC Plan Presentation | 10% |
| IMC Plan | 25% |
| Final Exam | <u>25%</u> |
| | 100% |

Assignments. There will be two homework assignments during the term; each assignment is worth 10% of your final grade. Assignments are to be completed by groups of *two* people. Submissions should be no more than 3 pages (not including title page), typed, double spaced, and use 12 point font with one inch margins. Please submit your assignments on standard white paper, stapled together at the top left-hand corner (do not use fancy coverings or binders). Grammar and spelling is an important criterion of evaluation. The assignments are due at the beginning of class (please submit a hard copy in class as well as an electronic copy through Dropbox at the course website). ***Late submissions will not be accepted.***

Assignment 1. Keeping in mind how branding is defined - that is, the use of a brand name and symbol - select one of Canada's NHL teams (i.e., the Toronto Maple Leafs, Ottawa Senators, Montreal Canadiens, Winnipeg Jets, Calgary Flames, Edmonton Oilers, or Vancouver Canucks) and evaluate the branding strategy. Your response should include commentary about whether the branding strategy of the selected sports team demonstrates the common characteristics of a good brand name and logo. Please attach a figure showing the professional sports team logo that is being assessed.

The submission deadline for Assignment 1 is during the beginning of class on Thursday, February 8.

Assignment 2. Select an advertisement from a magazine that depicts a celebrity endorser. Identify the likely target market. Discuss whether the objective of the promotion is to inform, persuade, and/or remind. What is being communicated in the promotion? What images of the represented celebrity are likely transferable to the promoted product or service? In responding to this last question, you should incorporate and cite either the McCracken or Kamins and Gupta article that have been assigned as reading. Be sure to identify the source of the advertisement (title of magazine, date of issue) and attach the advertisement to your assignment.

The submission deadline for Assignment 2 is during the beginning of class on Thursday, March 22.

Examinations. The midterm exam will cover material from class 1 through class 11. The format of the midterm exam will consist of both multiple choice and short answer questions.

The final exam will cover material from the entire course, although roughly two-thirds of the questions will deal with content from class 13 through class 20. The final exam will consist of multiple choice, short answer, and case analysis questions (i.e., at least one question that is based on a case). All assigned readings and in-class discussion are testable. The location of the final exam is still to be confirmed, but it will be held on Wednesday, April 18, 2018 from 11:30 am to 1:30 pm (i.e., within the final exam schedule).

Note: *Appropriate medical or compassionate documentation is required to receive academic consideration for being unable to take a midterm or final exam at the designed time, and you must notify the professor **at least one day in advance** that you will be unable to attend. Consideration with regard to the final exam will involve taking a make-up exam that you will arrange with your Academic Advisor.*

IMC Plan and Presentation. This project involves having 4-member student teams develop an integrated marketing communications plan for a product or service of their choice (if having a student team of 4 proves inconvenient, teams may consist of 3 members). Teams build their plan throughout the term. The objectives of this project are to have you apply the course material and develop an appreciation for the process that a brand manager, account executive, or marketing communications manager goes through in developing a complete IMC plan.

In selecting the product or service that your team will develop an IMC plan for, be sure to pick an organization that has at least one competitor (in the case of a for-profit company) or another similar agency that also has a communication plan (in the case of a not-for-profit organization). You should focus on existing products or services that currently have a marketing communication campaign in place that you can readily access. You should also select a product or service organization that you feel could significantly improve their communication efforts.

Each team will submit one collective IMC plan document. A more detailed outline for the IMC plan, to help organize your submission, will be provided online at the course website. The IMC plan must be typewritten and include page numbers, an executive summary, headings and sub-headings to enhance readability, and a complete bibliography. You must be explicit and thorough with endnotes or references; all information taken from another source, whether quoted verbatim or merely summarized, must be properly acknowledged in the body of the document. The IMC plan submission should be no longer than 30 pages (including exhibits and appendices).

Please note that each team is strongly advised to meet with the instructor to discuss their proposed project and to gain approval to proceed. In discussion, it would be useful to be mindful about: (1) a description of your product/organization and your rationale for selecting it; (2) a brief analysis of the product market/category you will be dealing with (name, size, environmental influences affecting the market); (3) a list of the key competitors in this product category (including your product!), along with their positioning strategies; and (4) your assessment of why your product's current communication efforts are weak or could be further improved. Also, clearly establish each of your group members.

Additionally, each team will make a 10 minute presentation, which will be based on the subject matter of the IMC plan document being prepared. Five minutes will also be designated for questions. Presenters will be provided with feedback that is meant to be helpful toward their IMC plans that are due on Monday, April 9, 2018 (***late submissions of the IMC plans will be deducted 10% per day***). Presentations should be supported by audiovisual aids (e.g., PowerPoint slides), and presenters are expected to submit an abstract or executive summary (roughly 200 words), an outline of their PowerPoint slides, and a one-page bibliography handout that constitutes key references of their IMC plan document.

Overall, this course follows the University grading scheme outlined in the University Calendar:

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| A+ | 90-100% | Excellent: An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques. |
| A | 85-89 | |
| A- | 80-84 | |
| B+ | 77-79 | Good: A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques. |
| B | 73-76 | |
| B- | 70-72 | |
| C+ | 67-69 | Acceptable: An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques. |
| C | 63-66 | |
| C- | 60-62 | |
| D+ | 57-59 | Minimally acceptable: A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques. |
| D | 53-56 | |
| D- | 50-52 | |
| F | 0-49 | Fail: An inadequate performance. |

General Expectations

The size of the class admittedly poses a challenge, but informed discussions are critical to learning in this course. Try to come to class with enthusiasm. You are encouraged to share stories in class that relate to the topics we are learning, and to point out any issues that seem confusing. Your participation is particularly expected when we do case analyses.

A CourseLink site for Sections 01 and 02 of MCS*3620 has been established that is password protected and accessible only to those enrolled in the course. PowerPoint slides used during the lectures will be posted, but please note that copies of class handouts will not be provided on the website. Students should also check the MCS*3620 website regularly for course-related news and announcements.

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff, and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.

Please note that whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Each student is expected to know the rules regarding plagiarism (including the reuse of papers or assignments previously used in other courses, submitting academic work that is not your own, as well as not citing other people's work where appropriate), and to know that ignorance of these rules cannot be used as a defence against a charge of academic dishonesty. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:
<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty, and administrators. This relationship is based on respect of individual rights, the dignity of the individual, and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability, should contact the Student Accessibility Services (SAS) as soon as possible.

For more information, contact Accessibility Services at 519-824-4120, ext. 56208, or refer to their website: <https://wellness.uoguelph.ca/accessibility/about-us/contact-information>

SYLLABUS

Class Topic Schedule: (tentative and may change)

Course Introduction and Syllabus

Class 1, Tues. Jan. 9 Assigned reading: Chapter 1

Integrated Marketing Communication (IMC) Defined

Class 2, Thurs. Jan. 11 Assigned reading: Chapter 1

Strategic Planning Principles: Market Segmentation (Identify Target Audience), Marketing Environment, and SWOT Analysis

Class 3, Tues. Jan. 16 Assigned reading: Chapter 1 and 2

Class 4, Thurs. Jan. 18 Assigned reading: Chapter 1 and 2

Class 5, Tues. Jan. 23 Video Screening of *Killing Us Softly 4: Advertising's Image of Women*

Class 6, Thurs. Jan. 25 Case 1: "Harley-Davidson Motor Company"

Branding Strategy

Class 7, Tues. Jan. 30 Assigned reading: Chapter 3

Class 8, Thurs. Feb. 1 The Super Bowl as a Branded Spectacle

Assigned reading: Dewhirst, T. (2011, February 6). Super Bowl XLV: Industrial brands at work and play. *Toronto Star*, p.A15. Available online at: http://www.thestar.com/opinion/editorialopinion/2011/02/06/industrial_brands_at_work_and_play_in_super_bowl.html

Assigned reading: Dewhirst, T. (2012, February 3). What's in a name? Super Bowl edition. *The Globe and Mail*, p.A19. Available online at: <http://www.theglobeandmail.com/news/opinions/opinion/whats-in-a-name-super-bowl-edition/article2324625/>

Class 9, Tues. Feb.6

Case 2: "Miami University—The Redskins Name Controversy"

Assigned reading: Dewhirst, Timothy (2015, September 9), Sometimes, the liabilities outweigh the value of a sporting brand. *The Globe and Mail*, p. B4. Available online at: <http://www.theglobeandmail.com/report-on-business/rob-commentary/sometimes-the-liabilities-outweigh-the-value-of-a-sporting-brand/article26252868/>

Advertising Planning: Creative and Traditional Media

Class 10, Thurs. Feb. 8

Assigned reading: Chapter 4
Assignment 1 due at the beginning of class

Class 11, Tues. Feb. 13

Assigned reading: Chapter 5

Class 12, Thurs. Feb. 15

Midterm Exam

Feb. 20, 22

Reading Week: No Classes

The Communications Mix

Class 13, Tues. Feb. 27

Video Screening of *Art & Copy*

- Class 14, Thurs. Mar. 1 Sponsorship-Linked Marketing
Assigned reading: Chapter
- Class 15, Tues. Mar. 6 Case 3: “Olympia Pizza: Creating and Protecting
Your Brand”
- Assigned reading: “Ambush Marketing: Research and Management Implications”
by Janet Hoek; from Amis, John and T. Bettina Cornwell (Eds.) (2005), *Global
Sport Sponsorship*, Oxford, UK: Berg Publishers.
- Class 16, Thurs. Mar. 8 **No Class Scheduled**
- Class 17, Tues. Mar. 13 Celebrity Endorsers
- Assigned reading: Kamins, Michael and Kamal Gupta (1994), Congruence between
Spokesperson and Product Type: A Matchup Hypothesis Perspective. *Psychology
and Marketing*, 11, 569-586.
- Assigned reading: McCracken, Grant (1989), Who is the Celebrity Endorser?
Cultural Foundations of the Endorsement Process, *Journal of Consumer Research*,
16, 310-321.
- Class 18, Thurs. Mar. 15 Public Relations (including Product Placement)
- Assigned Reading: Chapter 9
- Assigned Reading: George, Lianne (2005, February 21), Beyond Ads and Product
Placement... TV’s New Tricks to Sell You Stuff, *Maclean’s*, pp.30-35.
- Class 19, Tues. Mar. 20 Internet, Online and Interactive Marketing
Communications (Social Media)
- Assigned Reading: Chapter 7
- Class 20, Thurs. Mar. 22 Internet, Online and Interactive Marketing
Communications (Social Media) I
- Assignment 2 due at the beginning of class**

Developing an IMC Plan

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| Class 21, Tues. Mar. 27 | Class Presentations of IMC Plans |
| Class 22, Thurs. Mar. 29 | Class Presentations of IMC Plans |
| Class 23, Tues. Apr. 3 | Class Presentations of IMC Plans |
| Class 24, Thurs. Apr. 5 | Class Presentations of IMC Plans |

IMC Plan is due on Monday, April 9, 2018

Final Exam is on Wednesday, April 18, 2018 (11:30 am – 1:30 pm)