



UNIVERSITY OF
ARKANSAS
SAM M. WALTON
COLLEGE OF BUSINESS

COURSE SYLLABUS

Course: **MKTG 4233 Integrated Marketing Communications**

Prerequisite: MKTG 3433

Course Description:

This course views promotion from a manager's perspective and allows students to explore the importance of integrated marketing communications. Emphasis is placed on the coordination of all communication elements such as advertising, sales promotion, public relations, publicity and so forth. In addition, other issues including persuasion and message appeal used to enhance each type of promotion will be covered. While special attention will be focused on understanding the role of promotion in business, the impact of promotional activities on society will be addressed, as well. Students will better understand all of these issues by examining textbook material, articles, advertisements, videos and relevant publications.

Value of the Course:

After completing this course, students will understand the important role integrated marketing communication concepts play in enhancing brand equity. All aspects of a marketing communication program are discussed from both a practical and theoretical perspective. This includes, but is not limited to, advertising, promotions, packaging and branding, point-of-purchase communications, and event marketing.

Readings and Text:

I will be using *Advertising and Integrated Brand Promotion* by O'Guinn, Allen, and Semenik, 6e. All websites, articles, slides, and notes necessary for this course will be available on blackboard. Current articles from newspapers (such as *Wall Street Journal* and the *New York Times*) and magazines (such as *Business Week*) will be distributed electronically throughout the semester.

Class Procedures:

A combination of activities will be used during the semester. Lectures will comprise approximately 50% of the class time. The remaining portion of the course will include discussion based on class lectures, video, case analyses, and discussions of current marketing events.

Special Requirements:

All students are required to participate in a group projects during the course of the semester. This may be the development of an integrated promotional campaign, development and testing of Internet banner ads, the development of a personal portfolio, and so forth. We will discuss requirements for the project early during the semester at which time guidelines that are more specific will be presented. All groups are required present their project to the class. All students are expected to be active participants in the learning process -- contribution to class discussion is required. Please come to class prepared.

Attendance Policy:

Class participation is an important part of this course. Therefore, I will expect students to come to class. Lack of attendance will significantly influence the class participation portion of your grade. If you need to miss class because of illness, child care problems, jury duty, and so forth, please come and speak to me do your absences do not negatively affect your grade. Feel free to call me at home if you experience any problems.

Inclement Weather Policy:

In the event of inclement weather, please use common sense and **STAY SAFE. If the University of Arkansas does NOT cancel classes, I will NOT cancel class.** If you really believe that it is too hazardous for you to come to class please **STAY HOME.**

Examination Policy:

There will be three exams during the semester. The third exam will be during finals but will not be a FINAL exam (i.e., it will not be cumulative). If you miss an exam because of an illness or emergency, please call as soon as possible. All missed exams must be made-up.

Grades:

Students' grades will be computer based on the following requirements:

Class Participation	50 points
Exam 1	100 points
Exam 2	100 points
Exam 3	100 points
Group projects	<u>150 points</u>
Total	500 points

Exams consist of multiple choice and short answer questions. Failure to contribute to your group's projects will have a significant, negative impact on your project grade. Each member of the group will be evaluated by his or her peers.

Academic Honesty:

“Academic dishonesty involves acts that may subvert or compromise the integrity of the educational or research process at the University of Arkansas, when such acts have been performed by a UA student. Academic dishonesty includes, but is not limited to, any act by which a student gains or attempts to gain an academic advantage for him/herself or another by misrepresenting his/her or another's work or by interfering with the independent completion, submission, or evaluation of academic work.”

As a University of Arkansas student, you are required to be familiar with and abide by the University's Academic Integrity Policy which may be found at <http://catalogofstudies.uark.edu/2882.php>.

Disclaimer:

The outline provided below is the course I expect us to follow. However, we may deviate from the schedule occasionally depending in the progress of the course.