



**QUINLAN**  
SCHOOL of BUSINESS

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**OFFICE HOURS:**

Tuesday and Thursday, 12pm-2pm, Or By Appointment



**MARK 373-1WE, Integrated Marketing Communications—Writing Intensive**  
**Spring Semester 2018**  
**T/Th, 4:00-5:15pm, Schreiber Center, Room 725**

**CATALOG DESCRIPTION**

Prerequisite: Junior standing, minimum grade of "C-" in MARK 201. This course develops an understanding of how advertising, personal selling, public relations, sale promotions, and direct marketing are coordinated to produce a unified, integrated marketing communications campaign. Message development, placement, timing, and evaluation metrics are examined within the context of marketing strategy.

**COURSE OVERVIEW**

MARK 373W (Integrated Marketing Communications – Writing Intensive) provides foundational knowledge and hands-on experience in IMC campaign development. This course is based on discussion and student participation. The course will require dedication to writing and content development in the marketing communications domain.

**COURSE OBJECTIVES AND LEARNING OUTCOMES**

- Identify the role of IMC as it relates to other marketing functions.
- Develop the theoretical, analytical, and writing skills necessary for the initiation, execution, and evaluation of IMC strategies.
- Develop, write, and present marketing content, including an IMC plan.
- Present and defend IMC recommendations and critically examine the recommendations of others.

## ENGAGED LEARNING

This course is classified as Engaged Learning by Loyola's Center for Experiential Learning.

Engaged Learning courses are those that provide all of the following:

- A structured learning experience integrated into a course that engages students in learning outside the classroom, such as in a community agency, professional organization, or in a research setting
- Critical reflection on that experience through various assignments in class
- Synthesis of the experience through a final project or portfolio

At the end of the semester, you will be required to write a written reflection of at least two double-spaced pages explaining:

- How did you connect your in-class and out-of-class Engaged Learning experiences?
- How did your Engaged Learning experience help you connect to the University's mission?
- How did the Engaged Learning experience in this course affect your personal, intellectual, civic, and/or professional development?

Loyola University Chicago Mission Statement: "We are Chicago's Jesuit, Catholic university – a diverse community seeking God in all things and working to expand knowledge in the service of humanity through learning, justice, and faith."

For additional information about Loyola's Center for Experiential Learning, please visit [www.luc.edu/experiential](http://www.luc.edu/experiential)

## REQUIRED MATERIALS

1. Textbook (available at Loyola Bookstore)  
*Integrated Advertising, Promotion, and Marketing Communications*, 7th Edition  
by Clow and Baack  
Publisher: Pearson, ISBN-13: 978-0133866339, ISBN-10: 0133866335
2. *Practical Pocket Guide to Account Planning* by Chris Kocek  
(Available at Loyola WTC Bookstore; ISBN# 9780989284905)
3. Supplemental materials posted on Sakai (<https://sakai.luc.edu/>)
4. Marketing and advertising databases and resources via provided by Loyola University Chicago (Qualtrics [<http://www.loyolaquinlan.qualtrics.com/>], Mintel, SimplyMap, etc.)
5. Email communication from Loyola's Center for Experiential Learning (Do not delete these!)

RECOMMENDED: Creative resources and software such as Adobe Creative Suite (available on LUC computers), Canva, Freepik, Creative Market, Graphic River, Unsplash, Pixabay, Filmora, etc.

## EXPECTATIONS OF STUDENTS

- Be respectful.
- Prepare and participate.
- Do not make excuses.
- Prioritize your time.
- Maximize your potential.
- Focus on progress, rather than perfection.
- Cultivate relationships with your classmates.
- Take a personal interest in the subject.
- Spread praise and positivity, not complaints and condescension.
- Ask for help – early and often.

**A hard class?** This class is challenging. Hands-on project work is a fundamental part of the course, but it is only overwhelming if you let it be. I set high but not impossible standards for my students. You are fully capable of surpassing them. I encourage you to adopt a “learning and earning” mindset – focus on cultivating your long-term marketing skillset (learning) and remember the number one person in control of your grade is you (earning).

**A note on course engagement:** Everyone in this class has something valuable to contribute. You are expected to share your thoughts, questions, and ideas in class. Your participation will be evaluated as follows:

- *Attendance:* Regular and punctual class attendance is a signal of your commitment to the course. FYI: This is supposed to be the easy part.
- *Class preparation:* You should always be prepared to discuss the concepts, topics and issues for a particular session. Answer questions and provide insightful observations.
- *Online Activity (not required):* Share your IMC insights via social media channels. You are encouraged to tweet, snap, post, and share interesting marketing related articles and personal observations.

## EVALUATION METHODS

### 1. ASSIGNMENTS

Writing assignments are intended to inspire your critical thinking skills and to help you develop your marketing communications writing skills. Writing assignments will be given throughout the semester – both in-class and for homework. If you are absent when an assignment is distributed, you are responsible for turning it in on time. **NO late assignments will be accepted.** There are no make-up assignment opportunities.\*

### 2. EXAMS

There will be three exams. The exams will include material from lectures, assigned readings, classroom discussions, and any supplemental material introduced to the class. The exams are not

cumulative; however, you will need to know how concepts relate to one another and how they are applied in real-world scenarios. All exams must be taken in class at the scheduled time. Contact Services for Students with Disabilities if you need extra time or accommodations. Barring an EMERGENCY, you MUST take the exam on the assigned date/time, otherwise you will receive a **zero**.\*

### 3. COLLEGIATE ECHO CHALLENGE PROJECT

The objective of this team project is to give you hands-on experience in developing and presenting an integrated marketing communications campaign for a real world client, sponsored by Marketing EDGE. The project is to be done collectively, in a small group (aka, mini ad agency). You will develop an IMC campaign, including a Situation Analysis, a Creative Brief, a Media Plan, and Deliverables (i.e., actual mock-ups of ads). Ultimately, you will make a client pitch and submit a final report to leave behind for the client. Additional details on this project will follow separately.

#### Group Assignments:

You will have several group homework assignments. More information about each of these assignments will be provided in class later in the semester.

#### Note on Team Participation & Evaluation:

You will be required to evaluate yourself and all other team members on the quality and quantity of contribution to the project. As the semester progresses, remember that your grade will be adjusted based on your fellow team members' evaluations. Be respectful of fellow group members, be professional, be on time for group meetings, contribute equally, etc.

**\*Review the "Assignment and Examination Make-Up Policy" section of this syllabus!**

## GRADING POLICY

In this class, good work earns a C, superior work a B, and outstanding work an A. Evaluation will be based on the quality of your work, not quantity or time spent working on an assignment or project. For all assignments, your critical thinking and writing will be principal factors in determining a grade. The grading rubric for this course is as follows:

### GRADING RUBRIC FOR THIS COURSE

Assignments	20%
Exam #1	20%
Exam #2	20%
Exam #3	20%
Team Project	20%

Final grade percentages will not be curved. Based on your final grade percentage, as calculated above, grades will be allocated according to the chart to the right →

**EXTRA CREDIT:** No extra credit opportunities are available. Do not inquire about extra credit. "But how can I improve my grade?" you ask. You can improve your grade by studying, attending class regularly, reading the textbook, preparing for exams, participating in discussions, paying attention in class, making significant contributions to your group project, visiting during office hours to ask questions, and a variety of other scholarly activities.

Letter Grade	Numerical Grade Earned in Course
A	> 93%
A-	90 – 92.9%
B+	87 – 89.9%
B	83 – 86.9%
B-	80 – 82.9%
C+	77 – 79.9%
C	73 – 76.9%
C-	70 – 72.9%
D+	67 – 69.9%
D	60 – 66.9%
F	< 59.9%

## USE OF TECHNOLOGY

- This course is based on discussion and student participation.
- Prezi and topic outlines will be used to help structure your lecture notes. Topic outlines will be provided in class. Prezi links and topic outlines will be posted on Sakai after class.
- Please be thoughtful and considerate when using social media. Your online and offline behaviors reflect who you are as a professional and can have a major impact on your future career.
- Cell phones should not be used in class for non-course related activities.
- **LAPTOPS ARE NOT ALLOWED IN CLASS** unless you have approval from Services for Students with Disabilities or unless it is an in-class group project work day, in which case you will be notified in advance.

## WEEK-BY-WEEK COURSE OUTLINE

- Dates are tentative and subject to change.
- **NO LATE ASSIGNMENTS WILL BE ACCEPTED.**
- It is your responsibility to stay up-to-date on adjustments to the course schedule.

Date	Schedule
<b>WEEK 1</b>	
1/16 (T)	Review Syllabus
1/18 (Th)	Introduction to IMC (Ch. 1)
<b>WEEK 2</b>	
1/23 (T)	Brand Management (Ch. 2) <b>ASSIGNMENT DUE VIA SAKAI →</b> Introduction Worksheet (20 points)
1/25 (Th)	Buyer Behavior (Ch. 3) <b>READ BEFORE CLASS:</b> Kocek, pages 22-57
<b>WEEK 3</b>	
1/30 (T)	<b>ASSIGNMENT DUE VIA SAKAI →</b> Buzzfeed Clickbait (40 points) <b>READ BEFORE CLASS:</b> Kocek, pages 59-90 & 100-119 Introduction to the Project (in-class)
2/1 (Th)	The IMC Planning Process (Ch. 4) <b>ASSIGNMENT DUE VIA SAKAI →</b> Interview & Insights (60 points)
<b>WEEK 4</b>	
2/6 (T)	Ad Campaign Management (Ch. 5, part 1) <b>READ BEFORE CLASS:</b> Kocek, pages 6-19
2/8 (Th)	Quiz on Client Project & In-class Group Work
<b>WEEK 5</b>	
2/13 (T)	Ad Campaign Management (Ch. 5, part 2)
2/15 (Th)	<b>ASSIGNMENT DUE VIA LOCUS →</b> Complete Engaged Learning Template (20 points)
<b>WEEK 6</b>	
2/20 (T)	<b>EXAM #1 (Chapters 1-5)</b>
2/22 (Th)	Advertising Design (Ch. 6)
<b>WEEK 7</b>	
2/27 (T)	<b>TEAM ASSIGNMENT:</b> Creative Brief due by 5:30pm via email (40 points)
3/1 (Th)	
<b>WEEK 8</b>	
3/6 (T)	<b>SPRING BREAK – NO CLASS</b>
3/8 (Th)	<b>SPRING BREAK – NO CLASS</b>
<b>WEEK 9</b>	
3/13 (T)	Traditional Media Channels and Alternative Marketing (Ch. 7 & 10)
3/15 (Th)	

<b>WEEK 10</b>	
3/20 (T)	<b>EXAM #2 (Chapters 6-10)</b>
3/22 (Th)	Sale Promotions, Database Marketing, and Direct Response (Ch. 11 & 12)
<b>WEEK 11</b>	
3/27 (T)	<b>TEAM ASSIGNMENT:</b> Video Storyboard & Script Due (40 points)
3/29 (Th)	
<b>WEEK 12</b>	
4/3 (T)	PR & Evaluation Methods (Ch. 13 & 15)
4/5 (Th)	<b>READ BEFORE CLASS:</b> Kocek, pages 91-99
<b>WEEK 13</b>	
4/10 (T)	<b>EXAM #3 (Ch. 11-13, 15)</b>
4/12 (Th)	<b>TEAM ASSIGNMENT:</b> Partial Draft & Progress Report DUE via email by 5:30pm (40 points)
<b>WEEK 14</b>	
4/17 (T)	In-Class Group Work Day
4/19 (Th)	In-Class Group Work Day
<b>WEEK 15</b>	
4/24 (T)	<b>ASSIGNMENT DUE DURING CLASS</b> → Visual Summary Draft Due; Meetings for Feedback (30 points) – 20 minute meetings for each team
4/26 (Th)	<b>ASSIGNMENT DUE DURING CLASS</b> → Visual Summary Draft Due; Meetings for Feedback (30 points) – 20 minute meetings for each team
<b>WEEK 16</b>	
5/3 (Th) <b>FINAL EXAM</b> 4:15pm	<p><b>Project Campaign Presentations</b></p> <p>Competition Deliverables are due at Start of Class</p> <p>Electronic PDF of Report AND Presentation due via Email before class</p> <p>Peer evaluation due within 24 hours of final presentation</p> <p>ALL STUDENTS MUST BE PRESENT THROUGHOUT CLIENT PITCH SESSION! FAILURE TO ATTEND WILL RESULT IN A ZERO ON THE GROUP PROJECT. NO EXCEPTIONS.</p> <p><b>INDIVIDUAL ASSIGNMENT DUE</b> → What I Learned Reflection</p>

# QUINLAN SCHOOL OF BUSINESS POLICIES<sup>†</sup>

## TARDINESS & ATTENDANCE POLICY

Class attendance and participation are fundamental components of learning, so punctual attendance at all classes, for the full class meeting period, is expected of Quinlan students. Faculty may set participation policies unique to their courses and use class participation as a component of the final grade. The student is responsible for any assignments or requirements missed during an absence.

Students are expected to attend classes regularly. A student who incurs an excessive number of absences may be withdrawn from a class at my discretion. There is no formal attendance policy in this class; however, failure to attend a class, regardless of the reason, may result in points deducted from your class participation grade. (Obviously if you aren't in class, you cannot participate.) Promptness is expected. Late arrivers disrupt the learning of everyone. Please be considerate of others. If you must leave the class early for any reason, please talk to me in advance. Be sure to review the Assignment and Examination Make-Up Policy section of this syllabus in advance if you plan to be absent. Please note that any in-class activities or pop quizzes cannot be made up.

Attendance will be tracked by a sign in sheet. To be considered present, students must sign the attendance sheet. Attendance sheets will only be passed around the room once. If you are tardy and miss the sheet, it is your responsibility to sign it at the end of the class period. Under no circumstances should you ever sign a fellow classmate's name to the attendance sheet. This is considered academic dishonesty and you will be punished.

## ASSIGNMENT & EXAMINATION MAKE-UP POLICY

Loyola University academic policy provides that tests or examinations may be given during the semester or summer sessions as often as deemed advisable by the instructor. Because Quinlan faculty believe examinations represent a critical component of student learning, required examinations should be taken during the regularly scheduled class period. **Make-up examinations are discouraged.** Exceptions may be granted only by the faculty member or department chair, and only for unavoidable circumstances (illness verified by a signed physician's note, participation in intercollegiate athletic events, subpoenas, jury duty, military service, bereavement, or religious observance). A make-up final examination may be scheduled only with the permission of the appropriate Quinlan Assistant or Associate Dean.

If a make-up examination must be given, it is the responsibility of the faculty member to prepare, schedule, and proctor the exam. Limited assistance in proctoring make-up exams may be available through a designated Quinlan administrative assistant. For a student with a documented special testing need, please consult University policy concerning use of the testing center in Sullivan Center at Lake Shore Campus.

<sup>†</sup> Sections in gray boxes indicate Quinlan policies. Additional policies are specific to this course.

**ASSIGNMENTS:** ABOLUTELY NO ASSIGNMENTS WILL BE ACCEPTED LATE. If you know that you will be absent (for ANY reason) when an assignment is due, it is your responsibility to make arrangements to get your assignment to me **before** the scheduled class period (e.g., e-mail, fellow classmate).

**EXAMS:** Exams must be taken on the day and time that they are assigned unless you make arrangements with the instructor **at least one week in advance**. Failure to take an exam on the scheduled day will result in a grade of zero. **If you are in an emergency situation, please contact me immediately.** If you arrive late for an exam, you will be allowed to take it given that no student has left the classroom, but you will not be given any extra time. If the University is closed on the day of a scheduled exam, the exam will be held on the next class day.

## ACADEMIC INTEGRITY

All members of the Quinlan School shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating, misrepresentation, fabrication, and falsehood...Plagiarism or cheating on the part of the student in individual or group academic work or in examination behavior will result minimally in the instructor assigning the grade of "F" for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved.

For further information about expectations for academic integrity and sanctions for violations, consult the complete Quinlan School of Business Honor Code and Statement of Academic Integrity on the Quinlan website:

<http://www.luc.edu/media/lucedu/quinlanschoolofbusiness/pdfs/Honor-Code-Quinlan-July2012.pdf>

**BOTTOM LINE:** Do not cheat. Do not plagiarize. Do not pass off others' work or ideas as your own. Do not allow your classmates to take advantage of you.

## STUDENTS WITH DISABILITIES

If you have a documented disability, you may be eligible to request accommodations from Loyola University Chicago's Services for Students with Disabilities. Please keep in mind that accommodations are never retroactive so students are encouraged to register early in the semester. Check the following web pages for further information:

<http://www.luc.edu/sswd/>

<http://www.luc.edu/sswd/accommodations.shtml>

<http://www.luc.edu/sswd/register.shtml>

## CHANGES TO THIS SYLLABUS

The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary. You are responsible for keeping up with all assignments. No excuses.