COURSE SYLLABUS
Southeast Missouri State University

Department of Management and Marketing

Course No: MK443

Title of course: Integrated Marketing Communications Practicum

Revision: Spring 2012

I. Catalog Description and Credit Hours of Course

The development of integrated marketing communication strategies with major emphasis being placed on advertising; primarily an application course where students develop a promotion campaign for an existing business/organization. (3)

II. Prerequisites: MK343 (Advertising and Promotion) or MC310 (Advertising Principles) with a minimum grade of “C.”.

III. Purposes or Objectives of the Course:

The primary objective of the course is to help students learn to develop sound integrated marketing communication strategies. It assumes certain background knowledge of advertising and promotion and thus does not attempt to provide a comprehensive review of advertising or the broader promotional area. The course takes a management approach and integrated marketing communications strategy development is stressed through the use of cases, projects, and campaign development.

IV. Student Learning Outcomes:

Upon completion of this course the students will be able to:

A. explain and illustrate the elements of an effective message strategy.

B. explain and illustrate the elements of an effective media and promotions strategy.

C. design and present an effective integrated marketing communications campaign.

V. Expectations of Students:

A. This course is designed as a professional type course at the senior level so a professional attitude is expected of students. Regular attendance and full participation in class assignments is expected. University policies on Attendance, Student Honesty and Plagiarism apply in this course. See your student handbook.

VI. Course Content or Outline:

<table>
<thead>
<tr>
<th>Course Content</th>
<th>Approximate Class Hours</th>
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<tbody>
<tr>
<td>1. Analysis of Company Objectives and Company Strategies and Their Relationship to Marketing and Advertising Objectives and Strategies</td>
<td>2</td>
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<td>2. Analysis of Consumer Needs, Motives and Characteristics</td>
<td>3</td>
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<td>3. Market Analysis (Including Sales Analysis and Competitive Analysis)</td>
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<td>4. Positioning Strategies</td>
<td>6</td>
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<tr>
<td>5. IMC and Promotion Objectives and Strategies (Including Creative Strategy and Budget Program)</td>
<td>10</td>
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</tbody>
</table>
6. Media Objective and Strategies 6

7. Evaluation of IMC Campaign 3

8. Campaign Plan Presentation (written and oral) 10

VII. Textbooks and/or Other Required Materials of Equipment:

A. Text:


B. Reference Materials:


VIII. Basis for Student Evaluation:

A. Cases and Experiential Exercises (Individual and Team; written and oral) (200 points—20%)

B. Midterm exam (100 points—10%)

C. Team Project Meetings – reports showing progress on steps in IMC Plan (200 points—20%)

D. Major team project--Developing an Integrated Marketing Communications Campaign and making a presentation of the campaign in class (this will be in place of a final exam) (Plan Book @ 250 points—25% and Oral presentation @ 200 points—20%)

E. Class participation (50 points—5%)

F. Late papers will not be accepted unless permission has been granted by the instructor. In this course we will be working with actual client(s) and assuming the role of IMC agencies. IMC agencies must abide by deadlines set internally among the agency team and externally with their clients and thus you must do likewise in this course.