

King Fahd University of Petroleum and Minerals
KFUPM Business School
Department of Management & Marketing
Semester 241

MKT 370 Integrated Marketing Communications
An Experiential Learning Course
“LIVE IT!”

Instructor: Dr. Saleh Abdulaziz AlShebil

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Class Time/Location:

MKT 370 MW 11:00 am – 12:15 pm | 24-128

Office Hours:

MW: 10:25 AM - 10:55 AM

MW: 2:00 PM -3:00 PM

Other meetings by appointment, contact me on MS Teams or WhatsApp to schedule.

Office Location: 24-216

Note: Office hours may change during the semester, contact me before you come (WhatsApp or MS Teams)

Required Textbook: Advertising and Promotion: An Integrated Marketing Communications Perspective, 12th edition, G.E. Belch and M.A. Belch, McGraw Hill. You can refer to the textbook’s website for resources

Recommended Readings:

Made to Stick by Chip Heath & Dan Heath

Contagious: Why Things Catch On by Jonah Berger

Ogilvy on Advertising by David Ogilvy

The Advertising Effect

A Technique for Producing Ideas James Webb Young

inGenius: A Crash Course on Creativity by Tina Seelig

Additional readings maybe assigned.

Course Description:

This course examines the role of marketing communications (promotion) in marketing organizations. It addresses the promotional element in Marketing and takes an integrated marketing communications approach. Topics covered include the communication process, determination of source and message factors, objectives and budgets, creative strategy and creation of the message, selection of media, and evaluation and control of the different promotional efforts. The

promotional mix elements are discussed which include: advertising, sales promotion, direct marketing, digital marketing, publicity and public relations, and personal selling. Whilst the different promotional mix elements are addressed, the course places special emphasis on advertising.

This course takes a project based learning approach with inquiry based learning and presents a unique opportunity and an experiential learning experience to not just plan but execute a small real campaign with all its challenges. Creativity is highly required and encouraged throughout the course. Participation in all classes is a requirement. Given the current state of the Pandemic, the campaign may present new challenges and more so in terms of execution but we will do our best.

Objectives:

- To understand the basic concepts in IMC.
- To understand and distinguish the different promotional elements in the promotional mix.
- To develop an effective IMC plan & execute a real small campaign.
- To develop critical and creative thinking.
- To develop team building skills.

Learning Outcomes:

- To identify and explain the communication process, source, attributes, message, objectives, the different promotional mix elements, and related marketing communications terminologies.
- To develop an IMC plan for a small business/nonprofit or social cause.
- To implement and execute an IMC plan (a real campaign) for a small business/nonprofit or social cause.
- To develop critical and creative thinking through the reflections journal.
- To develop team building skills in working with a real life project.

Prerequisite: MKT 250

Grading:

Due to nature of this experiential learning course. Grading will be based on 2 tracks. More details will be provided in class.

TRACK 1 (REQUIRES APPROVAL)		TRACK 2 (Default track)	
IMC Team Project-Campaign (with SME)	55%	IMC Team Project-Campaign (social cause)	30%
Midterm Exam	15%	Midterm Exam	25%
Class Participation (Activities/Assignments)	10%	Class Participation (Activities/Assignments)	15%
Final Exam	15%	Final Exam	25%
Attendance	5%	Attendance	5%
Total	100%	Total	100%

Marketing YOU! Bonus Assignment*	5%	Marketing YOU! Bonus Assignment*	5%
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Team Project-IMC Campaign

There will be a major team project required for this course. The project is to develop an IMC campaign plan for a “real” business/nonprofit client (or a social cause). This is a very important and critical requirement of the course. We will be discussing this further in class. Refer to the detailed project guidelines for all the necessary details on the requirements. The project involves not only writing an IMC plan (a campaign) but also executing the campaign as well, which is rarely offered in other courses I’ve seen. This will be a great learning experience. I encourage you all to make the most of it.

Reflections Journal

In the Reflections Journal, you need to reflect on our topics covered, class discussions, class activities, your active participation and provide feedback. Details will be provided later.

Class Participation (Assignments/Activities+)

Active class participation is required in all our classes (including our WhatsApp group). This is a student-centered learning course and active discussion and participation is required in every class. This will include some activities and assignments in addition to discussions. This will also be an important input to your Reflections Journal as well.

Attendance:

University policy regarding attendance and related rules will be employed. The following schedule shows the points distributed.

Unexcused Absence	Points
0	5
1	4
2	3
3	2
4	1
5	0
6	-3 (Careful!)
7 or more	DN

Electronic Class Communication

Electronic Communication with class will be mostly through several means:

- Google Drive will be used for posting Course material (slides etc.) and all course submissions.
- Our WhatsApp group will be used for announcements, reminders, class discussions and reflections, links to articles, media sharing etc.
- Whatsapp & MS Teams can be used for contacting me at any time.
- Email can also be used when needed.

The Marketing YOU! Assignment

The idea of the Marketing YOU Assignment is to market you to yourself and to the world. It's an assignment on a personal level. I'd like you here to do something new for the first time. You need to do something new that you have never tried before in your life, and write a paper about your experience. Marketing has a lot to do with new ideas, creativity and trying out new things. So go ahead and try something new and tell us about it. Education is a lot about developing you on a personal level and developing your brand and marketing you to the world. It can be about breaking a bad habit or creating a new good habit, or doing something that would personally develop you in one way or another. It also includes anything you've always wanted to do but never got the chance to and which you know is something that will benefit you. I'm also very open to all ideas. Details will also be provided. It's an assignment to help market you to yourself, to those around you, to your future and to the world! Here's an example below and we can talk about this more in class.

http://www.ted.com/talks/matt_cutts_try_something_new_for_30_days.html

The Marketing YOU Assignment isn't required, it's a choice. It's a great opportunity and I highly encourage you to take advantage of it. More details will be provided later in class.

Sources & References

You can use the following sources/references of journal and business publications for any related assignments/projects:

Journal of Marketing, Journal of Consumer Research, Journal of Marketing Research, Journal of Brand Management, Journal of International Marketing, Marketing Science, Journal of Business Research, Journal of International Business Studies, Journal of Retailing, International Journal for Research in Marketing, Journal of Macromarketing, Journal of Advertising, Journal of Advertising Research, Journal of the Academy of Marketing Science, International Journal of Advertising, European Journal of Marketing, International Marketing Review, Journal of Global Marketing, Wall Street Journal, Financial Times, Harvard Business Review, MIT Sloan Management Review, Economist, Business Week, , New York Times, AdAge, Marketing Week, Forbes, Fortune, Inc., Fast Company, Knowledge@Wharton, HBS Working Knowledge, Strategy+Business, Adweek, Gulf Marketing Review and Arabian Business.

If you are using an academic journal you can check for the academic journals using the library and its online database. The reference desk can help you as well. The other sources can be mostly found online. Ask me if you have any questions.

Academic Honesty

Students must adhere to the University's standards of academic honesty. Violations of these standards will be treated seriously according to University rules and regulations. Any form of cheating will not be tolerated, serious consequences may follow.

Wish you all a Pleasant & Enjoyable Semester

Calendar*:

Week	Dates	Chapter
01	26 Aug 28 Aug	Getting to Know You Syllabus Review Introduction to the Course
02	2 Sept 4 Sept	Chap 1: An Introduction to Integrated Marketing Communications IMC Project Forming Teams For Reading Chp2&3 (Chap 2: The Role of IMC in the Marketing Process/ Chap 3: Organizing for Advertising and Promotion) Chap 5: The Communication Process
03	9 Sept 11 Sept	Chap 6: Source, Message, and Channel Factors
04	16 Sept 18 Sept	Chap 7: Establishing Objectives and Budgeting for the Promotional Program Chap 8: Creative Strategy: Planning and Development
05	23 Sept 25 Sept	Chap 8: Creative Strategy: Planning and Development *IMC Part1 : The Research Presentation & Report
06	30 Sept 2 Oct	Chap 9: Creative Strategy: Implementation and Evaluation Midterm Exam 2 Oct in Class
07	7 Oct 9 Oct	Chap 9: Creative Strategy: Implementation and Evaluation Chap 10: Media Planning and Strategy
08	14 Oct 16 Oct	Chap 11: Evaluation of Media: Television & Radio Chap 12: Evaluation of Print Media
9	21 Oct 23 Oct	Chap 13: Support Media Chap 14: Direct Marketing
10	28 Oct 30 Oct	Chap 15: The Internet- Digital & Social Media *IMC Part2 : The Campaign Strategy Presentation & Report
11	4 Nov 6 Nov	Social Media Marketing (outside material)/Guest speaker Chap 16: Sales Promotion
12	18 Nov 20 Nov	Chap 17: Public Relations, Publicity, and Corporate Advertising
13	25 Nov 27 Nov	Campaign Review +
14	2 Dec 4 Dec	Chap 21: Personal Selling Chap 18: Measuring the Effectiveness of the Promotional Program
15	9 Dec 11 Dec	Chap 22: Evaluating the Social, Ethical, and Economic Aspects of Advertising and Promotion * IMC Part3 : The Campaign Execution & Results Presentation & Report

***Items in this calendar may be changed as seen needed especially as we take a project based learning approach.**

*Project presentations may be alternatively scheduled in the evening, and the class time may be spent to discuss some chapters/topics that may need more time. As an experiential learning course there's a high possibility of changes as we move along the course.

**Guest speaker(s) schedules will be announced when available.