

**[BUS285, Integrated Marketing Communication, Spring Semester 2019]**

## **I. COURSE INFORMATION**

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Instructor: Prof. Giulia Miniero  
Instructor's Email: gminiero@fus.edu  
Office Hours: M TH from 2 to 4 pm  
Class location: MV4  
Class meeting times: M TH 11:30 – 12:45

## **II. COURSE DESCRIPTION**

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This course exposes students to an integrated, global approach of two-way communication with consumers, customers and suppliers, and other stakeholders of companies and organizations. Students explore the communications process that is essential in contemporary global business cultures. Media options are explored for a range of target audiences. Discussions on the use of advertising, public relations, sales promotions, internet promotion, direct marketing and other techniques will be included.

## **III. RATIONALE**

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The course is a core course in the IM Marketing major curriculum. The course aims at illustrating the most relevant aspects of the marketing communication process giving an outline of the main communication tools and their functions.

## **IV. COURSE GOALS**

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The course introduces the most recent trends in marketing communication and provides students with an understanding of how companies plan and execute their interactions with customers by means of communication activities.

## **V. SPECIFIC LEARNING OUTCOMES**

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By the end of the course, the students should have developed:

- an ability to apply the tools and methodologies of integrated marketing communications in the marketing process;
- an understanding of the components and functions of each element of the promotional mix and their roles in an IMC program;
- an ability to analyse a marketing situation with specific company objectives in mind and to design an integrated marketing communications plan to meet those objectives.

## **VI. REQUIRED TEXTS AND MATERIALS**

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Book: "Marketing Communications: discovery, creation and conversations", 7/E  
Chris Fill, Sarah Turnbull, ISBN-10: 1292092610 • ISBN-13: 9781292092614, Pearson

Additionally, hand-outs, articles and cases will be used to supplement the text.

Suggested Readings will be reported on the Moodle platform . Students are expected to read the material before coming to class and to discuss the assigned materials (readings or cases).

## **VII. ASSESSMENT OVERVIEW**

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Students' understanding of the concepts covered will be evaluated through written examinations.

Students' ability to use the concepts and skills will be evaluated through written assignments and presentation, case analysis, the final exam, and classroom exercises and discussion of real-world cases.

Your final grade is earned according to your efforts in three areas:

- 1) the ability to use and combine different concepts through exams;
- 2) the ability to apply the concepts learned to real world situations through written assignments and presentations;
- 3) the ability to pull together the concepts into a complete marketing communication program through case analysis.

**Your attendance and participation will also count towards your final grade as explained below.**

No make-up tests are given unless there is documented evidence of a medical (or other serious) problem. Students are given time for assignments, so if they are sick the day the assignment is due they are expected to turn it in via email or through a friend. **Because the answers are discussed in class on the due date, late papers will not be accepted.**

## **VIII. ASSESSMENT DETAILS**

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Approximately one or two chapters will be covered each week. The assigned chapters should be read prior to the beginning of each week – classes will be structured around discussion of the assigned materials, **making class participation essential and a major part of your success in the course.** In addition to materials covered in the chapters, some cases will be assigned for review and discussion. No one will be penalized for being naturally shy. However, an inability to demonstrate knowledge of the assignments and ability to comprehend/utilize the material will affect your grade.

### ➤ **HOMEWORK**

Although some of the assignments and exercises will not be collected and graded, they must be completed for class on the day assigned and you are expected to come to class prepared to discuss your results.

### ➤ **ASSIGNMENTS AND GROUP PRESENTATIONS**

Students will be asked to apply a specific concept covered in class during that week to a short business problem or case.

Students have to prepare a power point (or similar) document to submit to professor by email (gminiero@fus.edu) before class on due date and present their work in class on the scheduled day.

Students will form teams of 3 persons and will keep the same group composition throughout the course.

Specifically, students have to complete:

- Individual/group Chapter Presentation: 10%
- Midterm: 20%
- Group Project: 30%
- Individual assignment : 10%
- Final exam: 30%

**CHAPTER PRESENTATION:** Each student (or in a group of 3 students – according to class enrolment), during the semester needs to present to the class one chapter of the book. The student has to select the chapter (on a first come first serve basis) and prepare 10 slides. The slides should contain:

- the 3 main concepts of the chapter/topic ,
- at least 2 examples of products or companies related to the topic of the chapter;
- 2 questions to engage the class.

The student should send the document 1 day (24h) before class to the professor. Please check Moodle platform for further details about the project instructions.

**GROUP PROJECT:** details and instructions will be presented on the first day of class and uploaded on the moodle platform.

## **IX. GRADING POLICIES AND EXPECTATIONS**

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Final grade scale:

95-100	A
90-94.9	A-
87-89.9	B+
83-86.9	B
80-82.9	B-
77-79.9	C+
73-76.9	C
70-72.9	C-
67-69.9	D+
63-66.9	D
60-62.9	D-
below 60	F

### **EVALUATION OF YOUR WORK**

I will do my best to make my expectations for the various assignments clear and to evaluate them as fairly and objectively. If you feel that an error has occurred in the grading of any assignment, you may, **within one week** of the date the assignment is returned to you, write me a memo in which you request a re-evaluation of the

assignment. Attach the original assignment to the memo and explain fully and carefully why you think the assignment should be re-graded. You will get your assignment re-evaluated within one week. Be aware that the re-evaluation process can result in three types of grade adjustments: positive, none, or negative.

#### **X. HOW TO DO WELL IN THIS COURSE (POLICIES / REQUIREMENTS)**

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- Do not arrive late to class or leave early.
- You are allowed to no more of 3 absences, inclusive of those of normal illness, before your grade is affected. For each absence above 3, your final grade will be reduced by one letter grade; i.e. an “A”, will become an “A-“.
- Do not use laptops or mobile phones in class (unless otherwise authorized);
- Participate, participate, participate! If you read something interesting, if an idea or a thought comes to your mind, bring it to class and discuss!
- Come to class prepared, work properly on your assignments and submit them on time. If something is not clear, consult immediately with the professor and do not wait the last second.
- Check once in a while with me if you are doing ok on the course and if you have doubts on any of the topics, come and talk to me. Do not wait last week of class for consulting me during office hours and beg for an extra credit assignment!

#### **XI. ACADEMIC INTEGRITY: STATEMENT ON CHEATING AND PLAGIARISM**

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A student whose actions are deemed by the University to be out of sympathy with the ideals, objectives or the spirit of good conduct as fostered by the University and Swiss community, may be placed on Disciplinary Probation or become subject to dismissal from the University. Cheating is a dishonest action out of sympathy with the ideals, objectives and spirit of the University. Furthermore, cheating reflects negatively on one’s personal integrity and is unjust to those students who have studied.

See the Academic Catalog for full statement (page 199):

[https://www.fus.edu/images/pdf/FUS\\_ACADEMIC\\_CATALOG\\_2018\\_2020\\_web.pdf](https://www.fus.edu/images/pdf/FUS_ACADEMIC_CATALOG_2018_2020_web.pdf)

#### **XII. RESOURCES AVAILABLE**

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Students are encouraged to use the University facilities and resources for studying, such as: WLC, Learning Disabilities, Library, etc

#### **XIII. COURSE SCHEDULE**

Monday	Jan 21	Introduction to course IMC in the Marketing Process	Chapter 1
Thursday	Jan 24	Communications: forms and conversations	Chapter 2
Monday	Jan 28	<ul style="list-style-type: none"> <li>• Chapter Presentation</li> <li>• Audience Insight: information processing and behaviour</li> </ul>	Chapter 3
Thursday	Jan 31	<ul style="list-style-type: none"> <li>• Chapter Presentation</li> </ul>	Chapter 4

		<ul style="list-style-type: none"> <li>• How does marketing communication works</li> </ul>	
Monday	Feb 4	<ul style="list-style-type: none"> <li>• Chapter Presentation</li> <li>• Marketing Communication Strategy and Planning</li> </ul>	Chapter 5
Thursday	Feb 7	<ul style="list-style-type: none"> <li>• Chapter Presentation</li> <li>• Marketing Communication: objectives and Positioning</li> </ul>	Chapter 6
<b>Monday</b>	<b>Feb 11</b>	<b>In class group work</b>	
Thursday	Feb 14	<ul style="list-style-type: none"> <li>• Chapter Presentation</li> <li>• Marketing Communication: objectives and Positioning</li> </ul>	Chapter 6
Monday	Feb 18	<ul style="list-style-type: none"> <li>• Chapter Presentation</li> <li>• Advertising Industry</li> </ul>	Chapter 7
Thursday	Feb 21	<ul style="list-style-type: none"> <li>• Chapter Presentation</li> <li>• Evaluation and Metrics</li> </ul>	Chapter 8
Monday	Feb 25	<ul style="list-style-type: none"> <li>• Chapter Presentation</li> <li>• Branding and Marketing Communication</li> </ul>	Chapter 9
Thursday	Feb 28	<b>MIDTERM</b>	
Monday	March 4	<b>Group work First Draft Presentation</b>	
Thursday	March 7	<b>Group work First Draft Presentation</b>	
Monday	March 25		
Thursday	March 28		
Monday	April 1		
Thursday	April 4	<b>In class exercise presentation</b>	
Monday	April 8	<ul style="list-style-type: none"> <li>• Chapter Presentation</li> <li>• Digital Media</li> </ul>	
Thursday	April 11	<ul style="list-style-type: none"> <li>• Chapter Presentation</li> <li>• Social Media</li> </ul>	
Monday	April 15	<ul style="list-style-type: none"> <li>• Chapter Presentation</li> <li>• Social Media</li> </ul>	
Thursday	April 18	<ul style="list-style-type: none"> <li>• Chapter Presentation</li> <li>• Sales Promotion</li> </ul>	
Thursday	April 25	<ul style="list-style-type: none"> <li>• Chapter Presentation</li> <li>• Public Relation</li> </ul>	
<b>Monday</b>	<b>April 29</b>	<b>Group work Final Presentation</b>	
<b>Thursday</b>	<b>May 2</b>	<b>Group work Final Presentation</b>	
<b>Thursday</b>	<b>May 9</b>	<b>Final exam: 11-13</b>	

#### **XIV. BIBLIOGRAPHY**

A bibliography of all the articles and hands-out distributed in class and further material will be uploaded on Moodle platform.