



ACADEMIC EXCELLENCE REDEFINED
American University of Ras Al Khaimah

SEMESTER YEAR
Syllabus for BMKT 313
Room No:
Course Class Timings:

I. Instructor Information:

Name:
Office Hours:
Email:

II. Course: BMKT 313 - Integrated Marketing Communications

Course Credit Hours: 3
Pre-requisites: BMKT 301 & BMKT 312

III. Course Description:

In-depth study and application of advertising and other forms of marketing communication with emphasis on role in marketing planning. Study includes identification of relevant data to analyze marketing situation, development of product position, marketing and marketing communications objectives, creative strategy, media planning, and evaluation.

IV. Course Materials and Basic Resources:

Textbook:

Moriarty S, Mitchell N, & Well W, Advertising & IMC: Principles and Practice, 10th Edition (Pearson) ISBN 13: 978-0-27-37-5292-9

Other materials and supplies:

Business publications such as Wall Street Journal, Business Week, Fortune, Forbes, Economist, Harvard Business Review etc

Web resources:

- **Websites:**
 - <http://www.hbsp.harvard.edu>

V. Course Goals and Student Learning Outcomes

Goals:

The course enables the student to provide in-depth study and application of advertising and other forms of marketing communication with emphasis on role in marketing planning

Student Learning Outcomes:

At the end of the course the student should be able to:

SLO 1	Explain marketing communication functions in businesses
SLO 2	Identify and discuss (using real-world examples) the specific advantages and disadvantages of each of the marketing communication tools, and how they can be combined in an effective, <i>integrated</i> , communication program
SLO 3	Identify the general, strategic decisions that go into planning a marketing communication campaign and the specific, tactical issues involved in planning and implementing an IMC campaign
SLO 4	Describe relevant international, regulatory, and ethical issues influencing marketing communications
SLO 5	Analyze real-world marketing communications and to communicate these analyses in writing

VI. Weekly Topics and Assignments

Tentative Schedule

Week	Topics & Assignments	Assessment Due Dates	SLO
Week 1	Syllabus & Introduction to Course		1
Week 2	Ch. 1 – The New World of Marketing Communication Discussion about Assignment Guidelines		1,2
Week 3	Ch. 2- Integrated Brand Communication Lecture and Discussion	Quiz	1,3,4

Week 4	Ch. 3- Brand Communication and Society Quiz due		1,3,4
Week 5	Ch. 4- How Marketing Communication Works Group Discussion	Assignment #1 – report based on case study analysis of use of IMC to enhance brand awareness	1,3,4
Week 6	Ch. 5 – Segmenting and Targeting the Audience Case Study Discussion	Quiz	1,3,4,5
Week 7	Ch. 6 – 7- Strategic Research and Strategic Planning Mid-term review		
Week 8	Mid Term Test		1,3,4,5
Week 9	Ch. 8– The Creative Side		2,3,4,5
Week 10	Ch. 10 – Visual Communication, Lecture and Discussion	Assignment #2 – Report assessing the effectiveness of methods used by companies for IMC and promotions	1,3,4,5
Week 11	Ch.11-12 – Media Basics and Traditional Media	Quiz	1,3,4,5
Week 12	Ch. 13-14 – Digital Media and Media Planning and Buying, Using digital Social Media (Facebook, Twitter etc) for IMC	Assignment #3 – Report on corporate public relations planning exercise and investigate use of Social Media for marketing by companies	1,3,4,5
Week 13	Ch. 15 – Public Relations In-class PR Exercise		3,4,5
Week 14	Ch. 16 - 17– Direct Response and Promotions		3,4,5
Week 15	Ch. 19- Evaluation of Effectiveness Final Exam Review		1,2,3,4,5
Week 16	Final Exam		

VII. Evaluation of Learning

The grade breakdown is as follows:

Methods	Dates	Weights
Final Exam:	16 th week	30%
Mid-term Exam:	8 th week	20%
Quizzes	3 rd , 6 th , 11 th week	10%
Assignments	12 th week	30%
Class participation	Throughout the semester	10%

Mapping of Learning outcomes and assessments

Assessment Tool	Grade Weightage	Mapping with Course Learning Outcomes				
		1	2	3	4	5
Assignments	30%	x	x	x	x	x
Quiz	10%	x	x	x		
Class Participation	5%					
Midterm Exam	20%	x	x	x		
Final Exam	30%	x	x	x	x	x

VIII. Grading System and Scale

University course work is measured in terms of quantity and quality. A credit normally represents one hour per week of lecture or recitation or not fewer than two hours per week of independent or laboratory work throughout a semester. The number of credits is a measure of quantity. The grade is a measure of quality. The university system for undergraduate grading is as follows:

Grade	Percentage Scores	Grade Points
A	90-100	4.0
A-	87-89	3.75

B+	84-86	3.3
B	80-83	3.0
B-	77-79	2.7
C+	74-76	2.3
C	70-73	2.0
C-	67-69	1.7
D+	64-66	1.3
D	60-63	1.0
F	0-59	0

IX. Methodologies for Teaching and Learning:

- Lecture
- Homework
- Group Discussion
- Case Studies

X. Relevant Policies

Relevant policies [Except for the policy on academic misconduct, the inclusion of the following is only suggested and is at the discretion of the instructor].

A. Academic Misconduct:

The Honor Code and Honor System

The Honor Code is an integral part of university life. Students are responsible, therefore, for understanding the code's provisions. Cheating and attempted cheating, plagiarism, lying, and stealing of academic work and related materials constitute Honor Code violations. In the spirit of the code, a student's word is a declaration of good faith acceptable as truth in all academic matters. To maintain an academic community according to these standards, students and faculty must report all alleged violations to the Honor Committee.

AURAK expects its students to uphold high standards of academic integrity and conduct. In particular, students are required to:

- Attend classes regularly and punctually.
- Be actively involved in class discussions and other course related classroom

activities.

- Complete assignments on time.
- Meet the requirements for course and program completion.
- Abide by high standards of academic integrity, ethics, and honesty.
- Refrain from cheating on homework and examinations, plagiarizing other people's work by submitting it as their own, or any other forms of academic dishonesty.
- Adhere to the published test or examination rules and regulations.
- Make every effort to maintain good academic standing.

Given the internet and easy access to information and knowledge sources, the University is committed to students' learning in an ethical manner. For all academic assignments, project work, and presentations, students need to ensure that due acknowledgement is given to the source of any information which they incorporate in their work. The following are some examples of academic misconduct:

- Cheating/using unfair means in examinations
- Significant paraphrasing in written academic work that is unacknowledged
- Unacknowledged use of information or ideas unless such ideas are commonplace
- Citing sources which student has not read or referred to
- Breaching the word limit of assignments and mentioning wrong word count
- Plagiarism

Plagiarism. Plagiarism is a serious academic offence. Plagiarism is the use of someone else's ideas, words, projects, artwork, phrasing, sentence structure or other work without properly acknowledging the ownership (source) of the property (item). Plagiarism is dishonest because it misrepresents the work of someone else as one's own. It is intellectual theft as it robs others of credit for their work. Plagiarism takes many forms including:

- Using someone else's words without putting those words in quotation marks and providing full information about their source, sufficient information so that another person could easily locate the words that are being quoted, whether it is in an article, a book, or on the web.
- Using unique, original ideas, phrases, sentences, paragraphs, or other materials, etc. from a single source or a variety of sources such as a text, journal, web page, electronic source, design, artwork, etc. in one's work without citing all sources. For a student found plagiarizing, the punishment will be a failing grade in the assignment without the right to redo the assignment up to a failing grade in the course.

Examples of Cheating. Acts of cheating include, but are not limited to, the following:

1. Copying from another student's paper during an exam, or allowing or encouraging another student to copy from your paper during an exam.
2. Having someone else take your exam in your place, or taking an exam for someone else.
3. Obtaining unauthorized access to exams and accepting exams obtained by unauthorized access.

Examples of Plagiarism. Acts of plagiarism include, but are not limited to, the following

1. Handing in as 'original', work prepared by someone else or preparing/completing someone else's work.
2. Copying from a book or other publication without citing sources.
3. Using the same work to satisfy the requirements of two or more courses (during the same or different terms).
4. Having someone else rewrite a rough draft or rewriting a rough draft that is not your own work.

Violations of plagiarism are subject to evaluation according to the criterion of "reasonable doubt". The student's right to appeal and the procedures to be followed in carrying out the appeal of the University's decision is clearly stated in the *Student Handbook*.

Any violations of the University's academic rules, regulations or directives are reported to the Vice President and may result in one of the following disciplinary measures.

- Verbal or written warning
- Repeating the term
- Dismissal from the University

Please refer to the relevant section in the *Handbook* and ensure a clear understanding of the provisions of the University honor code and honor system in order to avoid infringement of the policy and attendant penalization.

B. Concerns about grades or other course matters. Students are responsible for their learning experiences. If you are concerned about a class matter, first discuss it with the instructor. If the matter is not resolved, the next step is to meet with the Program Chair. If you still have a concern, meet with the Dean. The matter is likely to be resolved before it reaches that point, but if it is not, then the following positions are next on the organization

chart: the Deputy Vice Chancellor for Academic Affairs, and, finally, the Vice Chancellor. Students who decide to “jump to the top” will be referred back to the appropriate next step.

C. Assignments. University policy is that assignments are due on the date assigned. Instructors may refuse to accept late assignments or lower the grade that would be otherwise given.

D. Attendance.

- Attend all learning and teaching sessions associated with their program of study.
- Notify their course instructors in advance (in person, by phone or e-mail) that they will be absent from time-tabled class sessions.
- Obtain prior permission from their instructor or course manager, for planned absences of two or more consecutive class sessions during the semester.
- Provide a medical certificate or other corroborating evidence to explain their absence, if required by the University.

Unsatisfactory student attendance includes failure to regularly attend learning and teaching sessions without providing a satisfactory reason to instructors for absence and/or persistent late arrival at, or early departure from, learning and teaching sessions.

Where a student fails to attend classes for two weeks cumulatively without the University's permission, the student will receive a "non-attendance warning (NAW)", and will be required to provide satisfactory explanation for their non-attendance. With each subsequent NAW issued, a formal report on the student's non-attendance is made to their sponsor.

Where a student fails to attend classes for four or more weeks cumulatively, or where a recurring pattern of non-attendance (that is more than two NAWs) is observed, over the course of the semester, the student may be deemed to have failed the course, in which case they will receive an "F (Fail)" or "U (Unsatisfactory)" grade, as appropriate. At this point, and at the instructor's recommendation, the dean has the authority to instruct the registrar to remove the student from the course.

Course Instructors are responsible for reminding students of the importance of regular attendance at learning or teaching sessions, and for accurately recording student attendance. Instructors and Course Managers (Department Chairs or Program Coordinators) will be required to consult with the relevant School Deans, to ensure timely issuance of NAWs, non-attendance reports to sponsors (subject to data confidentiality stipulations) and to provide relevant academic counseling where necessary.

E. Mobile Phones: All mobile phones, pagers and/or other communication devices should be turned off before entering the classroom.

F. Diversity and the Use of English. English is the common language of the AURAK

campus, the use of which includes everyone. It is the only language to be used in the classroom. AURAK brings together students and faculty from diverse cultural and linguistic backgrounds, which is one of the strengths of the university. This diversity provides an opportunity to share our different experiences and enlarge our understanding of the world. Classroom discussions and other activities are to be conducted with courtesy and civility and respect for one another and for our differences.