



Integrated Marketing Communication

MKT 374 Spring 2025

Instructor	Debbie Chasteen
E-mail	chasteend@william.jewell.edu
Course Meeting Days and Time	Tuesday & Thursday, 1:00 - 2:15 pm
Required Experiential Learning Dates	None
Office Hours	By Appointment

Catalog Description:

Provides an examination of all elements of the marketing promotion mix—advertising, sales promotions, point-of-purchase communication, direct marketing communication, public relations and sponsorship marketing, and personal selling. Overview of market segmentation, appeals, budgets, evaluation and management of the promotion mix.

Credit Hour Policy Statement:

Standard lecture:

“This class meets the federal credit hour policy of 1 hour of class with an expected 2 hours of additional student work outside of class each week for approximately 15 weeks for each hour of credit, or a total of 45-75 total hours for each credit.” (Def 1)

Course Learning Objectives:

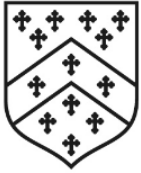
1. To learn principles of integrated organizational communication and apply them in class discussions and case study analyses.
2. To recognize how all forms of communication can work together to achieve an organization's goals.
3. To analyze how different communication elements can be used to carry out organizational objectives.
4. To describe the marketing communication process.
5. To discuss consumers' use of information in marketing communication.
6. To analyze the role of persuasion in marketing communication.
7. To design a marketing communication plan.

Methods of Instructions:

Lectures, discussions, presentations, experiential assignments, and projects.

Textbooks and Required Reading: Clow, K.E. & Baak, D.E. (2022). *Integrated Advertising, Promotion, and Marketing Communications*. Ninth Edition. Pearson Education: Hoboken NJ.

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Course Schedule:

Week	Topic	Assignment
Week 1, 1/14	Introduction IMC	Read Chapter 1
Week 2, 1/21	Brand Management	Chapter 2
Week 3, 1/28	Buyer Behavior	Chapter 3
Week 4, 2/4	IMC Planning Process	Chapter 4 Exam 1
Week 5, 2/11	Advertising Campaign	Chapter 5
Week 6, 2/18	Advertising Design	Chapter 6
Week 7, 2/25	Traditional Media	Chapter 7 Exam 2
Week 8, 3/4	Midterm Break	No classes
Week 9, 3/11	Digital Media Social Media	Chapter 8 Chapter 9
Week 10, 3/18	Alternative Marketing Database Marketing	Chapter 10 Chapter 11
Week 11, 3/25	Personal Selling & Direct Response	Chapter 11 Exam 3
Week 12, 4/1	Sales Promotion	Chapter 12



Week 13, 4/8

Public Relations

Chapter 13

Ethics

Chapter 14

Week 14, 4/15

Evaluation

Chapter 15

Exam 4

Week 15, 4/22

Presentations

IMC Plan Due

Grading Criteria:

ASSESSMENT	Grade
Quizzes, Activities, Case Studies	20 %
Exam 1	15 %
Exam 2	15 %
Exam 3	15 %
Exam 4	15 %
Project	20 %
Total	100 %

GRADING SCALE

A	100 – 93%	B+	89.99--87%	C+	79.99 – 77%	D+	69.99% - 67%	F	59.99% - 0
A-	92.99 – 90%	B	86.99 – 83%	C	76.99% -73%	D	66.99% - 63%		
		B-	82.99 – 80%	C-	72.99% -70%	D-	62.99% - 60%		



Withdrawal and Attendance policies:

Harlaxton College expects regular class attendance by all students. Students are considered sufficiently mature to appreciate the necessity of regular and punctual attendance, to accept this personal responsibility and to accept the consequences of failure to attend. When absences occur due to emergency or medical reasons, students are expected to notify their instructors of the absence prior to class or to seek the assistance of the College nurse or a member of the Student Experience Team for help in notifying instructors.

Instructors have the authority to grant excused absences for medical, psychological, or personal reasons upon review of appropriate documentation and professional recommendation supporting such a request. In the event of long-term illness, reasonable accommodations will be made to allow a student to complete a course. In these cases, the Dean will need to approve the long-term nature of the accommodation.

The Dean of Harlaxton College has the authority to grant excused absences for medical, psychological, or personal reasons.

Each instructor is expected to maintain an attendance policy in keeping with the nature of the Harlaxton program and may consider it in evaluating performance in their courses.

Policy Governing Unexcused Absences:

Harlaxton College operates an attendance policy that is binding on all faculty and students. The number of unexcused absences that are allowed before incurring a penalty is related to the number of times a class meets each week. For courses which meet three times a week, students are allowed a maximum of three unexcused absences during the semester without attracting penalty points. For courses meeting twice a week two such absences are permitted, and for courses meeting once a week a single absence is allowed. Additional unexcused absences will attract a grade penalty. Penalty will be a third-letter grade (A- to B+).

Policy Governing Excused Absences.

- Excused absences are not given to facilitate student travel independent of College-sponsored travel.
- Students may be permitted to miss class because of participation in academic field trips.
- Instructors must co-ordinate and confirm academic fieldtrips with the Dean, prior to the commencement of the Semester to ensure their inclusion in the Semester timetable.

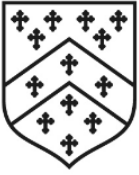
- Where authorization for an academic fieldtrip is requested after the commencement of the semester, the request must be submitted to the Dean.

The following information is required:

- Purpose and brief description of the official Harlaxton event or academic fieldtrip.
- Dates, location, and times (as applicable).
- Alphabetical list of students involved [Last Name/First Name] along with their student identification number.

If approval is granted:

- Instructors affected will be notified at least one week prior to the class period during which absence is anticipated, or as soon as possible.
- Missed class time due to student participation is to be considered an excused absence.
- The grade of a student may not be lowered in any class due to excused absences.
- It is the student's responsibility - to take the initiative by consulting with their instructors before the absence occurs, and - to do what is required by the instructor to make up all missed assignments and/or examinations.
- Instructors are required to assist students in these occasional situations of excused absences.



Honor Code:

All students at the University of Evansville agree to the University honor code: *I will neither give nor receive unauthorized aid, nor will I tolerate an environment that condones the use of unauthorized aid.*

AI may be used only with prior permission or direction by the instructor.

- All work submitted in this course must be your own.
- The use of generative AI composition tools, such as those offered by ChatGPT, Google Bard etc. is prohibited in this course except for specific assignments and subject to the instructor's guidelines.
- Work generated by such tools without proper attribution is plagiarism and, thereby, a breach of the University's Plagiarism and Academic Honesty policy.

Disability Policy:

It is the policy and practice of the University of Evansville to make reasonable accommodations for students with properly documented disabilities. Students should contact Disability Services within the Office of Counseling Services by calling 812-488-2663 to seek services or accommodations for disabilities. Written notification to faculty from Disability Services is required for academic accommodations.

The University of Evansville Disability Services office will share the request for academic accommodations with the Academic Support team at Harlaxton College. Staff members at Harlaxton will meet individually with students to discuss needs and provide additional information related to examinations or other assessments.

Students from partner institutions should provide the appropriate letter of accommodation from their institution to the Academic Support team at Harlaxton College.



Non-Discrimination Statement

The University of Evansville expects all members of its community to treat each other with respect and civility. Harassing behaviors directed towards any member of our community will not be tolerated. As part of its commitment to non-discrimination, the University specifically prohibits harassment based on any other characteristics set forth in its nondiscrimination statement as follows: including race, color, gender, gender identity and expression, sexual orientation, creed or religion, national origin, age, disability, veteran status and all federally protected groups/classes. Any form of harassment undermines the mission of the University and negatively impacts the University community as a whole.

Prohibited Conduct and Confidentiality

The University of Evansville is committed to fostering an atmosphere free from harassment and discrimination. This commitment includes identifying problems that may lead to sexual harassment and misconduct, as well as other forms of harassment and discrimination, by creating an atmosphere in which the entire University community is sensitive to preventing prohibited conduct. Additionally, the University is committed to providing support and resources to individuals who have experienced prohibited conduct. This commitment includes effectively responding when a student, visitor, guest or program participant is the victim of prohibited conduct.

All campus employees, students, and guests are required to abide by the Title IX and Other Sexual Harassment and Misconduct Policy, the Harassment and Discrimination Policy, and the Consensual Sexual or Romantic Relationships Between Employees and Students Policy. Violation of these policies could result in disciplinary action, up to and including expulsion for students and termination for employees.

Faculty members at the University of Evansville are considered “Responsible Employees” under the applicable federal guidelines and the University’s policies. This means that I am unable to offer you confidentiality if you report any incidence of prohibited conduct to me as defined by Title IX statute. If I am made aware of a violation, I am required to report any known information to the Office of Institutional Equity.

You may choose to report the violation yourself the following ways:

Email: · Annie Sills, Assistant Director of Institutional Equity and Title IX Coordinator: cs175@evansville.edu ·

Keith Gehlhausen, Executive Director of HR and Institutional Equity: kg77@evansville.edu ·

Title IX: titleix@evansville.edu

Phone: [812-288-5261](tel:812-288-5261)

Online: <https://www.evansville.edu/safety/report.cfm>

You may also choose to speak with a Confidential Resource. Confidential Resources are required to maintain confidentiality and cannot report violations to the Office of Institutional Equity:

University of Evansville

Counseling Services: counselingservices@evansville.edu, [812-488-2633](tel:812-488-2633)

Health Center Professionals: healthcenter@evansville.edu, [812-488-2033](tel:812-488-2033)

University Chaplain: chaplain@evansville.edu, [812-488-5262](tel:812-488-5262)

Harlaxton College

College Nurse: Lesley Selby, RGN, +44 01476 403027, lseyby@harlaxton.ac.uk

Counselling Services: counselling@harlaxton.ac.uk