

# Standard Course Outline

## MKTG 630 Branding and Integrated Marketing Communications

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### I. General Information

- ♦ Course number: MKTG 630
- ♦ Title: Branding and Integrated Marketing Communications
- ♦ Units: 3 credits
- ♦ Prerequisites: MKTG 500
- ♦ Course Coordinator: MSM Faculty
- ♦ Date prepared/revised: October 2020

### II. Catalog Description

Brands represent the intangible asset that define the success of many companies. In this class, you will learn about how integrated marketing communications and how it can be used to communicate and build a brand. Class focuses on introducing the student to available marketing communications tools such as advertising and sales promotion and offers students the framework for brand building whether it involves the use of advertising or any other promotional tool. Letter grade only (A-F).

### III. Curriculum Justification(s)

A brand is the cornerstone of a successful organization. Integrated marketing communications offers the tools that allow organizations to create their brand and to cultivate brand equity that makes a brand perhaps the most valuable intangible asset of an organization. As such, the class introduces students to the most relevant concepts and an understanding of how to use marketing communications tools to create and cultivate a strong brand. The purpose of this class is then to offer students an overview of available marketing communications tools and given an understanding of these tools, cultivate a broader understanding of how to best apply these tools in successful marketing.

### IV. Course Objectives, Student Learning Outcomes, Evaluation Instruments, and Instructional Strategies for Skill Development

- Learn the scope of the most common marketing communications tools.
- Learn how to use integrated marketing communications tools to cultivate brand equity.
- Learn how to design a marketing communications campaign involving the integrated use of multiple marketing communications tools.

## **V. Outline of Subject Matter**

This is a listing of topics that should be covered in this course. Due to the dynamic nature of the topic area, this list may include additional topics most relevant in the current time. Multiple-choice exams are not allowed. All written individual and team assignments must be submitted through plagiarism detection software programs such as Turnitin.

1. Brands and Brand Equity
2. Brand Adoption and Brand Naming
3. Ethical Dimension of Branding
4. Segmentation, Targeting, and Positioning in Integrated Marketing Communications
5. Communications Process and Persuasion
6. Objective Setting, Planning, and Budgeting
7. Effectiveness and Creativity of Advertising Messages
8. Use of Brand Endorsers
9. Traditional Advertising
10. Digital, Internet and Social Media
11. Consumer and Trade Sales Promotion
12. PR, WOM, and Sponsorships
13. Packaging, POP Communications, and Signage
14. Measurement of the Effectiveness of Marketing Communications

## **VI. Methods of Instruction**

### **A. Instruction Mode**

- Traditional
- Hybrid
- Local Online
- Distance Education

### **B. Classroom Activities**

Combination of lecture, in-class and out of class practical activities.

There must be at least one major project in the course. The project should require students to develop an integrated marketing communications campaign around a brand. This includes illustrations.

Additional Active Learning tasks that can also be used in the course include:

- Individual participation in and discussions of weekly topics.
- In class and out of class exercises involving app
- Case discussions that include Harvard, Stanford, Ivey, and other advanced cases for master level courses,

- Essay examinations

### **C. Extent and Nature of Technology Use:**

Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the “[Policy Governing Access to and Use of CSULB Computing Resources](#)”. These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

## **VII. Information about Textbooks/Readings**

There are many textbooks for this course. One such book is Integrated Marketing Communications by Shimp and Andrews (South-Western).

## **VIII. Instructional Policies Requirements**

### **A. Grading Policy:**

- Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third of the final course grade.
- Examinations preferably use short answer questions, essays, and must require some form of application, critical thinking, and / or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.
- See [Academic Senate Policy Statement 12-03: Final Course Grades, Grading Procedures, and Final Assessments](#).

### **B. Policy on Classroom Behavior:**

- All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
- Students are responsible for what transpired if they miss a class. It is the student’s responsibility to contact the instructor or a classmate to determine what was missed. See “Policy on Make-up Exam and Assignments” below.
- Talking and other disruptive behavior are not permitted while classes are in session.
- Students are expected and must do ORIGINAL work for all assignments, including exams. See “Academic Integrity” policy below. It is the student’s responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
- See also [Department of Marketing Classroom and Online Conduct Policies](#).

### **C. Policies on Withdrawal, Late Withdrawals, and Incompletes:**

The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the COB.

### **D. Academic Integrity:**

- Students are expected to do original work for all assignments, including exams.
- Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials.
- Students are expected to adhere to the [College of Business policy on academic integrity](#) and the University's [Academic Senate Policy Statement 08-02: Cheating and Plagiarism](#). Please avoid an embarrassing or unfortunate situation.

## **IX. Disabilities:**

The [Bob Murphy Access Center](#) (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations. Any student requesting academic accommodations based on a disability is strongly encouraged to register with Disabled Student Services (BMAC) each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: [bmac@csulb.edu](mailto:bmac@csulb.edu).

## **X. Assistive Technology**

In compliance with [Accessibility and Faculty Responsibility for the Selection of Instructional Materials \(PS 08-11\)](#), instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

## **XI. Consistency of SCO Standards across Sections**

All future syllabi will conform to the SCO. The course coordinator should review the SCO and offer advice and/or materials to faculty member new to teaching the course. The course coordinator may offer or require regular review of instructors' course materials as well as anonymous samples of student work.

## **XII. Additional Resources for Development of Syllabi**

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)
- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)