OBJECTIVE:

Advanced Integrated Marketing Communications is designed to allow the student to experientially apply the concepts of advertising and promotions through the development of a promotional plan. Students are formed into ad agencies and are responsible for creating the promotional plan in its entirety.

Student Learning Outcomes:
At the end of this course students should be able to:

- Develop a comprehensive IMC plan
- Identify and analyze the strengths, weaknesses, opportunities, and threats faced by an organization as it prepares to develop an IMC plan
- State communications objectives that will guide IMC promotional plan development
- Determine and allocate a promotional budget
- Plan a media strategy
- Measure the effectiveness of the IMC plan

PREREQUISITES: MKTG 370, 371, 373, 470


REQUIREMENTS:  
1. Completion of comprehensive promotional plan
2. Graded group contribution
3. Departmental report/presentation

GRADING:  
50% Promotional Plan (By Professor)
20% Group Evaluation (By Peer Evaluation)
30% Departmental Evaluation (By Professor)
**SCHEDULE:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Chapter Readings</th>
</tr>
</thead>
</table>
| Aug. 25 | INTRODUCTION  
Formation of Groups/Project Selection  
Client visits/presentations (A) | 1-3 |
| 27     |                                           |                  |
| Sept. 01 | **HOLIDAY**  
Client visits/presentations (B) |                  |
<p>| 03     |                                           |                  |
| 08     | Client visits/presentations (C)            |                  |
| 10     | Client visits/presentations (D)            | 4                |
| 15     | Secondary research/situation analysis (A)  | 5                |
| 17     | Secondary research/situation analysis (B)  |                  |
| 22     | Secondary research/situation analysis (C, D) | 6               |
| 24     | <strong>Presentation</strong> of Situation analysis (A) | 7                |
| 29     | GUEST SPEAKER: Scott Schimmel              |                  |
| Oct. 01 | GUEST SPEAKER: Scott Schimmel              |                  |
| 06     | <strong>Presentation</strong> of Situation analysis (B) |                  |
| 08     | <strong>Presentation</strong> of Situation analysis (C, D) |               |
| 13     | <strong>Presentation</strong> of communication objectives (A) |              |
| 15     | <strong>Presentation</strong> of communication objectives (B) |              |
| 20     | <strong>Presentation</strong> of communication objectives (C) |              |
| 22     | <strong>Presentation</strong> of communication objectives (D) |              |
| 27     | <strong>Presentation</strong> of Message Strategy/positioning (A, B) | 8-9 |
| 29     | <strong>Presentation</strong> of Message Strategy/positioning (C, D) |              |
| Nov. 03 | <strong>Presentation</strong> of promotional tactics/creative (A) |              |
| 05     | <strong>Presentation</strong> of promotional tactics/creative (B) |              |
| 10     | <strong>HOLIDAY</strong>                                |                  |
| 12     | <strong>Presentation</strong> of promotional tactics/creative (C, D) |              |
| 17     | <strong>Presentation</strong> of Media strategy/Measuring Effectiveness (A) | 10-12 |
| 19     | <strong>Presentation</strong> of Media Strategy Measuring Effectiveness (B) | 13-17 |</p>
<table>
<thead>
<tr>
<th>Nov.</th>
<th>24</th>
<th>Presentation of Media strategy (C. D)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>26</td>
<td>Measuring Effectiveness</td>
</tr>
<tr>
<td>Dec.</td>
<td>01</td>
<td>Presentation of final project to class and clients</td>
</tr>
<tr>
<td></td>
<td>03</td>
<td>Presentation of final project to class and clients</td>
</tr>
<tr>
<td></td>
<td>08</td>
<td>Presentation of final project to class and clients</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>Presentation of final project to class and clients</td>
</tr>
</tbody>
</table>
ADVERTISING AND PROMOTION MANAGEMENT
PROMOTIONAL PLAN OUTLINE

CHAPTER 1 INTRODUCTION

History of company/product
Statement of purpose
Brief overview of project

CHAPTER 2 SITUATION ANALYSIS

Background, research, etc. of relevance
Competitive information
Reporting of primary research results
Determination of target market(s)

CHAPTER 3 DEVELOPMENT OF OBJECTIVES

Marketing and communications objectives
Positioning and message strategy

CHAPTER 4 PROMOTIONAL TACTICS

Communications Tools
Creative recommendations

CHAPTER 5 BUDGET DETERMINATION AND ALLOCATION

CHAPTER 6 MEDIA STRATEGY

CHAPTER 7 MEASURING EFFECTIVENESS

CHAPTER 8 CONCLUSIONS; FUTURE PLANS, ETC.
YOUR NAME:____________________________________________

PROJECTS:

FIRST CHOICE:
SECOND CHOICE:
THIRD CHOICE:
NO WAY:

PERMANENT ADDRESS (WHERE YOU CAN BE REACHED)

PHONE NUMBER: (During semester______________________)
(Permanent______________________)

EMAIL: (During semester______________________)
(Permanent______________________)
MARKETING 472
PEER EVALUATION FORM

THE PURPOSE OF THIS EVALUATION FORM IS TO PROVIDE ME WITH INSIGHT AS TO THE CONTRIBUTIONS MADE BY EACH OF YOUR GROUP MEMBERS. PLEASE BE AS FAIR AS POSSIBLE AND PROVIDE WRITTEN COMMENTS WHERE APPROPRIATE. THANK YOU.

PROJECT:
DEPARTMENT:

YOUR NAME: __________________________ GRADE: __________________

Comments:

GROUP MEMBER: __________________________ GRADE: __________________

Comments:

GROUP MEMBER: __________________________ GRADE: __________________

Comments:

GROUP MEMBER: __________________________ GRADE: __________________

Comments:

GROUP MEMBER: __________________________ GRADE: __________________

Comments:

GROUP MEMBER: __________________________ GRADE: __________________

Comments:

IF YOU NEED ADDITIONAL ROOM, PLEASE CONTINUE ON THE BACK!!
Please indicate the names of the students responsible for each of the sections of your final paper:

PROJECT:

Introduction:

Situation Analysis:

Research:

Creative/message:

Media:

Public Relations:

Direct:

Internet:

Sales Promotion/Event:

Support Media:

Measuring Effectiveness:

Other:___________