



Integrated Marketing Communications

-Term 2 2022-

**EMBA Program: Mohammed Bin Salman College of Business & Entrepreneurship (MBSC)
KAEC, Saudi Arabia**

Course Name: Integrated Marketing Communications
Course Number: MKT 520
Credits: 2
Contact Hours : 25

INSTRUCTOR

Instructor Name: Dr. Aseel Al Ghamdi, Assistant Professor of Marketing
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COURSE DESCRIPTION

Integrated Marketing Communications – IMC requires marketing specialists to have a broad knowledge of how this field is properly used to ensure effective brand communications with target segment(s). Therefore, this course will examine the wide range interconnections of Above The Line (ATL), Below The Line (BTL) and Through The Line (TTL) marketing communication platforms to serve consistent business objectives. These will include advertising and advertising management, sponsorship in marketing, experiential marketing (i.e., events), digital, and sales promotion. Moreover, communicating with customers through social media outlets is crucial for engagement to increase sales as a result, thus, content marketing and email marketing will be highlighted and discussed to achieve business success. We will investigate the values of integrated marketing communications, their theoretical models that underpin them and practical applications for each outlet in the marketplace. The course will enable a depth understanding of how and when these IMC mediums can be used effectively in relationship to product/service life cycles to inform, persuade, and remind customers about promotional offerings. Although there will be some lecture material to both understand the conceptual framework for topics discussed and to provide practical integrated marketing communications examples, much of the time will involve students in collaborative hands-on activities and interactive discussions. Students will undertake applied and assessed in-class exercises, earn a professional marketing communication certificate, discuss local and global integrated marketing communication techniques, and participate in hands-on group projects. Marketing communications industry experts will be invited to participate in class sessions to further extend the practical experience of students. Therefore, class participation is particularly important in this course.

LEARNING OUTCOMES

Upon successful completion of this course, you will be able to:

1. Demonstrate understanding of each integrated marketing communication mediums and their processes to build relevant communication strategies
2. Evaluate marketing communication domain through analysis of various advertising, sponsorship, experiential marketing, digital, and sales promotion tactics
3. Gain a strong command of how to design an integrated marketing communication campaign
4. Appreciate how companies build customer engagement, communicate value, and relationships by the use of IMC mediums
5. Engage in an integrated marketing communication project competition for local brands to show in-depth practical understanding of IMC campaigns.
6. Connect with local marketing communication professionals to bridge between in-class sessions and integrated marketing communication practice
7. Work with peers and reflect on their understanding of the IMC issues discussed;
8. Demonstrate visual, oral and written communication skills.

REQUIRED COURSE MATERIALS

- *Required: Integrated Marketing Communications: Strategic Planning Perspectives (5th Edition)* by Keith J. Tuckwell (2018). Pearson Education.
- *Recommended: Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity.* Harlow: Pearson.
- *Recommended: Sponsorship in Marketing: Effective Partnerships in Sports, Arts and Events* by Bettina Cornwell (2020). Routledge.
- *Recommended: AdAge: Marketing Fact Pack*
- *Recommended: Integrated Marketing Communications e-book*
- *Recommended: The Entrepreneurs Guide to Email Marketing – eBook*



OTHER REQUIRED COURSE MATERIALS

ALL PDF files included under “Read” section of syllabus are required. They will be added to Blackboard accordingly. Utilize them to your benefit for your final project and other in-class activities.

STUDENT TEAMS

They will be announced on third session

PEDAGOGIES USED AND EXPERIENTIAL LEARNING ACTIVITIES

Type	% of Course Workload
Experiential Learning Activities (including discussion, audiovisuals, project work/presentations)	45%
Lectures (including interaction)	30%
Guest Speakers	10%
Other (In-class activities)	15%

CREDIT BREAKDOWN

	Classroom With Instructor	Team Hours & Preparation	Working in Business	Other	Total
Contact Hours	25	75	#		100
Credit	2		#		2

INTEGRATED MARKETING COMMUNICATION FOCUS

This course will expose students to integrated marketing communication campaigns and tactics (i.e., advertising) for real local clients to evaluate and appreciate the integrated marketing communication process. The course will also enrich the students’ learning experience by bringing local guest speakers into specialized marketing communication fields to make the local connections between theory and practice. Overall, a highly experiential and hands-on approach to learning with in-class activities will be used which require active student engagement and valuable reflections.

GRADING

RANGE	GRADE	DESCRIPTION	QUALITY POINTS	RANK (MOE-KSA)	USED IN GPA CALCULATION
95% to 100%	A+	Excellent quality and full mastery of the course material, extraordinary distinction.	4.00	Excellent	Yes
90% to <95%	A	Excellent quality and full mastery of the course material.	3.75		Yes
85% to <90%	B+	Good to excellent comprehension of the course material and the skills necessary to work with course material.	3.50	Very good	Yes
80% to <85%	B	Good comprehension of the course material and the skills necessary to work with course material.	3.00		Yes
75% to <80%	C+	Adequate and slightly above satisfactory comprehension of the course material and met the basic course requirements.	2.50	Good	Yes
70% to <75%	C	Adequate and satisfactory comprehension of the course material and met the basic course requirements.	2.00		Yes
<70%	F	Failure. An F is an earned grade assigned to a student who has not completed the majority of the coursework at a satisfactory level.	0.00		Yes



RANGE	GRADE	DESCRIPTION	QUALITY POINTS	RANK (MOE-KSA)	USED IN GPA CALCULATION
	DN	Denied: An estimate is given to the student in any course in which s/he is denied continuing his/her studies and entering his/her final exam, nor receiving a grade, due to exceeding the specified percentage of absence.	0.00		Yes
	I	Incomplete. The "I" is restricted to cases in which the student has satisfactorily completed a substantial part of the coursework. No credit will be given until the course is completed within the given deadline and a passing grade received. When a final grade is received, that final grade will be changed by using grade change request form.	-		No
	IF	Failure from due to Incomplete: If the student hasn't completed the missing part of the coursework to complete the course within the given deadline.	0.00		Yes
	P	Pass grade	-		No
	UW	Unofficial Withdrawal. A "UW" may be assigned to students who never attended class (didn't show up) and fail to officially withdraw during the given timelines.	-		No



RANGE	GRADE	DESCRIPTION	QUALITY POINTS	RANK (MOE-KSA)	USED IN GPA CALCULATION
	W	Withdrawal. The notation "W" (meaning Withdrew) is recorded when a student withdraws from a course (or the program) after the course has started and <u>before 50% of the sessions of a course</u> have been completed.	-		No
	WF	Withdrawal with Fail. The notation "WF" is recorded when a student withdraws from a course (or the program) after the course has started and <u>after 50% of the sessions of a course</u> have been completed.	0.00		Yes



GRADING COMPONENTS

Activity	% of Grade	Due Dates
(Team Assignment) Final Project Presentations	35%	May 15 th , 2022
(Team Assignment) Integrated Marketing Communication Debate	15%	May 13 th , 2022
(Team Evaluation) In-Class Activities	15%	TBA in-class
(Individual Evaluation) Marketing Certifications	15%	April 2 nd , 2022
(Individual Evaluation) Course Participation/Attendance	20%	March 4 th – May 15 th , 2022
Total	100%	

Course Participation Grade (20%)

Beyond attendance, students are expected to actively participate to earn their participation grade by engaging into an enriching thinking process, to reflect and communicate their thoughts and get involved in-class activities, particularly as regards to the IMC graded in-class activities.

Marketing Certifications (15%)

Students must register and finish the following **TWO** prominent online marketing communications certifications

1- Fundamentals of Digital Marketing Google Certification found at:

<https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing>

- In here students will master the basics of digital marketing with our free course accredited by Interactive Advertising Bureau Europe and The Open University. There are 26 modules to explore, all created by Google trainers, packed full of practical exercises and real-world examples to help you turn knowledge into action. (Google, 2021)

2- HubSpot Social Media Marketing Certification found at:

<https://academy.hubspot.com/courses/social-media?library=true>

- In here students will shape their conversation around your business, build loyalty, and attract new customers and partners. Building an effective social media strategy will expand all of your other marketing efforts as well as build brand awareness, drive word of mouth, and attract buyers. Students will learn how to: build an effective social media strategy, set up social listening and moderation, create social content, extend your reach, excel in digital advertising, measure ROI, and more.

AND students will choose **ONE** of the following two certificates:

3- Content Marketing Certificate found at:

<https://academy.hubspot.com/courses/content-marketing>

- “This certification course will give you an overview of how to become an effective content marketer. In here you will learn a content creation framework for producing effective content on a consistent basis, create and repurpose content that both humans and search engines will love which allow you to become a stronger, leaner, and more strategic content marketer” (HubSpot, 2021)



4- Digital Advertising: How to Develop a Winning Online Advertising Strategy found at:
<https://academy.hubspot.com/courses/digital-advertising?library=true&>

- “In this certification course, you'll learn everything you need to create a customer-centric advertising strategy, including journey-based advertising, bidding and targeting strategies, paid search, social media advertising, programmatic, reporting, and more. In here you will learn how to advertise at every stage of the buyer's journey, create digital advertising campaigns that convert and evaluate the performance of your digital advertising strategy” (HubSpot, 2021)

NOTE: Each student **must** upload his/her official certificates to Blackboard on or before by April 2nd, 2022, to earn grade percentage.

In-Class Activities (15%)

- Students will do some in-class activities **to apply** lecture material during class time.

Integrated Marketing Communication Debate (15%)

- More details on IMC debate presentations will be provided separately on Blackboard

Final Project and Presentation (35%)

- More details on IMC final project presentations will be provided separately on Blackboard

ACADEMIC HONESTY & INTEGRITY

MBSC holds high standards regarding academic integrity, as detailed in the Student Handbook and included policies. This particularly implies that all work submitted in each course must be the product of your own original effort, unless exceptions are specifically granted. By consequence you must provide proper citations when you incorporate the works, words, or ideas of others, even in case these others are fellow students. If you are concerned about plagiarism, have questions about legitimate forms of collaboration, or are unclear about appropriate methods of citation, consult the instructor or the librarian for guidelines. Academic integrity also relates to attendance record keeping. You are at all times expected to register your own attendance, and only your own attendance, and to do so according to actual attendance. Violations of academic integrity typically result in sanctions that can range from disciplinary warning, to probation or suspension, to – in the event of severe or repeated violations – dismissal from the College.

STANDARDS OF BEHAVIOR

The campus and classroom cultures promote a safe and effective learning environment, nurturing the entrepreneurial leadership development of each of the members of MBSC’s diverse student population. We value honesty, integrity, mutual respect, diversity, team-work, and co-creation. We believe that mastering entrepreneurial leadership requires fully engaged collaboration between professors and students and among students and set our standards of behavior accordingly.

An important behavioral standard is therefore that students comes to every class, prepared and in time, unless in exceptional circumstances which are communicated to the professor (and possibly Program Management) in advance. Moreover, in class every student actively co-creates, contributes, participates, for the full duration of the class. Active participation can for instance take the form of posing questions, answering questions, constructive contributions to the discourse, and engaged listening. Such is not

possible when arriving late, leaving class and returning, or leaving early. Hence these behaviors are in violation of the standards of behavior and the Attendance Policy (see also below).

Electronic devices are only used in direct support of appropriate and active class participation (e.g. taking notes or consulting the case text). All other forms of use of electronic devices are in violation of the standards of behavior.

Collaboration is an essential entrepreneurial leadership skill. Hence, teamwork is common in most courses. Moreover, we encourage students to interact outside of the classroom and sessions, e.g. to complete assignments. It should be noted however that such collaboration should always be within the guidelines and regulations of academic integrity. It should never lead to plagiarism or be in violation of intellectual property rights.

ATTENDANCE POLICY

Rules for class participation, classroom conduct, on time arrival and attendance are detailed in the MBSC Attendance Policy for students and will be enforced as such. In short: every student should arrive on time for every class, be present, participate actively throughout, and until class finishes. These behaviors are valued highly and are essential to the effective experiential learning of yourself and your fellow students. Experiential learning is key to developing your entrepreneurial leadership.

NOTE 1: For conduct and attendance, please **carefully read MBSC attendance policy**

NOTE 2: **ANY STUDENT** who is going to miss **ANY CLASS** that has a **GROUP assignment/project** etc. to kindly **inform instructor ahead of time** for “group arrangement” to be made not individual ones or otherwise you will face the risk of losing the percentage grade because (groups cannot present something they already presented)

- This is extremely important

COURSE SCHEDULE

Integrated Marketing Communication / MKT520			
Session #	Date & Time	Topics	Class Readings/Assignment %
1	March 4 th	<p>Integrated Marketing Communications: An Overview Lecture</p> <ul style="list-style-type: none"> • Analysis of various advertising, sponsorship, experiential marketing, digital, and sales promotion tactics • Saudi Social Media Penetration • Local Saudi Brand – Advertising Campaign 	<p>Read:</p> <p>AdAge: Marketing Fact Pack Integrated Marketing Communications e-book</p>
2	March 4 th	<p>Building an Integrated Marketing Communications Campaign with Purpose in Mind</p> <ul style="list-style-type: none"> • What is Advertising Purpose? • How to create it? • The Golden Circle by Simon Sinek • Apple on Ad. Purpose <ul style="list-style-type: none"> ○ A historical trajectory <p>In-class Activity 1</p> <p>Of a Saudi Brand:</p> <ol style="list-style-type: none"> 1- Functional and Emotional Benefit 2- Advertising Purpose <ol style="list-style-type: none"> a. Why, How and What? 	
3	March 5 th	<p>Brands and Branding Concept</p> <ul style="list-style-type: none"> • Define “brand,” state how brand differs from a product, and explain what brand equity is • Summarize why brands are important • Explain how branding applies to virtually everything 	
4	March 5 th	<p>Brand Management, Equity and Positioning Brands Resonance and the Brand Value Chain</p> <ul style="list-style-type: none"> • Brand Equity and Customer-Based Brand Equity Pyramid • Competitive Advantage of Branding • Identify the steps in the strategic brand management process • Describe the main branding challenges and opportunities • Brand Measurements and Architecture • Advantages of Strong Brands <p>In-class Activity 2</p> <p>Brand Resonance Pyramid for a Saudi Brand</p>	



5	March 18 th	<p>Advertising Management</p> <ul style="list-style-type: none"> Define the role of advertising management and major decisions involved in developing an advertising program. <p>Class Application & Discussion:</p> <ul style="list-style-type: none"> 360 Ad. Campaign for a Saudi Brand from planning to execution 	
6	March 18 th	<p>Advertising Communications</p> <ul style="list-style-type: none"> Describe the role of advertising communications and logo visuals associated with branding <p>In-class Activity 3</p> <ul style="list-style-type: none"> Advertising Visual Communication 	
7	March 19 th	<p>Advertising Agency Structure and Advertising Brief:</p> <ul style="list-style-type: none"> Why does it matter? What does it explain? <p>In-class Activity 4</p> <p>Create a detailed advertising brief for Saudi brands</p>	<ul style="list-style-type: none"> Leo Burnett Advertising Agency Advertising Brief Form
8	March 19 th	<p>Content Is King: Create Extraordinary Marketing Content</p> <ul style="list-style-type: none"> Maintaining Quality Content Variation of Content Promotion and Distribution of Content Highlight practical social media content tactics on Twitter to demonstrate how simplicity can deliver a compelling message to the target audience 	<p>Read:</p> <p>e-book: Content Marketing Writing Secrets: Better, Stronger, Faster</p>
9	April 1 st	<p>Sponsorship in Marketing</p> <ul style="list-style-type: none"> Sponsorship Process Sponsorship Audiences, Strategies, and Objectives How Sponsorship Works <p>Class Discussion:</p> <ul style="list-style-type: none"> The Sponsorship Model <p>Application:</p> <p>Various real examples of Sponsorship Activations to promote real authentic engagement</p>	<p>Read:</p> <p>Book: Sponsorship in Marketing: Effective Partnerships in Sports, Arts and Events Author: Bettina Cornwell.</p>
10	April 1 st	In-class Activity Session	
11	April 2 nd	Guest Speaker – Topic to Be Announced	
12	April 2 nd	<p>Final Project Review Coaching Session</p> <p>Instructor will go over all questions relevant to final project(s) to improve content and quality</p>	15%: Two Marketing Certificates are due April 1st
13	May 13 th	Marketing Debate Presentations	15%
14			
15	May 14 th	Final Project Presentations	35%
16			



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