**Course Syllabus**

**Fall 2022**

**Samar M. Baqer, PhD., Fulbright**

**Marketing Communications (IMC) 330**

**Lecture Time and Location:**

**MKT/ 330/01A**  : Sun, Tue, Thu 02:00 to 02:50 PM, CBA South Building C1 1005

**Final Exam** : 28-Dec-2022, 11:00 AM to 01:00 PM

**Contact Information:**

**Location** :First Floor, Department of Management & Marketing– South Building B-1006

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**Office Hours** : Sun, Tue, Thu. from 11:00 to 11:50 AM or by appointment

**Social Media** : @drsamarbaqer

**Teaching Assistant:**

**Name** : Shaden Shaker

**Location** : First Floor, Department of Management and Marketing(A)

**Email** : SHADEN.ALMUSTAFA@KU.EDU.KW

**Office Hours** : Every day from 1 to 3

**Tutorial** : None

**Course Description:**

This course is designed to teach an integrative approach of marketing communications tools, with a specific emphasis on advertising role in marketing planning, crafting advertising message strategy, understanding the principles of media selection and placement, and analysis of audience segmentation to determine the appropriate message and media.

**Course Learning Outcomes:**

The learning outcomes for this course, listed below, relate to the learning goals of the College of Business Administration Undergraduate Program, which can be found in the appendix at the end of this syllabus.

Upon successful completion of the course, students will be able to:

1) Exhibit competence and comfort with making a sales or persuasive presentation.

2) Develop communication methods to deliver messages to targeted audiences and achieve coordination and consistency in addressing multiple audiences, with multiple messages, using multiple media **LG3 LG2**.

3) Understand the importance of internal as well as external marketing efforts and the necessary coordination of all communication **LG1 LG2 LG3 LG4** .

**Required Material:**

**Textbook** :

Integrated Advertising, Promotion and Marketing Communications 7/E, by Kenneth E Clow and Donald E Baack. Prentice Hall ISBN-10: 0136079423 or ISBN-13: 9780136079422

**Course Requirements and Policies:**

* + This course will include lectures, assignments, cases, course project, and exams (all materials will be taught in English).
  + No student will be allowed to enter the classroom after the instructor arrives.
  + If a student misses 5 hours, he/she will lose 5% of the final grade (warnings will be sent to the student based on Kuwait University’s regulations).
  + Each student is responsible for the missed work. There will be no makeup work accepted.
  + I have the right to accept or reject the reasons for absence.
  + **There will be *NO* extra credits or curve given to an individual student to improve his/her grades. Also, there will be *NO* makeup work (exams, quizzes, assignments, cases) allowed. If any of the previous items was missed, an average will be used based on the student’s grades.**
  + **All mobile phones should be turned off or the student will be asked to leave the classroom.**
  + **Mutual respect** between the instructor and her students is expected in this class. The instructor has the right to ask a student to leave the classroom if the student shows any kind of disrespect.
  + Students must follow all the ethical standards in the classroom.
  + **DON’T CHEAT.** Cheating will not be forgiven. If a student is caught while trying to cheat he/she will lose 10% of the final grade. If the same student is caught cheating again, he/she will fail the class. **JUST DON’T CHEAT.**
  + **DON’T COPY** your colleagues’ work. The instructor will find out and will take points from the final grade.

**Individual Assignments:**

* + There will be assignments at the end of every other week. All assignments will be in essay format.
  + Each student is supposed to work individually on the assignments and cases and turn them by the specified due date.
  + Students are expected to read the assigned chapter before coming to class and print the handouts associated with it (all handouts will be provided on Dr. Samar’s website).
  + **All students’ work should be typed** (no hand written work will be accepted).

**Group Work:**

* + Students will be asked to form groups of a maximum of 4 students each. Each group has to select a leader who is going to be responsible for organizing the team work. Group leaders have to give me a weekly report (one paragraph) that describes the group work during the week.
  + Each group has to prepare a proposal (one page) that describes the project’s plan.
  + At the end of the semester each group has to present their promotion plan to the class. Also, a peer evaluation has to be handed to the instructor.
  + A complete description of the project and the peer evaluation will be provided to the students in the second week of the course.

**In-Class Tests:**

* + There will be one midterm exam and one final exam in this course. All exams will have the same format which is a mixture of short essay questions and multiple choices.

**Participation:**

Students’ attendance and participation are expected.

**Attendance and Participation:** Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on: http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf

This course has a significant seminar component and class participation is critical to the learning experience. Participation will be assessed in each class period. Your class participation and attendance will both contribute to your score of in-class performance.

**Cheating and Plagiarism:** Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf

Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. If you have any questions about what constitutes “unauthorized assistance” please email me before the deliverable is submitted.

**Writing Style:** Students must refer to APA writing style for their assignments and report writing. Refer to the English Language Center for help.

**Grading:**

The scores in this course will be the weighted average of the following items:

|  |  |
| --- | --- |
| **Weight** | **Description** |
| 10% | Attendance and Participation |
| 10% | Assignments |
| 20% | Midterm (10% each) |
| 5% | Personal Ad |
| 5% | Presentation |
| 20% | Project |
| 30% | Final exam |
| 100% | TOTAL |

**Grade Distribution:**

|  |  |
| --- | --- |
| **Grade** | **Range** |
| A | ≥ 95 |
| A- | ≥ 90 and < 95 |
| B+ | ≥ 87 and < 90 |
| B | ≥ 83 and < 87 |
| B- | ≥ 80 and < 83 |
| C+ | ≥ 77 and < 80 |
| C | ≥ 73 and < 77 |
| C- | ≥ 70 and < 73 |
| D+ | ≥ 65 and < 70 |
| D | ≥ 60 and < 65 |
| F | < 60 |

**Course Outline:**

|  |  |  |
| --- | --- | --- |
| **Week** | **SUBJECT** | **DELIVERABLES** |
| **W1** 25,27 Sept, 2022 | * + Introduction to the course   + Chapter1: Integrated Marketing Communications |  |
| **W2** 2,4,6 Oct, 2022 | * + Chapter1: Integrated Marketing Communications   + Chapter2: Corporate Image and Brand Management |  |
| **W3** 9,11,13 Oct, 2022 | * + Chapter2: Corporate Image and Brand Management   + Chapte3: Buyer Behavior | Assignment 1 due |
| **W4** 23,25,27 Oct, 2022 | * + Chapte3: Buyer Behavior   + Chapter4: The IMC Planning Process | Assignment 2 due |
| **W5** 30 Oct, 1,3, Nov 2022 | * + Chapter4: The IMC Planning Process   + Chapter5: Advertisement Campaign Management |  |
| **W6** 6,8,10 Nov 2022 | * + Happy National and Independence days.   + Revision for the Exam | Project outlines due |
| **W7** 13,15,17 Nov 2022 | * + Exam 1: Ch (1,2,3,4)   + Chapter5: Advertisement Campaign Management   + Chapter6: Advertising Design | Assignment 3 due |
| **W8** 20,22,24 Nov 2022 | * + Chapter6: Advertising Design   + Chapter7: Traditional Media Channels |  |
| **W9** 27,29 Nov 1 Dec 2022 | * + Chapter8: Digital and Alternatives   + Chapter9: Social Media | Assignment 4 due |
| **W10** 8,10 Dec 2022 | * + Chapter10: Alternative Marketing   + Exam 2 |  |
| **W11** 4,6,8 Dec 2022 | * + Chapter11: Database and Direct Response Marketing and Personal Selling   + Chapter12: Sales Promotions |  |
| **W12** 11,13,15 Dec 2022 | * + Chapter13: Public Relations and Sponsorship Programs   + Chapter15: Evaluating an Integrated Marketing Program | Assignment 5 due |
| **W13** 18,20,22 Dec 2022 | * + Chapter15: Evaluating an Integrated Marketing Program   + **Presentations** | Optional: Assignment 6 due  Project Due |
| 28 Dec 2022 | Final Exam: GOOD LUCK | Enjoy the Break |

**Important Dates**

|  |  |
| --- | --- |
| **Date** | **Event** |
| Nov 3 , 2022 | Last day to drop a course |
| Dec 22, 2022 | Last day of classes |
| Dec 27 , 2022 | Final Exam |

**Vision**

To be recognized for developing innovative business professionals

**Mission**

We exist to provide an exceptional learning experience ---through excellent education, quality research, and close engagement with the community--- that transforms our students into innovative business professionals who will contribute to the development of Kuwait.

**Undergraduate Program Learning Goals Related to this course:**

**LG1. Decision Making Skills:** A CBA graduate shall be able to recognize the extent of the implications of business decisions, evaluate different proposals based on available facts, and make a well-supported business decision.

**Student Learning Objectives:**

2.1. Recognize the implications of a proposed business decision from a variety of diverse, internal and external, stakeholder perspectives.

2.2. Evaluate the integrity of the supporting evidence and data for a given decision based on business principles.

2.3. Analyze a given business decision using integrative techniques, structures, and frameworks.

**LG2. IT and Computer Skills:** A CBA graduate shall demonstrate capabilities in using general-purpose computer applications

**Student Learning Objectives:**

* 1. Use a word-processing application to type and format a business document.

**LG3. Communication Skills:** A CBA graduate shall be able to communicate effectively in a wide variety of business settings.

**Student Learning Objectives:**

* 1. Write clear, concise, and audience-centered business documents.

1. **Analytical Skills:** A CBA graduate shall be able to apply quantitative and qualitative methods to solve business problems.

**Student Learning Objectives:**

* 1. Use appropriate tools to solve a given business problem.
  2. Analyze business problems using suitable business theories and techniques.