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**Syllabus for Integrated Marketing Communications at UT Tyler**  
**Integrated Marketing Communications with a Social Media Focus**  
**Spring 2021**  
**MARK4305-060**  
**Online Delivery**

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Professor: Dr. Kevin James, Associate Professor of Marketing

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Office: Soules College of Business Room 350.46

Office Hours: Office hours will be T/TH 11 am to 12:30 am. Email [kjames@uttyler.edu](mailto:kjames@uttyler.edu) for assistance. I'm happy to speak with you.

\*\*MARK4305.060 is an online delivery. This means that announcements will reach you via Canvas. We will not do zoom sessions. Delivery will be video, slides, and writing assignments. See below for a complete list of materials.

**It is very important that you check these twice a week for course material.** I will use Canvas to post updates, and if you don't regularly check Canvas for announcements, you will miss things. Be warned!! \*\*I will post announcements the first week of class. If you are not getting them, be sure sure sure (3 times) that this is corrected ASAP and you are getting the weekly announcements. **Failure to get and pay close attention to weekly announcements will result in very poor performance in this class. Please don't let this happen to you.**

Material is due by the due date when the material is posted. Canvas announcements will be sent to you. Failure to check announcements in an online course will result in a very poor performance in this course. Ensure that you are receiving announcements and checking Canvas for information. \*\*

### **Required Materials**

Both textbooks should be available at the bookstore. We will only be utilizing a select number of chapters (1, 3, & 4) from the social media book below, so you may consider purchasing the Social Media Marketing book via online rental (that is what I would do). We will be using most of the chapters for PROMO2. There is a substantial difference between PROMO1 and PROMO2, so I would not recommend getting PROMO1 (aka a 1<sup>st</sup> edition book).

O'Guinn, Allen, and Semenik, PROMO2, Student Edition, Southwest Cengage Learning.

And

Select Chapters from Barker, Barker, Bormann, Zahay, Roberts, Social Media Marketing: A Strategic Approach, 2<sup>nd</sup> edition.

*\*Note\* We will not get to the Social Media textbook until mid-semester. NO Access Codes are needed for either book.*

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### **Course Description:**

This course provides the student with an introduction to promotional strategy with a social media emphasis. The student should leave the course with an understanding of the various outlets available to marketers when promoting a product or service. Some of the basic principles to be covered include understanding the Integrated Marketing Communications (IMC) process, the basic communication process involved in advertising, and developing a feel for the promotional mix. Given the focus of employers, student demand, and the nature of marketing in the 21<sup>st</sup> century, this class will have a strong social media component built-in. In particular, we will utilize several chapters from Social Media Marketing (as detailed above), and you will complete a social media certificate pertaining to content marketing through Hubspot.

### **Specific Learning Objectives:**

- Understand recent promotion trends
- Identify and discuss the IMC concept and its role as IMC relates to Marketing and Business Communications
- Identify and discuss the promotional outlets available to marketers including (but not limited to) broadcast media, print, support media, direct marketing, the internet, personal selling, sales promotions, publicity, and public relations
- Evaluate how a firm ought to choose the all-important target market(s)
- Justify how a company segments the market
- Plan how a firm will use IMC (and stress social media) to overcome a marketing problem or capture a marketing opportunity

**Overview of Course Grading -- NOTE THAT THE GRADING SYSTEM IN CANVAS IS NOT CORRECT. THE WAY YOUR GRADE WILL BE CALCULATED IS USING THE SCALE BELOW. CANVAS, FOR INSTANCE, WILL WEIGHT ALL THE HOMEWORK ASSIGNMENTS (AND THERE WILL BE MANY) AS EQUAL TO A TEST GRADE. SO BE SURE THAT YOU ARE FAMILIAR WITH THE WEIGHTING SYSTEM BELOW.**

3 exams @ 100 points each (300 points total)

Homework (150 pts total)

Hubspot Certification (75 pts)

Website Assignment (75 pts)

**TOTAL 600 POINTS**

**Grading Scale**

A= (100-90%)

B=(less than 90% to 80%)

C= (less than 80% to 70%)

D=(less than 70% to 60%)

F=(less than 60%)

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**Tests**

Three (3) examinations will be given to measure student learning. The exams will be worth 100 points each. Format can include a combination of multiple choice and will be taken online. The exams will cover material from the textbook, lectures, and homework. Please note that any material in the book is considered “fair game” for testing.

This is very important. No makeup exams will be given unless you make arrangements with me **PRIOR** to the exam. This policy is for your benefit as students do much worse on makeup exams than when the exam is taken on time. That means that you cannot miss an exam and then ask to make it up. To miss an exam and then ask to make it up will result in a zero (0) grade on the exam.

**Hubspot Certification**

You will be required to attain a Hubspot CONTENT MARKETING certification as part of this course. The certification will require you to watch videos and take a series of tests **ON YOUR OWN ONLINE**. The certification is free of charge. By completing the course and showing me proof of completion via screenshots or printed out tests **WITH YOUR NAME ON IT**, you get a 75 point addition to your course grade (yippee). By not completing the certificate by the due date in the course schedule, you receive 0 points (don't let this happen to you). The date for certificate completion will be assigned in the course calendar.

**Homework**

Homework or cases will be assigned throughout the semester and announced on Canvas. Most homework will be assignments relating to the week's class material. Late work will not be accepted. Work will be turned in using Canvas and I'll give you information as the semester continues. These papers should be treated as professional documents uploaded to a boss, and you are trying to display your knowledge of the material. Instructions will be provided.

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## **Website Assignment**

Students will use Weebly to create a personal website. Weebly is free of charge, used in industry, and very easy to use. Weebly FREE VERSION is what I require for you to use (so don't ask to use wicks, publisher, etc). Website will be due near the end of the semester. The goal is to give you experience creating a website about something you know (yourself). I will provide you with more information during the semester and detail about what I will be looking for. You can choose to publish the website or not. I will need either the web address to grade it or your Weebly username and password so that I can log in and check the unpublished site.

\*\*The syllabus is subject to change. Changes will be announced on Canvas.

## **TENTATIVE Spring 2021 IMC+SM SCHEDULE**

### **Week 1 Introduce Class & Syllabus**

**1/12 Chapter 1**

### **Week2**

**1/19 Chapter 2**

### **Week3**

**1/26 Chapter 3**

### **Week4**

**2/2 Chapter 4**

### **Week5**

**2/9 Chapter 5**

### **Week6**

**2/16 Chapter 6  
Exam to Cover Chapter 1-5 (2/19 exam opens at 5 pm and closes 2/23 at midnight)**

### **Week7**

**2/23 Chapter 8&9**

### **Week8**

**3/2 SMM Chapter 1&3**

### **Week9**

**3/16 SMM Chapter 4&13**

### **Week10**

**3/23 SMM 14 and Chapter 10**

### **Week11**

**3/30 Exam to open April 2 to cover Chapters 6, 8, 9, and SMM Material  
Chapter 10 and is due April 6th by midnight**

**Week12**      **Chapter 11&12**  
**4/6**            **Hubspot Due 4/9 by midnight (submit the certificate to canvas)**

**Week13**      **Chapter 13&14**  
**4/13**            **Website Due 4/16 by midnight (submit a link to canvas)**

**Week14**      **Chapter 15**  
**4/20**

**Week15**      **Final Exam Covering Chapters 10-15**  
**Exam opens the final exam week Tuesday and closes on Friday.**