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**Syllabus for Graduate MARK – 5330 Marketing Communications at UT Tyler**

**Integrated Marketing Communications**

**SUMMER 2025**

**MARK 5330-060**

**Online Delivery**

**6-23-2025 to 8-9-2025**

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Professor: Dr. Kevin James, Associate Professor of Marketing, Chair of Management and Marketing Department

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Office: Soules College of Business Room 350.35

Office Hours: Office hours will be online – or email for appointment. Email [kjames@uttyler.edu](mailto:kjames@uttyler.edu) for assistance. I'm happy to speak with you.

\*\*MARK5330.060 is an online delivery. This means that announcements will reach you via Canvas. Delivery will be lecture videos, slides, writing assignments, tests, and a project. See below for a complete assignment and point breakdown.

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 in 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**

Belch, G. E., & Belch, M. A.. Advertising and Promotion: An Integrated Marketing Communications Perspective (13th ed.). McGraw-Hill Education.

Webcam compatible with Respondus Monitor.

**ISBN13:** 9781266149061

**Course Description:**

This course provides an overview of the theories and practical applications relevant to executing integrated marketing communications. Learners will implement cutting edge strategies including target marketing, data driven insights, and campaign planning to design, build, deliver, and evaluate campaigns using traditional and emerging media technologies.

**Specific Learning Objectives**

Apply foundational and contemporary theories of Integrated Marketing Communications (IMC) to analyze how coordinated messaging enhances brand equity across diverse marketing environments.

Design data-driven, audience-specific campaigns by integrating market segmentation, behavioral insights, and media planning to optimize communication effectiveness.

Develop and implement integrated communication strategies that incorporate creative message design, channel selection, and media scheduling across traditional, digital, and emerging platforms.

Evaluate the role and effectiveness of promotional tools—including advertising, sales promotion, public relations, direct marketing, and support media—within a holistic IMC framework.

Analyze consumer behavior and decision-making processes to craft persuasive communications that address both cognitive and emotional drivers of response.

Measure and critique IMC campaign performance using industry-standard metrics, pretesting and post testing methods, and ROI-based evaluation models.

**Course Point Breakdown**

2 exams @ 100 points each (200 points total)

Homework (150 pts total)

Hubspot Certification (75 pts)

IMC Campaign (75 pts)

**TOTAL 500 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**

Two (2) 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 a graduate level class, so you are expected to read the book.

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. We will use a proctoring service – Respondus Monitor - for this course. I will provide details prior to 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. Each homework will be worth 25 points for a total of 125 points. 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. All homework will be run through Turn It In – and there is a plagiarism score and an Artificial Intelligence (AI) score. Any AI score that is 25% or more will receive a zero.

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## **IMC Campaign**

Students will create a complete Integrated Marketing Communications (IMC) campaign for a real or fictional brand. The project includes strategic planning—such as defining the target audience, setting communication objectives, and outlining a media plan—as well as developing a creative execution sample (e.g., ad mock-up, landing page, or video). Emphasis will be placed on integrating traditional and digital

media, demonstrating message consistency, and aligning tactics with measurable outcomes. The final deliverable includes a written campaign strategy, sample creative, and a brief presentation using technology. This individual project is designed to apply graduate-level IMC concepts in a realistic and professionally relevant format. Weekly project check in's provide weekly deliverables that are due each week that relate to the project. Often times the material might not have been covered yet, so it is the students responsibility to use the book to find relevant information for each part of the weekly check in's and then accumulate and adjust as the class progresses.

**See Syllabus Module with up-to-date policies and procedures.**

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

**TENTATIVE Summer 2025 MARK 5330.060**

**Week 1**

**6/23 Chapter 1  
Chapter 2  
Chapter 3  
Chapter 4**

**Introduce HubSpot**

**Weekly Project Check in**

**Homework 1**

**Week 2**

**6/30 Chapter 5  
Chapter 6  
Chapter 7**

**Weekly Project Check in**

**Homework 2**

**Week 3 Chapter 8  
7/7 Chapter 9**

**Midterm Exam opens 7/11 at 5 pm and closes 7/13 at 11:59 pm. Includes Chapters 1-9.**

**Weekly Project Check in**

**Homework 3**

**Week 4 Chapter 10  
7/14 Chapter 11  
Chapter 12**

**Weekly Project Check in**

**Homework 4**

**Week 5 Chapter 13  
7/21 Chapter 14  
Chapter 15**

**Weekly Project Check in**

**Homework 5**

**Week 6 Chapter 16  
7/28 Chapter 17  
Chapter 18**

**HubSpot Certificate Due August 1 by 11:59 pm**

**IMC Campaign due July 31. All materials are due by 11:59 pm in Canvas.**

**Homework 6**

**Week 7**

**Final Exam during Final Exam Period**

**8/4**

**Includes Chapters 10-18. Open during Final Exam Period**