



Raymond A. Mason
School of Business
WILLIAM & MARY

BUAD 6431 – MBA Digital and Integrated
Marketing Communications

Dr. Dawn Edmiston (www/linkedin.com/in/dawnedmiston)

Email: dawn.edmiston@mason.wm.edu **Office:** Miller Hall 3032

Please feel free to contact me at anytime to discuss anything of interest to you. Email is preferred; however, if you have an immediate concern, do not hesitate to call or text me.

COURSE OVERVIEW

This course explores the evolving world of integrated marketing communications, with special emphasis on digital media. Students will create an integrated marketing communications plan to effectively promote a product to a target market through various media channels. In addition, students will examine how digital media tools can be applied to advance professional products and services as well as their personal brands.

COURSE OBJECTIVES

Upon completion of this course, students will have:

- developed an awareness of how integrated marketing communications is a critical enterprise practice to drive success in both private and public organizations
- demonstrated how to leverage digital marketing tools to include creating a 60-second video that highlights their personal brand promise and earning Google Ads certification, one of the most valued credentials in advertising
- gained an understanding of the issues, decisions and activities related to IMC and applied this knowledge in a comprehensive integrated marketing communications project

COURSE RESOURCES

Textbook – Arens, W. (2018). *M: Advertising*. New York, NY: McGraw-Hill Education. Students are required to purchase the digital version of the textbook, to include Connect access, for the duration of the course (which will cost ~\$125) and register for our course section at: <http://connect.mheducation.com/class/d-edmiston-mba-digital-and-integrated-marketing>

Blackboard - Students are responsible for maintaining access to Blackboard for announcements, course documents, assignments, etc.

APA Style - American Psychological Association. (2009). *Publication manual of the American Psychological Association* (6th ed.). Washington, D.C.: Author.

APA format is required; however, students do not necessarily need to purchase the manual and should consult the following resource as needed: <http://www.apastyle.org/learn/tutorials/basics-tutorial.aspx>.

PARTICIPANTS' ROLE IN THE COURSE

Class Preparation. In order to actively participate in class discussions and ultimately develop the necessary thinking and analytical skills for effective marketing, students are expected to have read and considered the assigned concepts. The course readings serve to support the discussion of class topics -- students will not be prepared for meaningful class participation without this basic level of preparation.

Since communication is a critical aspect of the marketing process, attendance is mandatory *and* students need to actively contribute to class discussions. Requirements for Class Participation are discussed further in the Performance Evaluation section.

Respectful use of electronic devices such as mobile phones, iPads, etc. is expected. ***Students will be asked to disengage such devices at certain times during the class, to include when student presentations are being delivered and video segments are being shared.*** If a student uses a device during these times, there will be a negative impact upon their participation grade.

Students should arrive promptly and remain through the duration of the class. Arriving late to class or leaving early constitutes an unexcused absence. There may be situations that require students to miss class, such as special events or illness. All students are granted two absences or late class arrivals; formal documentation must be provided to the professor for absences or late arrivals to be excused. If a student misses more than two classes, it will have a negative impact on the class participation grade. Students may have the option to complete a make-up assignment within one week of the missed classes.

Class Timetables. Timetables for assignments will be strictly observed. Key points are:

- Assignments will be collected at the beginning of class on the day listed in the Course Schedule. Non-attendance is not a valid reason for lateness of assigned work; if you will not be able to attend class, email your assignment to me no later than the start time of class on the assignment due date.
- No late assignments will be accepted, unless exceptional circumstances.
- No make-up exams will be given. If exceptional circumstances cause you to miss an exam, your final exam grade will be an average of those exams taken.
- No absence will be permitted from any required in-class assignment for which the student is graded without prior written notification to, and authorization from, the professor and for reasons of critical health, death in the family, or other emergency.
- Each unexcused absence from a required assignment in which the student is graded will result in a grade of "zero" for that portion of the course. If a student is late for any exercise on which he/she is graded, they will not be provided additional time to complete the exercise.

Writing Standards. Written communication is an important element of the marketing communication process. All written deliverables (to include presentations) should include appropriate use of English grammar, spelling and punctuation; coherency; organization; and clarity. Please use spell-check and grammar-check tools. Detailed attention needs to be given to the proper citation and listing of references. APA format is the preferred writing style.

ACADEMIC HONESTY

The Honor Code of the College of William & Mary holds students to the highest standards of intellectual integrity, and any intentional or unintentional attempt of a student to present, as his

or her own, work which he or she has not performed or to pass an examination by improper means is regarded as a most serious offense.

Academic dishonesty includes but is not limited to obtaining or giving aid on an examination, having unauthorized prior knowledge of an examination, doing work for another student, and plagiarism, which is the presentation of another person's idea or product as one's own. Students should avoid unintentional plagiarism by following accepted scholarly (APA) practices.

WRITING RESOURCES CENTER

The Writing Resources Center, located on the first floor of Swem Library, is a free service provided to W&M students. Trained consultants offer individual assistance with writing, presentation, and other communication assignments across disciplines and at any stage, from generating ideas to polishing a final product. To make an appointment, visit the WRC webpage at <http://www.wm.edu/wrc>.

STUDENT ACCESSIBILITY SERVICES

William & Mary accommodates students with disabilities in accordance with federal laws and university policy. Any student who feels they may need an accommodation based on the impact of a learning, psychiatric, physical, or chronic health diagnosis should contact Student Accessibility Services staff at 757-221-2512 or at sas@wm.edu to determine if accommodations are warranted and to obtain an official letter of accommodation. <http://www.wm.edu/sas>.

DIVERSITY AND INCLUSION

The Raymond A. Mason School of Business values and actively nurtures an environment of diversity and inclusiveness where every individual, regardless of how we may differ – for example, but not limited to, with regard to race, religion, gender, ethnic origin, age, socioeconomic status, political preferences, physical abilities, or sexual orientation – is embraced, respected, and afforded the same opportunity to grow, to succeed, and to contribute to our success.

PERFORMANCE EVALUATION

Final grades are determined on a 100-point scale, based on the following course requirements:

Class Participation (10 points)

Class participation grades are based on the quality of contributions not the quantity of statements. An “A” grade (of 9 – 10 points) will only be earned for exceptional class participation. Student responses should specifically incorporate course concepts as well as student insights from professional experiences, current events, etc. Students are also encouraged to share articles, videos, tools, etc. that contribute to the overall learning experience. It is expected that students will share at least two or more substantial insights during each class session to earn a grade in the range of an “A.”

Perhaps the single most critical success factor in marketing is that of professionalism, which includes being engaged with your peers and professor in an active, respectful and appreciative manner. Please keep in mind that listening is a powerful tool for marketers, and if a student tends to speak too often in class, this can also negatively impact the class participation grade. Consider how others perceive your professional presence and strive to develop an open and

collaborative mindset that contributes to a successful classroom experience -- and ultimately a successful career.

Quizzes (20 points = cumulative quiz grade * 20%)

There will be five quizzes related to textbook content through the Connect digital textbook platform, as outlined on the Course Schedule.

Google Ads Certification (10 points)

Google Ads certification is perhaps the most valued credential in digital marketing. During class, students will be introduced to the [Google Academy for Ads](#) and students will be provided an overview of the certification process, which involves passing two exams. Students will need to complete certification as part of our course requirements. Students will receive a full 10 points for passing both exams and earning the Google Ads certification exam. Students will receive 7.5 points if they passed one but not both exams, and 5 points for attempting but not passing either of the exams. No points will be awarded if both exams are not attempted. Google allows you to take these exams every 7 days, so it is to your benefit to allow time for multiple attempts if needed, prior to the deadline listed on the Course Schedule.

Additional resources are listed after the Course Schedule, if you are interested in considering other certifications related to digital marketing.

Developing the Perfect Pitch Video (20 points)

Each student will develop a 60-second video pitch and leverage digital media to promote their personal brand promise to potential employers. During our second class we will discuss this assignment in greater detail. An evaluation outline for this assignment is posted towards the end of this syllabus and on Blackboard.

Integrated Marketing Communications (IMC) Project

(40 points = 20 points for situation analysis paper and 20 points for final presentation)

Students will self-select teams of four members and will develop their own marketing communications opportunity for this project. Students are encouraged to select an organization and topic of interest to them that could be leveraged with future employers after graduation.

A simple work plan is required to be posted on Blackboard, per the Course Schedule. An example of such a work plan is also posted on Blackboard.

The paper and presentation should include citations for all sources. A peer review will be required for both the paper and presentation, and student grades may be adjusted according to individual student contributions. Evaluation outlines for the paper and presentation are posted toward the end of this syllabus and on Blackboard.

FINAL COURSE GRADE

Final course letter grades will be earned as follows:

A	= 95 or more points	C+	= 77 - 79
A-	= 90 - 94	C	= 74 - 76
B+	= 87 - 89	C-	= 70 - 73
B	= 84 - 86	Fail	= less than 70 points
B-	= 80 - 83		

COURSE SCHEDULE – a complete list of readings is included following this schedule

Date	Class Readings	Assignments Due
10.28	Course Introduction	
10.29	Storytelling / Perfect Pitch	
10.30	Customer Relationships, Market Environment, and Ethics (Chs. 1 - 3). Readings: Allen, 2017; Hyder, 2018	Project Teams Due
10.31	Media Center I – Meet in Library Cox Classroom	
11.4	Segmentation, Targeting, the Marketing Mix (Ch. 4)	At Home Quiz 1 (Chs. 1-3) Due
11.5	Consumer Behavior (Ch. 5)	Project Topic Due
11.6	Marketing Research (Ch. 6)	Paper Work Plan Due
11.7	In Class Quiz 2 (Chs. 4-6)	
11.11	Marketing Planning (Ch. 7) Creating Ads: Strategy and Process (Ch. 8) Reading: Nielsen, 2018	
11.12	Creative Execution (Ch. 9)	
11.13	In Class Quiz 3 (Chs. 7-9)	
11.14	Print Advertising (Ch. 10) Television and Radio (Ch. 11)	Situation Analysis Paper Due
11.18	Out of Home, Direct Mail, Promo Products (Ch. 13)	
11.19	Digital and Interactive Media (Ch. 12) Reading: Wurmser & Enberg, 2019	
11.20	In Class Quiz 4 (Ch. 10-13)	Presentation Work Plan Due
11.21	Digital Marketing Tools - Readings: Barnhart, 2017; Cartwright, 2019; Gotter, 2018; Merkle, 2019	
11.26-11.27	Video Preparation (No Formal Class Meetings)	Perfect Pitch Video Due on 12.1
12.2	Video Review and Preparation for Final IMC Project	
12.3	Media Planning and Buying (Ch. 14) Readings: Benes, 2019; Lafayette, 2018	
12.4	Evaluating Campaigns, Metrics and KPIs Readings: Haynes, 2018; deGeyter, 2018	
12.5	Direct Marketing, Personal Selling, Promotion (Ch. 15) Public Relations and Sponsorships (Ch. 16)	
12.9	Quiz 5 (Ch. 14-16)	
12.10-12.12	Guest Lectures - Final Presentation Preparation	
12.11-12.18		Final IMC Presentations

References

- Allen, R. (2017). *What is Integrated Marketing?* Retrieved from <https://www.smartinsights.com/traffic-building-strategy/integrated-marketing-communications/what-is-integrated-marketing/>
- Barnhart, B. (2017). *41 must have digital marketing tools to help you grow.* Retrieved from <https://sproutsocial.com/insights/digital-marketing-tools/>
- Benes, R. (2019). *How much do marketers care about brand safety?* Retrieved from <https://content-na1.emarketer.com/who-cares-about-brand-safety>
- Cartwright, B. (2019). *2019 Guide: The 61 best marketing tools for every business & budget.* Retrieved from <https://blog.hubspot.com/marketing/marketing-tools>
- deGeyter, S. (2018). *Digital marketing ROI: 11 metrics you must understand.* Retrieved from <https://www.searchenginejournal.com/metrics-digital-marketing-roi/253479/#close>
- Gotter, A. (2018). *How to create a digital marketing strategy from start to finish.* Retrieved from <https://www.disruptiveadvertising.com/marketing/digital-marketing-strategy/>
- Haynes, T. (2018). *Choosing effective digital marketing KPIs.* Retrieved from <https://www.smartinsights.com/goal-setting-evaluation/goals-kpis/choosing-effective-digital-marketing-kpis/>
- Hyder, S. (2018). *Why integrated marketing is the future.* Retrieved from <https://www.forbes.com/sites/shamahyder/2018/11/29/why-integrated-marketing-is-the-future/#694b3fe51736>
- Lafayette, J. (2018). *CMOs say digital marketing Is most effective.* Retrieved from <https://www.broadcastingcable.com/news/cms-says-digital-marketing-is-most-effective-nielsen-study>
- Merkle. (2019). *The Amazon advertising flywheel strategy guide.* Columbia, MD: Author.
- Nielsen. (2018). *The Nielsen CMO Report 2018.* Retrieved from <https://www.nielsen.com/us/en/insights/reports/2018/cmo-report-2018-digital-media-roi-measurement-omnichannel-marketing-technology.html>
- Wurmser, Y., & Enberg, J. (2019). *Getting ready for 5G.* Retrieved from <https://content-na1.emarketer.com/getting-ready-for-5g>.