

**\*Disclaimer:** This is a sample course outline and is subject to change. Official course outlines will vary depending on delivery format and instructor\*

### **Territory Acknowledgement**

We acknowledge and respect the lək'wəjən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and W SÁNEĆ peoples whose historical relationships with the land continue to this day.

## **BMBA330: Marketing Communication**

### **Course Description**

This course looks at an effective and strategic approach for implementing the promotional aspects of marketing. You will learn and develop your skills in Integrated Marketing Communications (IMC) tools including social media, public relations, corporate communications, sales promotion, sponsorship, cross-cultural marketing, advertising and new communications. The integrating approach is used today by marketing departments to maximize the effectiveness of communication, be more cost effective, and ensure diverse audiences or stakeholders can receive and respond to clear marketing and organizational messages. The course will explore the PESO model and media planning as ways to apply this integration.

In this course, you will develop planning strategies for finding target markets, create relevant key messages and recommend the right communication tools to support an organization's marketing communication efforts.

This overview will enhance your understanding of evolving marketing communication trends and how to use them ethically to enhance your organization's reputation. It will also incorporate content about strategic elements of IMC including branding, communications theory and creativity.

Finally, you will build applied skills in developing an integrated marketing communications plan through a class project.

### **Learning Objectives**

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

- explain what integrated marketing communications is and how IMC supports the organization's marketing plans with more comprehensive and consistent messaging, clearer alignment with target audiences and strategic use of communication tools;
- create effective integrated promotion strategies by applying marketing communications principles;
- demonstrate the effectiveness of a marketing plan based on analysis of communication elements such as Advertising, Public Relations, Sales Promotion, Direct Response, and Personal Selling and Sponsorship;
- develop and build an effective and ethically based IMC plan; and,
- apply principles of creativity to IMC strategies and planning.

## Resources

The textbooks for this course are available to you as Open Education Resources. It can be downloaded at no cost to you as a student.

The required textbook for this course is:

- [Introduction to Marketing I 2e \(MKTG 1010\) – Simple Book Publishing \(nsc.ca\)](#)

The course includes other readings, videos, and resources retrieved from a variety of websites.

## Weekly Schedule

Week	Content	Assignment(s) due
Week 1	Introduction – What is Marketing	
Week 2	What is Marketing Communication	Quiz 1 – Units 1 and 2
Week 3	The PESO Model for Integration	Charter and Brainstorm Project
Week 4	Communications Theory	Quiz 2 – Units 3 and 4
Week 5	Ethics and Corporate Social Responsibility	Team Charter
Week 6	Creativity	Assignment 1: Ethics Case Study
Week 7	Branding	
Week 8	Developing an IMC Plan	Assignment 2: Creativity
Week 9	Developing an IMC Plan	Quiz 3 – Units 6, 7, 8
Week 10	Working with Clients and the Creative Brief	Assignment 3: IMC Planning Part 1
Week 11	Communication Tools	
Week 12	Communication Tools	Assignment 3: IMC Planning Part 2
Week 13	Final Implementation	Assignment 3: Team Presentations; Pitching Session

## Assignments & Evaluation

Assignment	Description of Assignment	Weight
<b>Assignment 1: The Ethics Case (Individual)</b>	This assignment has you refer to Week 5 on Ethics and Corporate Social Responsibility, as well as other course content, to provide a solution to an IMC issue. In this instance, it concerns a campaign that has had issues from the very beginning. You need to identify the issues and then offer a potential solution.	25%
<b>Assignment 2: Creativity (Individual)</b>	This is a “lighter” assignment that has you look at some of the content in <a href="#">Week 6</a> on Creativity and try out some of what has been discussed.	10%
<b>Assignment 3: The IMC Planning Part 1 (Team)</b>	This project is designed to allow you to apply concepts and theories explored in this course and to apply these to the development of an IMC plan. The Assignment will be completed in three installments or parts.	20%
<b>Assignment 3: The IMC Planning Part 2 (Team)</b>	You will be developing a variety of skills while working on this project, including: <ul style="list-style-type: none"> <li>• Developing a Team Charter</li> <li>• Developing a comprehensive IMC plan</li> <li>• Determining the audience that you target as a team; this includes developing personas</li> <li>• Setting objectives and developing creative strategies</li> <li>• Selecting communications tools and channels</li> <li>• Writing reports, submitting and pitching your ideas/ delivering a business presentation as a team</li> </ul>	15%
<b>Quizzes</b>		15%
<b>Attendance &amp; Participation</b>		15%

### Usage of GenAI

Please be advised that in this course you are **not authorized** to use any form of generative AI. In order to successfully complete course activities, **generative AI is not required nor welcomed**. Students should not make any use of generative AI tools such as ChatGPT, Grammarly, among others that use AI for content generation and editing. As the University of Victoria states in its Academic Integrity Policy “Academic integrity requires commitment to the values of honesty, trust, fairness, respect, and responsibility.”. Therefore, I expect you to comply with the course syllabus and I encourage you to enhance your academic experience in this course by refraining from using generative AI.

## Attendance Requirements

The course emphasizes **active engagement, collaborative teamwork, and hands-on learning**. Attendance is crucial and considered mandatory for all participants for all sessions (full 3 hours) of the course. Please inform your instructor in advance if you're unable to attend any class sessions. Please note that missing more than one session (3 hours) requires a valid and sufficient reason for absence with verifiable circumstances that substantially prevent your attendance. Your commitment to active participation significantly contributes to your learning experience in this course.

## Participation Expectations

- Instructors will track attendance and participation throughout the term. Students who do not attend class may be assigned an "N" grade for the course. Attendance will be taken within the first 15 minutes of class and may be taken later as a second check.
- **If you arrive later than 15 minutes, the door will be closed. Please wait until breaktime to enter the class.**
- Instructors can assign a **final grade of N or refuse** a student to **write a final exam, final assignment, or any assignment that follows multiple absences** or misconduct **if a learner has failed to meet the course's minimum attendance requirements** as identified above. They may also refuse admission to a lecture, learning activity, assignment, or exam because of lateness, misconduct, inattention, or failure to meet the responsibilities of the course noted in this outline.
- The instructor reserves the right to not grade assignments submitted by students who have not maintained regular attendance and participation, and a zero grade being assessed for non-submission.
- Missing **more than one session (3 hours)** requires a valid and sufficient reason for absence.
- Arrive on time and remain for the full session; leaving without permission will be marked **absent**. Please note that work schedule conflicts as well as car, bus, carpooling, or ferry delays are generally not accepted as sufficient reasons for absence beyond the one-session limit.
- Students are expected to actively interact with **course materials, peers, and instructors**, including contributing to discussions and teamwork.
- Students are expected to complete assignments and assessments on time and submit work by the due date.
- **Technology use** (cell phones, tablets, laptops, smart glasses/ watches) must be limited to course-related activities only.
- Participation includes respectful active listening, not just talking.
- This course is delivered in a collaborative, discussion-based learning environment. Students are expected to demonstrate respectful and attentive behaviour at all times.
- University policy allows an instructor to refuse a student admission to class because of lateness, misconduct, disruptive behaviour, inattention, or failure to meet the responsibilities of the course.
- It is students' responsibility to be familiar with the criteria in which they are being assessed for this course. Please refer to the specific information under each assessment.

### Group Participation Expectations

- Active participation in group work and meetings is required. Students who fail to attend or contribute to group work may be removed from their group, at the instructor's discretion, and deemed ineligible to participate in or receive marks for the group project, including the group presentation.

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