THE UNIVERSITY OF TEXAS AT EL PASO
DEPARTMENT OF COMMUNICATION

COMM 3338: INTEGRATED MARKETING COMMUNICATIONS
(SPRING 2024) (3 Credits) (CRN: 21651)

THIS CLASS DOES NOT ALLOW LATE REGISTRATION. ANYONE WHO MISSES THE FIRST WEEK WILL BE DROPPED.

In-Person Class Time: 11:00 am to 1:50 pm (Fridays)
Classroom: UGLC 336
e-Course Packet:
https://drive.google.com/drive/folders/1-ZX47AQzJim8BsG7WSiGEbIgKB33XEeR?usp=sharing
Part 2:
https://drive.google.com/drive/folders/1Q4ulvZKD2DTNdC5OHE2LeADM3t0ggEo3?usp=drive_link

[Class materials will be sent via the Blackboard platform (main) and Google Cloud Drive (supplementary). Please check the Blackboard regularly]

To address any unanticipated network disruption, it is advisable to download all course materials to your laptop for offline reading. Make sure you have printed or downloaded the syllabus for offline reading.

Additionally, use this email (YANG.UTEP.TEACHING@GMAIL.COM) to contact me if the UTEP server and network are down.
Please check facebook.com/yang.utep or UTEP YANG (at Twitter/X) for any class updates if network disruption should occur.
Please also include a non-UTEP email in the 1st week's survey.

**INSTRUCTOR:**
Dr. Kenneth C. C. Yang  
Email: cyang@utep.edu  
Office Phone: 1-915-747-6517  
Office: Room 208, Quinn Hall  
Office Hours:  
Virtual Office Hours: THURSDAYS: 9:00 am to 3:00 pm (via the Blackboard platform, email cyang@utep.edu, Zoom, Skype, or Phone Call-Out) *(Please email Yang at cyang@utep.edu to make arrangements).*  
In-Person Office Hours: FRIDAYS: 7:40-8:00 am & 1:50-2:00 pm at UGLC 336

**OUR EMBEDDED LIBRARIAN:**  
Mr. Jacob Galindo  
Instruction Librarian  
University of Texas at El Paso  
Library Room 216  
Tel. 915-747-6702  
Email: jrgalindo@utep.edu  
Schedule an online appointment: utep.libcal.com/appointments/galindo
COURSE OBJECTIVES:
This course is designed to help you understand the notion of integrated marketing communications (IMC) after more than several decades of development. This course emphasizes essential concepts and skills to assist you in planning, implementing, and assessing a successful IMC campaign. We will emphasize the logic/rationale/strategic side of developing an IMC campaign. As a continuation course of COMM. 2330 (a pre-requisite of COMM. 3338), this course thoroughly explains IMC's concepts, components, strategy formulation, campaign planning, and assessment of different IMC campaigns to appreciate many of IMC's best practices. This course offers a solid theoretical foundation complemented by assessing, critiquing, and recommending improvements to a real-world award-winning IMC campaign.

PEDAGOGICAL APPROACHES:
- You must maintain the highest possible self-discipline to succeed in this class. This class emphasizes self-learning, information literacy, critical thinking, and scenario-based problem-solving capabilities. These skills will help you succeed in your future career as an advertising and marketing communication professional.
- You are encouraged to form a small study group (no more than four members in each group) to help each other. Please click here to complete the survey (also counted as AS#1-1) (by the end of WEEK 1) to indicate your preferred team members ASAP. Otherwise, I will randomly assign you to one of the study groups in this class after JANUARY 21/SUNDAY, 2024. All individual assignments and exams should be based on your efforts and must be submitted individually unless otherwise specified as a group task. I would encourage you to work with your study group, share your assignments, check the T/F answers, complete the problem-solving tasks, etc.
- We have relied on Blackboard, Google Cloud, and traditional email platforms to deliver course content and announcements to accomplish the objectives above. Please check all three platforms daily to receive class updates. If the UTEP server and network are down, check emergency Facebook and Twitter accounts (page 1 of the syllabus) for class updates and contingency plans.
- Please ensure you have previewed the course contents before each weekly session. However, please make sure you turn in your weekly assignments on time.
LEARNING OUTCOMES:
It is expected that you will become knowledgeable about the following aspects of IMC:
• Understanding the notion of IMC and its role in modern marketing communications.
• Becoming familiar with different IMC components, such as public relations & publicity, sales promotion, cause-related marketing, public relations, event marketing, sponsorship, and emerging media advertising.
• Acquiring the ability to assess, critique, and recommend improvements to an award-winning IMC campaign.
• Essential information literacy skills to help strategy-based decision-making.
• Preparation for integrated marketing communication industry careers as theory guides practice.

COURSE STRUCTURE:
To succeed in this course, please follow the recommendations below:

<table>
<thead>
<tr>
<th>AT-HOME SELF-STUDY SESSION</th>
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<tbody>
<tr>
<td>about 2 hours</td>
<td>Read the weekly reading assignments first. (Refer to the syllabus).</td>
</tr>
<tr>
<td>1 hour 15 minutes</td>
<td>Study the lecture slides (available simultaneously on the Blackboard and Google Cloud drive).</td>
</tr>
<tr>
<td>1 hour</td>
<td>Complete AS -1 and -2 at home, or you can complete them from 11 am to 12 pm before the class during the group or individual consultation and review session.</td>
</tr>
<tr>
<td>5 minutes</td>
<td>Double-check if you have received a confirmation submission notice from the Blackboard to ensure you have uploaded your weekly assignments. Please ensure your submissions are readable (in Word or PDF format) and submit the correct assignments. If you plan to email me your assignments (emergency only), as a rule of</td>
</tr>
</tbody>
</table>
thumb, you need to name your assignments as "First name_Last name AS#?"

FACE-TO-FACE & IN-PERSON CLASS SESSION AT UGLC336

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00-12:00 (FRI)</td>
<td>Group or Individual Consultation and Review</td>
</tr>
<tr>
<td></td>
<td>(The in-person lecture will begin at 12 pm, and attendance will be taken at 12 pm)</td>
</tr>
<tr>
<td>12:00-13:00 (FRI)</td>
<td>We will go over the class materials and your weekly assignments and answer any questions to clarify.</td>
</tr>
<tr>
<td>13:00-13:40 (FRI)</td>
<td>Scenario-based Problem Solving, Discussion, and Presentation</td>
</tr>
<tr>
<td>13:40-13:50 (FRI)</td>
<td>Complete a short extra assignment (10 pts) [usually AS# -5] to exit each session</td>
</tr>
</tbody>
</table>

SUPPLEMENTARY INSTRUCTION PLATFORMS TO HELP YOU LEARN BETTER.

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00-15:00 (THUR)</td>
<td>Virtual Office Hours via Blackboard platform, email <a href="mailto:cyang@utep.edu">cyang@utep.edu</a>, Zoom, Skype, or Phone Call-Out (Please email Yang at <a href="mailto:cyang@utep.edu">cyang@utep.edu</a> to make arrangements)</td>
</tr>
<tr>
<td>7:45-8:00 am (FRI)</td>
<td>In-Person Office Hours at UGLC 336</td>
</tr>
<tr>
<td>1:50-2:00 pm (FRI)</td>
<td>In-Person Office Hours at UGLC 336</td>
</tr>
<tr>
<td>MONDAYS-SUNDAYS</td>
<td>Usually, I would respond to your email as soon as it comes in, so it can be similar to talking to me in person. However, if you do not receive my immediate responses, please allow about 5 hours to receive my responses.</td>
</tr>
</tbody>
</table>

To visualize the strategies, please see the figure below:
Step 1
Read the syllabus carefully to decide if this class is what you have in mind

YES

Step 1/2
Read the assigned reading and complete your assignments. Consult the instructor if you have any questions

Step 2/2
Form a study group (if allowed) to help each other (in life, we work as a team to succeed)

Get a Good GPA

Get a Good Job

Make a Lot of Money
REQUIRED READING MATERIALS:

- Belch, G. E., & Belch, M. A. (2024). *Advertising and promotion: An integrated marketing communications perspective* (13th ed.). Boston: McGraw-Hill. [ISBN10: 1266149066 | ISBN13: 9781266149061] [Abbrev. Belch & Belch] [Available at the UTEP University Bookstore]. [The same book will be used for COMM. 3338: Integrated Marketing Communications in FALL 2024. An international edition is fine if the table of contents contains the same topics as in this edition. Please check the table of contents (https://www.mheducation.com/highered/product/advertising-promotion-integrated-marketing-communications-perspective-belch-belch/M9781266149061.html#toc ) to ensure that you are reading the same chapter and topics.] (Please check the link above. 180 days rental at USD$59, and Lifetime rental at USD$94) [Reading the assigned chapters before the class is essential for understanding the slides, lectures, and various class activities. The slides are not meant to replace the textbook and do not contain all information from the book chapters.][UTEP library also carries an older edition of this book. Make sure that you read the assigned chapter(s).]

- This class will use Course Shell on the Blackboard as the central content delivery platform. Please login to your UTEP account to access your Blackboard course shell. All course contents will be under COMM. 3338. In particular, look for Course Modules. Alert me immediately if you have encountered any problems.

We supplement the delivery of course materials via Google Cloud Drive. You are strongly advised to download a copy of all course materials installed on your computer as a backup. Electronic Course Packet in USB flash drive. Google Drive E-Course Packet Link:

https://drive.google.com/drive/folders/1-ZX47AQzJim8BsG7WSiGEbIgKB33XEcR?usp=drive_link

Part 2:

https://drive.google.com/drive/folders/1Q4ulvZKD2DTNdCSoHE2LeADM3t0ggE03?usp=drive_link
OUTCOME ASSESSMENT/GRADING:

1. Two Individual Open-Book/-Note Exams (200 points): 100 points for each exam. Exam schedules are confirmed and are not subject to change. Exam 1 (online) will be available from 12:01 am MST, MARCH 1, 2024, until 11:59 pm MST, MARCH 8, 2024. Exam 2 (online) will be available from 12:01 am MST, APRIL 19, 2022, until 11:59 pm MST, APRIL 26, 2024. The exams will test your understanding of the IMC theories, concepts, terms, and campaign examples we go over in this course. Exams are not accumulative in terms of what will be tested. There will be NO make-up exam for this online class, given that you have almost four days to complete this exam anytime and anywhere.

2. Individual Assignments (600 points + 100 points extra) (Abbrev. AS): [As a rule of thumb, all -1 & -2 assignments will be due each Friday at 12 pm before the in-person and face-to-face class. Late submissions will be rejected as the Blackboard will timestamp all late submissions.]. A total of 12 assignments (50 points each + 10 points exit assignment as AS# -5, except for AS #1 and AS#9) will be given throughout the semester to help you become more familiar with the theoretical concepts and professional practices. These assignments help you apply what you have learned each week to understand how a campaign is planned and think like an advertising professional. All assignments are to be completed and submitted (to the Blackboard) individually (even though discussions among your study group are allowed), except for problem-solving tasks (usually AS# -4) that you can submit as a group if you prefer and if you mark your assignment as a group with all student names listed. There will be NO make-up assignments for this class. If you need to be out of town for any reason, please submit it BEFORE, NOT AFTER the deadline [NOTE: Usually, if you miss three weekly assignments, you are not performing well in your class. I will consult with you to see if you would prefer to be dropped with a W instead of failing at the end of the course.]

3. Group/Individual IMC Campaign Assessment and Improvement Project (200 points): This project is expected to be done as a group project with your assigned group. A written assessment and improvement recommendations for an existing IMC campaign will require a 10-page (about 5,000 words) (APA 7th edition formatted, Single-Spaced, 12 Points, Times New Roman Font, Professionally Layout Design [See Sample Project Folder]). Students will apply what they have learned in this class to assess/critique/improve an assigned IMC campaign's planning, strategy formulation, implementation, and effectiveness. See detailed project guidelines in the syllabus.
Please make sure each of you will contribute to the team project with a high-quality contribution. Your group project will be graded as a team so that some poorly done sections could pull down your group grade. As a last resort, students who are not responsible will be removed from the team to complete the project alone or removed from the class completely with a W or an F.

TOTAL POINTS=1000 POINTS

4. Extra point opportunities (40 Points): No make-up for this component.
   4-1. AdWeek Newsletters Subscription (Week 1) [10 points]. Please click the link https://www.adweek.com/newsletter-preferences/ to subscribe to one or multiple topics. Upload your screenshot (preferred) or forward your completion email (in your email box) to cyang@utep.edu to claim your extra points. Please upload your screenshot to the Blackboard under WEEK 1 Folder (DUE ON JANUARY 19, 2024/FRIDAY)
   4-2. Exam 1 Survey [10 points]: Along with your online Exam 1, complete the anonymous Exam 1 Survey, screenshot the completion page, and upload the screenshot to the WEEK 7 folder, along with Exam 1 [for emergency only, email the screenshot file to cyang@utep.edu] no later than 11:59 pm MST, MARCH 8, 2024/FRIDAY]. Please name your file "FIRST NAME LAST NAME EXAM 1 SURVEY". Please upload your screenshot to the Blackboard under WEEK 8 Folder (DUE ON MARCH 8, 2024/FRIDAY)
   4-3. Exam 2 Survey [10 points]: Along with your online Exam 2, complete the anonymous Exam 2 Survey, screenshot the completion page, and upload the screenshot to the WEEK 16 folder, along with your Exam 2 [for emergency only, email the screenshot file to cyang@utep.edu] no later than 11:59 pm MST, APRIL 26, 2024/FRIDAY]. Please name your file "FIRST NAME LAST NAME EXAM 2 SURVEY". Please upload your screenshot to the Blackboard under WEEK 16 Folder (DUE ON MAY 6, 2022/FRIDAY)
   4-4. Teaching Evaluation [10 points]: Complete the online teaching evaluation between APRIL 25, 2024, and MAY 13, 2024, screenshot the completion page, and upload the screenshot to the folder [for emergency only, email the screenshot file to cyang@utep.edu] no later than 11:59 pm MST, DUE ON MAY 10, 2024/FRIDAY]. Please name
your file "FIRST NAME LAST NAME TEACHING". Please upload your screenshot to the Blackboard under WEEK 17 Folder (DUE ON MAY 10, 2024/FRIDAY).

Your written assignments/sub-assignments will be graded using the rubrics below:

<table>
<thead>
<tr>
<th>10-point Assignment</th>
<th>20-point Assignment</th>
<th>What does your grade mean?</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>4</td>
<td>It was poorly done. It did not show you had applied what you had learned to your write-up. Rubrics have not been followed strictly.</td>
</tr>
<tr>
<td>4</td>
<td>8</td>
<td>Show some basic understanding of the course materials. However, it did not show you applied what you learned to your write-up. Rubrics have been followed minimally.</td>
</tr>
<tr>
<td>6</td>
<td>12</td>
<td>Show an average understanding of the course materials. Show moderate efforts to apply what you have learned to your analysis. Rubrics have been followed to some extent.</td>
</tr>
<tr>
<td>8</td>
<td>16</td>
<td>Good job. Show a good grasp of all course materials. Show reasonable efforts in applying what you have learned to your analysis. Rubrics have been followed to a great extent. However, a full mark is reserved for those who have done the analysis excellently. Your assignments are graded competitively.</td>
</tr>
<tr>
<td>10 (Reserved for top 1/3 of the class)</td>
<td>20 (Reserved for top 1/3 of the course)</td>
<td>It was excellently done. Only 1/3 of the students in this class will be awarded this full mark. Show excellent understanding of all course contents. Demonstrate excellent application of course concepts, theories, and approaches to your analysis. Follow the grading rubrics strictly. Excellent presentations of your thoughts, analyses, and formats.</td>
</tr>
</tbody>
</table>
5. **Class attendance is mandatory.** Attendance will be taken at the beginning of the class each time. Depending on your attendance, points from your accumulated points (like a savings account in the bank) will be deducted using the following scheme. Because the class will use a team-based learning approach, missing a course means you cannot work with your team for various class activities and accrue points. *My experience teaching this course is that severe attendance irregularity will lead to low grades and even failing this class.*

<table>
<thead>
<tr>
<th></th>
<th>1st time</th>
<th>2nd time</th>
<th>3rd time</th>
<th>4th time</th>
<th>5th time</th>
<th>&gt;6th time Each occurrence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Late</td>
<td>0</td>
<td>0</td>
<td>-20</td>
<td>-25</td>
<td>-30</td>
<td>-35</td>
</tr>
<tr>
<td>Excused Absence</td>
<td>0</td>
<td>-20</td>
<td>-40</td>
<td>-60</td>
<td>-80</td>
<td>-100</td>
</tr>
<tr>
<td>Unexcused Absence</td>
<td>0</td>
<td>-40</td>
<td>-80</td>
<td>-120</td>
<td>-160</td>
<td>-200</td>
</tr>
</tbody>
</table>

Your semester grade will be based on the total points you have accumulated throughout the semester. As such, you are encouraged to take advantage of all extra point opportunities. They will be counted toward your end-of-semester grade.

- **Grade A** 900 points and above
- **Grade B** 800—899 points
- **Grade C** 700—799 points
- **Grade D** 600—699 points
- **Grade F** Under 599 points

You are required to use all standardized forms distributed in your electronic course packet. You will lose 25% of the grade each time you are not using the standardized forms.
CENTER FOR ACCOMMODATIONS AND SUPPORT SERVICE POLICY:

If you have a disability and need classroom accommodations, don't hesitate to contact The Center for Accommodations and Support Service (CASS) at 747-5148 or by email at cass@utep.edu. Due to the coronavirus pandemic, a dedicated portal is provided below: cassportal.utep.edu. Their office is at UTEP Union East, Room 106, if the pandemic improves. For additional information, please visit the CASS website at www.sa.utep.edu/cass. CASS staff are the only individuals who can validate and, if need be, authorize accommodation for students with disabilities. Consult CASS if you are not certain if you meet their criteria.

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services, and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Students who become pregnant or have parenting responsibilities may also request reasonable accommodations. Reasonable accommodation will be made unless it is determined that doing so would cause undue hardship for the University. The UTEP Center for Accommodations and Support Services (CASS) will process requests for accommodations based on a disability, pregnancy, or parenting. Contact the Center for Accommodations and Support Services at 915-747-5148, email them at cass@utep.edu, or apply for accommodations online via the CASS portal. [Provided by the College of Liberal Arts]

ACADEMIC MISCONDUCT STATEMENT:

The University of Texas at El Paso prides itself on its standards of academic excellence, and students are expected to uphold the highest standards of academic integrity. Any student who commits an act of academic dishonesty is subject to discipline. Academic dishonesty includes but is not limited to cheating, plagiarism, collusion, submitting work for credit attributable in whole or in part to another person, taking an examination for another person, and any act that gives or attempts to give an
unfair advantage.

**PLAGIARISM AND ACADEMIC DISHONESTY:**
In preparing your assignments, you must give credit to any sources of information that are not your ideas. Follow APA's in-text citation rules to credit your sources of information. You should paraphrase any information you obtained from another source and write the source according to the reference style published by the American Psychological Association (APA). APA Format Guideline is available at the Purdue University OWL website [https://owl.english.purdue.edu/owl/section/2/10/](https://owl.english.purdue.edu/owl/section/2/10/). Unless you put them in "quotation marks", do not copy anything word by word. Violating this guideline will constitute plagiarism and serious academic dishonesty. In addition, all projects or exams must represent an individual effort. An individual who copies another student's work constitutes academic dishonesty. According to the UTEP Regulations, offenses will be reported to the Dean of Student Affairs. Penalties include verbal warning, zero on assignments, grade deduction, probation, or suspension.

**MAKE-UP POLICY:**
• All course assignments need to be completed as required by the instructor. This class does not allow make-up exams, assignments, or late assignments. The Blackboard submission system will prevent you from uploading or completing assignments once you are late. Email submissions will be dated. Please plan your schedule accordingly. As a rule of thumb, turning in your assignments earlier is always advisable.

**DEADLINES:**
• Punctuality is essential in the advertising industry. The class ensures you internalize punctuality as part of your work attitude.
DIVERSITY STATEMENT
It is my intent that students from all diverse backgrounds and perspectives be well served by this course, that students’ learning needs be addressed both in and out of class, and that the diversity that students bring to this class be viewed as a resource, strength, and benefit. It is my intent to present materials and activities that are respectful of diversity: gender, sexuality, disability, age, socioeconomic status, ethnicity, race, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally or for other students or student groups. In addition, if any of our class meetings conflict with your religious events, please let me know so that we can make arrangements for you. (directly taken from University of Iowa College of Education, n.d.)

ACCESSIBILITY STATEMENT
This class also follows the principles of accessibility, equity, and accommodation to all students to share your concerns about individual differences in learning, barriers, and ways to maximize success in this class.

NO FREE-RIDER POLICY:
At the end of each exam, a team's free rider(s) will be identified after surveying the team members. An investigation will be conducted to clarify the free rider problems. The free rider will be dropped from the class with a W or an F, or the person will become an individual agency to complete their assignments. The advertising industry is a team enterprise. It would be best to learn how to collaborate with other team members by completing the agreed-upon assignments for which you are responsible.

DROP POLICIES:
After Exam 1 & 2, you will be assessed by the following criteria to determine if you will be dropped from this class with a W for lack of effort. Please refer to the flow chart below to understand how this system works.

From my experience teaching this class, if you meet the criteria, you will likely fail this class with an F at the end of the
semester. It is strategically to your benefit to drop this class and concentrate on other courses you are taking this semester.

How to Avoid being Dropped from this Class?

You will be dropped from the class at two critical junctures of this semester:

1. (Condition 1) After Exam 1 and Exam 2, when your total points are given, and you have the lowest points in class
   (Condition 2) And you have the highest number of missing assignments
   You will be dropped immediately without consulting you with a W* for lack of effort* when Condition 1 and Condition 2 are met at the same time.

2. (Condition 1) After Exam 1 and Exam 2, when your total points are given, and you have the lowest points in class
   You will be dropped after consulting you with a W* for lack of effort* to prevent a disastrous impact on your GPA if Condition 1 is met.
GROUP IMC PROJECT (200 POINTS):
By the end of the 1st week, we will finalize a group assignment that will be the same as your group IMC campaign project team. Our competitor has launched its well-known "JIF" brand and its 2022 award-winning campaign (Lil Jif Project) (Click here to watch the case study) (click here to read the accolade of this successful campaign). Skippy, a competitor of the Jif peanut butter brand, hires your agency to increase their market share (Campaign Objective #1), a cultural phenomenon (Campaign Objective #2), and brand liking (Campaign Objective #3). Skippy hires your agency to launch a similarly successful campaign in the U.S. [Campaign baseline: 6 months, national/U.S. campaign, budget (50 million dollars), multi-platforms, and IMC].

GUIDELINES TO PREPARE YOUR GROUP IMC PROJECT:
- In this project, imagine Skippy hires your agency in the context of Jif's 2022 award-winning campaign by focusing on its platform/media strategies and creative strategies. Your agency/team is required to write a 10-page campaign for Skippy (single-spaced, 12 points, Times New Roman font, and 7th edition APA style (about 5,000 words), formatted in a professional and business style report. [See sample projects in your IMC PROJECT FOLDER)] with a list of at least 20 references/APA formatted to cite your sources and to demonstrate your abilities to conduct library research.
- To write a good campaign project, always question the decisions made in the assigned Jif campaign to see if you can model Skippy's campaign (but without stealing Jif's ideas). Apply your knowledge and training as an IMC professional to support your recommendations for Skippy.
- When preparing your agency's/team's IMC campaign project for Skippy (200 points), demonstrate your knowledge about the planning, strategy formulation, implementation, and effectiveness metrics when planning an IMC campaign. An excellent strategy to prepare this campaign project is to show what you have learned in this class by demonstrating the jargon (terms, decision-making models, and theories) you have learned in your training. Also, learn to think like an IMC professional by showing your ability to see what makes an IMC campaign successful and explain why. Remember that a good and effective IMC campaign aims to solve clients' marketing problems. The strategy should be essential when writing your critical assessment and improvement recommendations.
Your agency/team should begin by briefly discussing target market selection, positioning strategy, pricing, product, and place strategies to set the foundation of your campaign. In your IMC campaign for Skippy, we will focus solely on creative strategies, media/platform strategies, and subsequent effectiveness metrics for improvement recommendations. Therefore, a good organizing structure for this 12-page report will look like the following (these should become the headings in your report):

1. **Campaign Overview** (1 page) [describe what Jif's campaign is about and summarize what your new campaign for Skippy aims to accomplish. Here you will talk about the positioning, target market, product, and price strategies for Skippy]

2. **Marketing Problems and Objectives** (1 page) [describe the marketing problems and objectives the original Skippy campaign aims to address and provide a new list of marketing problems and objectives for your new campaign. The stated objectives from your client, Skippy, are to increase their market share (Campaign Objective #1), a cultural phenomenon (Campaign Objective #2), and brand liking (Campaign Objective #3)]

3. **Consumer Insights from Your Extra Marketing Research** (2 pages) [summarize what research has been done and generated insights for the Skippy campaign. Conduct your research to generate a list of consumer insights relevant to new consumer behaviors in purchasing peanut butter products. It would be best if you used Simmons Insights. Click here to access the guides]

4. **IMC Platform Decision** (3 pages with hand-drawn/Photoshop-created prototype images to demonstrate your concepts) [Show what new platforms need to be added and what you plan to do in your new Skippy campaign. You can also develop a new creative idea for this campaign's platform(s).]

5. **Creative and Branding Decision** (4 pages with hand-drawn/Photoshop-created prototype images to demonstrate your concepts) [Show what new creative ideas and executions need to be added and what you plan to do in your new Skippy campaign]

6. **Campaign Effectiveness Metrics** (1 page) [Since new platforms and creative ideas will be added to your new Skippy campaign, you need to adjust and include new effectiveness metrics for the newly-added platform(s)]

7. **Appendices** (reference list, figures, tables…) (not counted as part of the 12 pages).
• You must use the above headings to break up your narratives/discussions and help the instructor when reading and assessing your critique. Your final IMC project is due on **MAY 10, 2024, on the Blackboard** (Filename as **Group# IMC Project**). If you need to email your project to cyang@utep.edu, please follow the same file labeling rule and send it via your UTEP email to avoid SPAMMING. A confirmation will be sent to you within 24 hours. If you have not received my confirmation, please keep sending it until you receive one from me.

<<COURSE SCHEDULE>>

<table>
<thead>
<tr>
<th>BLACKBOARD LOCATION: COURSE MODULES</th>
<th>DATES</th>
<th>TOPICS</th>
<th>READING ASSIGNMENTS</th>
<th>ASSIGNMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEEK 0</strong></td>
<td></td>
<td>You are encouraged to form a small study group (no more than four members in each group). Please click <a href="#">here</a> to complete the survey (also counted as AS#1-1) to indicate your preferred team members ASAP. Otherwise, I will randomly assign you to one of the study groups in this class after JANUARY 21/SUNDAY, 2024.</td>
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<tr>
<td><strong>WEEK 1 FOLDER</strong></td>
<td>JANUARY 19, 2024 (FRIDAY)</td>
<td>Course Introduction Make sure you know how to use the Blackboard. Download the electronic course packet from Google Cloud Drive Set up your Zoom account</td>
<td>Read COMM. 3338 Course Syllabus e-Course Packet WEEK 1 FOLDER Blackboard WEEK 1 FOLDER Review the following links before the class:</td>
<td>Assignment #1 (AS1-1 &amp; AS1-2 due before 12:00 pm, JANUARY 19, 2024/FRIDAY) (AS1-3, AS1-4, &amp; AS1-5 DUE IN CLASS) (Please send your preferred and alternative email address to <a href="mailto:cyang@utep.edu">cyang@utep.edu</a> today)</td>
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<tr>
<td>Set up your Skype account</td>
<td>How to Use UTEP Library? [<a href="http://libguides.utep.edu/content.php?pid=210333&amp;sid=1751171">http://libguides.utep.edu/content.php?pid=210333&amp;sid=1751171</a>]</td>
<td>(AdWeek newsletter subscription extra points. Due before 12:00 pm, JANUARY 19, 2024/FRIDAY). Please upload the subscription screenshots to the Blackboard)</td>
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<tr>
<td>What will you learn from this class?</td>
<td>How to Conduct a Research Project? [<a href="http://libguides.utep.edu/content.php?pid=210333&amp;sid=1751170">http://libguides.utep.edu/content.php?pid=210333&amp;sid=1751170</a>]</td>
<td>(AdWeek newsletter subscription extra points. Due before 12:00 pm, JANUARY 19, 2024/FRIDAY). Please upload the subscription screenshots to the Blackboard)</td>
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<tr>
<td>Course Introduction</td>
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<tr>
<td>How to Work on Your Campaign Project?</td>
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<tr>
<td>Group/Individual Campaign Project Assignment</td>
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<td>What is IMC?: A Brief Introduction</td>
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<td>Librarian Presentation (1:10-1:40 pm) on how to use Simmons Insights (to find information on Skippy-related confectionary products)</td>
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**WEEK 2 FOLDER**

**JANUARY 26, 2023 (FRIDAY)**

<table>
<thead>
<tr>
<th>What is IMC?</th>
<th>Read Belch &amp; Belch, Chapter 1</th>
<th>Assignment #2 (AS2-1 &amp; AS2-2 due before 12:00 pm, JANUARY 26, 2024/FRIDAY)</th>
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<tbody>
<tr>
<td>Case Study and</td>
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<td>WEEK 3 FOLDER</td>
<td>FEBRUARY 2, 2024 (FRIDAY)</td>
<td>How to Plan a Successful IMC Campaign? Critical Components in a Strategy-Based IMC Campaign Process</td>
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<td>Establishing Objectives for an IMC Campaign</td>
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<td>Case Study and Problem-Solving Activities: P&amp;G Air Refreshers</td>
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<td>WEEK 4 FOLDER</td>
<td>FEBRUARY 9, 2024 (FRIDAY)</td>
<td>IMC Platform Decision: Traditional Media and Support Media</td>
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<td>[Video: The History of Advertising: Spin and Sell (1:40:00)]</td>
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<td>Case Study and Problem-Solving Activities: Reddi-Whip Campaigns</td>
<td>Read Belch &amp; Belch, Chapters 11, 12, &amp; 13</td>
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<td>e-Course Packet WEEK 4 FOLDER</td>
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<td>Blackboard WEEK 4 FOLDER</td>
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<td>Assignment #4 (AS4-1 &amp; AS4-2 due before 12:00 pm, FEBRUARY 9, 2024/FRIDAY) (AS4-3, AS4-4, &amp; AS4-5 DUE IN CLASS)</td>
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<tr>
<th>WEEK 5 FOLDER</th>
<th>FEBRUARY 16, 2024 (FRIDAY)</th>
<th>IMC Platform Decision: Sales Promotion</th>
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<tbody>
<tr>
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<td>Case Study and Problem-Solving Activities: Caramilk Campaigns</td>
<td>Read Belch &amp; Belch, Chapter 16</td>
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<td>e-Course Packet WEEK 5 FOLDER</td>
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<td>Blackboard WEEK 5 FOLDER</td>
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<td>Assignment #5 (AS5-1 &amp; AS5-2 due before 12:00 pm, FEBRUARY 16, 2024/FRIDAY) (AS5-3, AS5-4, &amp; AS5-5 DUE IN CLASS)</td>
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</table>
| WEEK 6 FOLDER | FEBRUARY 23, 2024 (FRIDAY) | IMC Platform Decision: Public Relations and Publicity  
[Video: Public Relations; History and Overview]  
e-Course Packet WEEK 6 FOLDER  
Blackboard WEEK 6 FOLDER | Assignment #6 (AS6-1 & AS6-2 due before 12:00 pm, FEBRUARY 23, 2024/FRIDAY) (AS6-3, AS6-4, & AS6-5 DUE IN CLASS) |
| WEEK 7 FOLDER | MARCH 1, 2024 (FRIDAY) | IMC Platform Decision: Sponsorship Marketing, Cause-Related Marketing (CRM), and Movement Marketing  
Case Study and Problem-Solving Activities: #WeighThis (by Nestlé Lean Cuisine) Campaigns | Read Goodson, Chapters 1-2, Movement Marketing, pp. 13-42 (Comm3338 WK7-1), pp. 39-42 (Comm3338 WK7-2)  
e-Course Packet WEEK 7 FOLDER  
Blackboard WEEK 7 FOLDER | Assignment #7 (AS7-1 & AS7-2 due before 12:00 pm, MARCH 1, 2024/FRIDAY) (AS7-3, AS7-4, & AS7-5 DUE IN CLASS) |
| WEEK 8 FOLDER | MARCH 8, 2024 (FRIDAY) | NO IN-PERSON CLASS TODAY.  
Open-Book/- Note Exam 1 (100 Points)  
[Covering Week 1-Week 7 Materials]  
Go to The Blackboard to Access Your Exam 1  
Exam 1 will be available from 12:01 am MST, MARCH 1, 2024, until 11:59 pm MST, MARCH 8, 2024 |
| WEEK 9 FOLDER | MARCH 15, 2024 (FRIDAY) | NO IN-PERSON CLASS TODAY.  
SPRING BREAK |
| WEEK 10 FOLDER | MARCH 22, 2024 (FRIDAY) | Learn how to use Simmons Insights to generate consumer insights for your campaign project  
Instructional Video: [https://youtu.be/QmFoLWqbUhs](https://youtu.be/QmFoLWqbUhs)  
Click [here](https://libguides.utep.edu/c.php?g=793643&p=7220706) to read the user guide  
e-Course Packet WEEK 10 FOLDER  
Blackboard WEEK 10 FOLDER |
| WEEK 11 FOLDER | MARCH 29, 2024 (FRIDAY) | NO IN-PERSON CLASS TODAY.  
CESAR CHAVEZ HOLIDAY/SPRING STUDY DAY |
| WEEK 12 FOLDER | APRIL 5, 2024 (FRIDAY) | IMC Platform Decision: Social Media, Immersion  
Read Belch & Belch, Chapter 15  
Assignment #10 (AS10-1 & AS10-2 due before 12:00 pm,  
MARCH 22, 2024/FRIDAY) |
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<tr>
<th>WEEK 13 FOLDER</th>
<th>APRIL 12, 2024 (FRIDAY)</th>
<th>Marketing, and Other Emerging Media Platforms Using Different IMC Platforms to Enhance Consumer Experience</th>
<th>e-Course Packet WEEK 12 FOLDER</th>
<th>APRIL 5, 2024 (FRIDAY) (AS10-3, AS10-4, &amp; AS10-5 DUE IN CLASS)</th>
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<tbody>
<tr>
<td>FOLDER</td>
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<td><strong>Case Study and Problem-Solving Activities: Wheat Thins Campaigns</strong></td>
<td>Blackboard WEEK 12 FOLDER</td>
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<tr>
<th>WEEK 13 FOLDER</th>
<th>APRIL 12, 2024 (FRIDAY)</th>
<th>IMC Campaign Effectiveness Testing Methods and Metrics</th>
<th>Read Belch &amp; Belch, Chapter 18</th>
<th>Assignment #11 (AS11-1 &amp; AS11-2 due before 12:00 pm, APRIL 12, 2024 (FRIDAY) (AS11-3, AS11-4, &amp; AS11-5 DUE IN CLASS)</th>
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<td>FOLDER</td>
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<td><strong>Case Study and Problem-Solving Activities: Kit Kat Campaigns &amp; Kellogg Special K Campaigns</strong></td>
<td>e-Course Packet WEEK 13 FOLDER</td>
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<tr>
<th>WEEK 14 FOLDER</th>
<th>APRIL 19, 2024 (FRIDAY)</th>
<th>An Overview of Popular Industry Platforms and Dashboards</th>
<th>e-Course Packet WEEK 14FOLDER</th>
<th>Assignment #12 (AS12-1 &amp; AS12-2 due before 12:00 pm, APRIL 19, 2024 (FRIDAY) (AS12-3, AS12-4, &amp; AS12-5 DUE IN CLASS)</th>
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<td>FOLDER</td>
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<td>Blackboard WEEK 14 FOLDER</td>
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</table>
| WEEK 15 FOLDER | APRIL 26, 2024 (FRIDAY) | **NO IN-PERSON CLASS TODAY.**
Open-Book/- Note Exam 2 (100 Points)
(Covering Week 10-Week 14 Materials)
Go to the Blackboard to Access Your Exam 2
Exam 2 will be available from 12:01 am MST, APRIL 19, 2024, until 11:59 pm MST, APRIL 26, 2024 |
| WEEK 16 FOLDER | MAY 3, 2024 (FRIDAY) | **NO IN-PERSON CLASS TODAY.**
DEAD DAY |
| WEEK 17 FOLDER | MAY 10, 2024 (FRIDAY) | **YOUR GROUP PROJECT IS DUE TODAY**
Upload your final group project (in a professionally looking format) (200 points) (Due before 12:00 pm, MAY 10, 2024/ FRIDAY)
Name your file as "Group #." |
| WEEK 17 FOLDER | MAY 10, 2024 (FRIDAY) | **TEACHING EVALUATION DUE ON MAY 10, 2024/FRIDAY**
EARLY SUBMISSIONS OF ALL REMAINING GRADING COMPONENTS ARE ALWAYS WELCOME |