

**DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET**

See Course and Program Development Policy and Procedures for Instructions

<b>SCHOOL:</b> LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/>	Contact Name: <b>Tigi Mersha</b>	Phone: <b>x4965</b>
<b>DEPARTMENT / DIVISION:</b> <i>Management and Marketing</i>		
<b>SHORT DESCRIPTION OF PROPOSAL</b> (state name of action item 1-20 and course name, code & number / program affected):		
8. <i>New Course:</i> <b>MKTG 755 Integrated Marketing Communications</b> UB/Towson MBA		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: <b>2009</b>		

<b>Box 1: TYPE OF ACTION</b> ADD(NEW) <input checked="" type="checkbox"/> DEACTIVATE <input type="checkbox"/> MODIFY <input type="checkbox"/> OTHER <input type="checkbox"/>
<b>Box 2: LEVEL OF ACTION</b> Non-Credit <input type="checkbox"/> Undergraduate <input type="checkbox"/> Graduate <input checked="" type="checkbox"/> OTHER <input type="checkbox"/>

<b>Box 3: ACTION ITEM</b> (check appropriate boxes)		DOCUMENTS REQUIRED (see box 4 below)	IMPACT REVIEWS (see box 5 on back)	APPROVAL SEQUENCE (see box 6 on back)
	1. Experimental Course <sup>1</sup>	NOP	a, c, e	AC
	2. Course Title	NO		ABCD
	3. Course Credits	NO		ABCD
	4. Course Number	NO		ABCD
	5. Course Level	NO		ABCD
	6. Pre & Co-Requisite	NO		ABCD
	7. Course Description	NOP		ABCDEF
<b>X</b>	8. New Course	NOP		ABCDEF
	9. Deactivate a Course	NO		ABCDEF
	10. Program Requirements	NO	b, c, d, e	ABCDEF
	11a. UG Specialization (24 credits or less)	NO	a, b, c, d, e	ABCDEF
	11b. Masters Specialization (12 credits or less)	NO	a, b, c, d, e	ABCDEF
	11c. Doctoral Specialization (18 credits or less)	NO	a, b, e	ABCDEF
	12. Closed Site Program	NOT	e	ABCDHIK
	13. Program Suspension <sup>9</sup>	NO,5	a, e	ABCDEGIK
	14a. Certificate Program (ug/g) exclusively within existing degree program	NO	a, c, e	ABCDEFHIK
	14b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits)	NOQR, 6	a, c, e	ABCDEFHJL
	15. Off-Campus Delivery of Existing Program	NO, 4	a, b, c, e	ABCDHIL
	16a. UG Concentration (exceeds 24 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	16b. Masters Concentration (exceeds 12 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	16c. Doctoral Concentration (exceeds 18 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	17. Program Title Change	NO, 5	a, c, d, e	ABCDEFHJL
	18. Program Termination	NO, 10	d, e	ABCDEFHIK
	19. New Degree Program	NOQR, 3,8	a, c, d, e	ABCDEFHJL
	20. Other	Varies	Varies	Varies

<b>Box 4: DOCUMENTATION (check boxes of documents included)</b>			
<b>X</b>	N. This Cover Sheet	<input type="checkbox"/>	Q. Full 5-page MHEC Proposal
<b>X</b>	O. Summary Proposal	<input type="checkbox"/>	R. Financial Tables (MHEC)
<b>X</b>	P. Course Definition Document	<input type="checkbox"/>	S. Contract
		<input type="checkbox"/>	T. Other

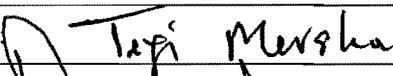

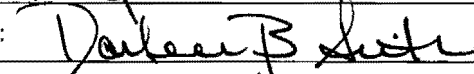
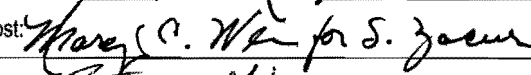

- Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
- Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
- Letter of Intent is required by USM at least 30 days before a full proposal can be submitted. Letter of Intent requires only the approval of the dean and the provost and is forwarded to USM by the Office of the Provost.
- One-page letter to include: Program title & degree/certificate to be awarded; resources requirements; need and demand; similar programs; method of instruction; and oversight and student services (MHEC requirement)
- One-page letter with description and rationale (MHEC requirement)
- One or two-page document that describes: centrality to mission; market demand; curriculum design; adequacy of faculty resources; and assurance program will be supported with existing resources. (MHEC requirement)
- Learning objectives, assessment strategies; fit with UB strategic plan
- Joint Degree Program or Primary Degree Programs require submission of MOU w/ program proposal. (MHEC requirement)
- Temporary suspension of program to examine future direction; time not to exceed two years. No new students admitted during suspension, but currently enrolled students must be given opportunity to satisfy degree requirements.

**DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET (Page 2 of 2)**

<b>SCHOOL:</b> LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/>
<b>SHORT DESCRIPTION OF PROPOSAL</b> (state name of action item 1-20 and course name, code & number / program affected):
8. New Course: <b>MKTG 755 Integrated Marketing Communications</b> UB/Towson MBA

10. Provide:
- a. evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution.
  - b. proposed date after which no new students will be admitted into the program;
  - c. accommodation of currently enrolled students in the realization of their degree objectives;
  - d. treatment of all tenured and non-tenured faculty and other staff in the affected program;
  - e. reallocation of funds from the budget of the affected program; and
  - f. existence at other state public institutions of programs to which to redirect students who might have enrolled in the program proposed for abolition.
11. University Council *review* (for a recommendation to the President or back to the Provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.

<b>Box 5: IMPACT REVIEW</b>	SIGNATURES (see procedures for authorized signers)	DATE
a. Library <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
b. OTS <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	CIO or designee:	
c. University Relations <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
d. Admissions <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
e. Records <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Registrar or designee:	

<b>Box 6: APPROVAL SEQUENCE</b>	APPROVAL SIGNATURES	DATE
A. Department / Division	Chair: 	2/12/09
B. Final faculty review body within each School	Chair: 	2/12/09
C. College Dean	Dean: 	2/12/09
D. Provost and Senior Vice President for Academic Affairs	Provost: 	2/24/09
E. Curriculum Review Committee (UFS subcommittee)	Chair: 	3-11-09
F. University Faculty Senate (UFS option)	Chair:	
G. University Council (see # 11 above)	Chair:	
H. President	President:	
I. Board of Regents – notification only		
J. Board of Regents – approval		
K. MHEC – notification only		
L. MHEC – approval		
M. Middle States Association notification	Required only if the mission of the University is changed by the action	

**DOCUMENT O: SUMMARY PROPOSAL**

See Course and Program Development Policy and Procedures for Instructions

<b>SCHOOL:</b> LAW <input type="checkbox"/> MSB <input checked="" type="checkbox"/> YGCLA <input type="checkbox"/>	<b>Contact Name:</b> Tigi Mersha	<b>Phone:</b> x4965
<b>DEPARTMENT / DIVISION:</b> <i>Merrick School of Business (MBA Specialization)</i>		
<b>SHORT DESCRIPTION OF PROPOSAL</b> (state action item 1-23 and course name & number or program affected):		
8. New Course: <b>MKTG 755 Integrated Marketing Communications</b> UB/Towson MBA		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: <b>2009</b>		

O-1: Briefly describe what is being requested:

Addition of a new course to the MBA curriculum:

**MKTG 755: Integrated Marketing Communications (3)**

This course will serve as an elective in the existing MBA specialization in Marketing.

For new courses or changes in existing courses (needed by Registrar)

<b>OLD Title:</b>	<b>Course # / HEGIS Code:</b>	<b>Credits:</b>
<b>NEW Title: Integrated Marketing Communications</b>	<b>Course # / HEGIS Code: MKTG 755</b>	<b>Credits: 3</b>

O-2: Set forth the rationale for the proposal:

This course will serve as one of the electives that students may choose to take as part of the MBA specialization in Marketing.

Working together, the UB and Towson Marketing Faculties have reviewed the current courses available for MBA students pursuing a specialization in Marketing, benchmarked several top programs, and considered industry needs. Several areas that are generally considered standard and vital knowledge areas within the field were unaddressed. Therefore this course, along with others, was developed to meet these needs. The Faculty believe that these courses will be better suited to providing students with the opportunity to develop necessary knowledge and skills.

The ability to plan and budget and effective communications program and to manage the many tools available with which to develop a brand positioning and create a brand image is an essential skill for the successful marketer. The proposed course in Integrated Marketing Communications will address these areas and fill a vital need in the Marketing curriculum.

## Master Course Document (Document P) MKTG 755 Integrated Marketing Communications

1. Date Prepared: February 12, 2009
2. Prepared by: UB/Towson Marketing faculty
3. Department: Management and Marketing
4. Course Numbers: **MKTG 755**
5. Course Title: **Integrated Marketing Communications**
6. Credit Hours: 3
7. Prerequisites: MKTG 640
8. Course Purpose: Elective as part of the Marketing specialization in the MBA program
9. Rationale:

Working together, the Towson and UB Marketing Faculties have reviewed the current courses available for MBA students pursuing a specialization in Marketing, benchmarked several top programs, and considered industry needs. Several areas that are generally considered standard and vital knowledge areas within the field were unaddressed. Therefore, several new courses were developed to meet these needs.

The ability to plan and budget and effective communications program and to manage the many tools available with which to develop a brand positioning and create a brand image is an essential skill for the successful marketer. The proposed course in Integrated Marketing Communications will address these areas and fill a vital need in the Marketing curriculum.

10. Catalog Description:

The course analyzes integrated marketing communications (IMC) management, and the role it plays in organizations' marketing plans. The focus is on strategic, synergistic planning to effectively use promotional tools to help the firm achieve their promotion objectives. These tools include advertising, direct, online, sales promotion, personal selling, public relations, buzz marketing, trade shows, etc. Regulation, ethics, social responsibility, and economic factors that affect an IMC program will also be examined, as will consideration of the international environment, special decision areas, and how the IMC mix may change as a firm goes global. Prerequisite: MKTG 640

11. Suggested approximate class size: 30

12. Content Outline:

<u>WEEK</u>	<u>ASSIGNMENT</u>
1	Marketing & the Role Played By IMC the World of IMC & Industry Organization
2.	Social, Legal & Ethical Issues Importance of Brands and Customer Relationship Mgt.
3	Basics of the Communication Process Nature of Consumer Response CASE #1—Consumer Response

- 4 IMC Planning  
Segmentation & Target Marketing  
CASE # 2--Segmentation
- 5 Importance of Data-Driven IMC  
CASE #3—Integrated Marketing Communications
- 6 Message Development and Strategy  
Case # 4—Message Strategy
- 7 Message Execution
- 8 Media Characteristics  
The Internet & Interactivity  
CASE 5---Online IMC
- 9 Advertising & IMC Media Planning  
CASE # 6—Media Development
- 10 Sales Promotion & Packaging  
Marketing/IMC to the Trade  
CASE#7 Sales Promotion
- 11 Personal Selling  
PR & Publicity  
Case#8 Personal Selling
- 12 Direct Marketing/IMC  
Events, Sponsorships and Customer Service
- 13 International IMC  
Measurement, Evaluation & Effectiveness
- 14 PRESENTATIONS — ALL WRITTEN PROJECTS ARE DUE
- 15 PROJECTS ARE RETURNED

13. Learning Goals:

Upon completing this course a student will be able to:

- Relate and summarize the basics concepts and strategies of marketing management to Integrated Marketing Communications (IMC), and show how IMC is a vital part of the marketing mix
- Evaluate and appraise the key concepts and theories of IMC.
- Devise plans and justify strategies to work within the IMC environment that includes regulatory agencies, promotional agencies, consumer groups, etc.
- Analyze and present public policy and ethical issues associated with marketing and IMC.

- Combine the major elements of the communications process, e.g., source, receiver, message (coding & decoding), media to create an IMC promotional program.
- Develop creative, strategic IMC objectives and to be able to distinguish between IMC objectives and marketing objectives.
- Apply and integrate the use of IMC tools for effective promotion planning
- Demonstrate the ability to comprehend the global implications of IMC.

14. Assessment Strategies:

- **PARTICIPATION:** Participation in class discussions and in group work is required. Principles of active listening, discussion, and teamwork will be stressed.
- **CASE ANALYSIS:** Cases will be used to cover various aspects of Integrated Marketing Communications. Harvard Business Publishing cases will be used. Some sample cases are: Harley-Davidson: Building brand community and loyalty. Mountain Dew: Developing new creative strategies and tactics. Launching the New Mini: Creative use of IMC to launch a new product.
- **CLASS PROJECT:** The assignment is to put together an IMC program for a firm. This is a group assignment and you are to take the position that you are working in the IMC department trying to put together the promotional plan or working for an IMC agency trying to win an account. This plan should be designed to solve a specific problem, e.g., the Baltimore Symphony wants to attract more concert goers thirty years old or younger.

15. Text(s) and Materials (example: textbooks, calculator):

TEXT: Principles of Advertising & IMC, 2ed. Tom Duncan, McGraw-Hill/ Irwin  
ISBN 10-0-69-777875-4 ISBN: 13-978-0-39-083123-1

16. Lab Fees: None