**Course Title:** Integrated Marketing Communications in the UK  
**Course Code:** LONS BUMC 310  
**Subject:** Marketing, Communications, Media  
**Credits:** 4  
**Contact Hours:** 50  
**Semester/Term:**  
- ☒ Semester  
- ☐ J-Term  
- ☐ Summer  

**Course Description:** This course will expose you to the most career-relevant marketing concepts and tools, giving you the skills necessary to compare and contrast how these concepts are used in the UK and in the US.

In order to achieve this goal, we will build towards an integrated marketing communication outcome. You will be given fresh and challenging ways to demonstrate an understanding of subjects such as Pricing, Promotion, Advertising, Public Relations and Brand Management and how these come together to form an integrated marketing communication strategy.

You will be given the tools to be in the driver’s seat of the communication-promotion decision process of organizations and be made to make decisions on their behalf.

Students will be asked to produce your own research and statistical analyses to examine how different variables such as source, message, and medium influence an audience. Similarly, you will evaluate the success of customer response to your integrated communication campaign.

Because this course is also designed to prepare students for a career in marketing its learning method is very much hands-on. You will be asked to apply the theory you will learn through formal lectures and adapt to real-case scenarios and frequent field assignments.

**Course Requirements:**  

**Required Text**

ISBN: 978-0273742975; Cost: To Be Determined.

**Additional Readings and Resources**

*Marketing Week.* ISSN: 0141-9285. Cost: To Be Determined.  
*PR Week.* ISSN: 1524-1696; Cost: To Be Determined.
Assignments

<table>
<thead>
<tr>
<th>Course Requirements</th>
<th>Percentages</th>
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</thead>
<tbody>
<tr>
<td>1. Participation &amp; Class Discussion</td>
<td>10%</td>
</tr>
<tr>
<td>2. Weekly Uploads</td>
<td>25%</td>
</tr>
<tr>
<td>3. Examination</td>
<td>30%</td>
</tr>
<tr>
<td>4. Final Presentation</td>
<td>35%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Participation & Class Discussion**
Class contribution means coming to class on time. You must be ready to discuss any data or research that might be required during a particular session. You should be proactive during class, taking the initiative to lead a group project, for instance, and asking questions when, for whatever reason, you do not know how to proceed. Questions about any aspect of the course are strongly encouraged.

**Weekly Uploads**
Each week, you will be required to upload your notes and in-class presentations on Canvas to account for your effort and progress.

**Examination**
This is an individual assignment. Instructions will be provided in class.

**Final Presentations:**
This assignment is designed to provide you with an opportunity to demonstrate breadth and depth of understanding you have gained during the term. You will be required to propose an integrated marketing communication strategy to achieve a plausible business objective for one of the following start-ups below.

It is your responsibility to start working early during the term and have regular conversations with your lecturer.

Format: 12 core slides plus as many reference slides as you need.
Suggested structure:
- Introduction slide 1
  - What is your plan for this start-up?
- How will you achieve this? Slides 2-12.
  - 3 to 5 proposal that form an integrated communication strategy.
Each group (up to two people per group) will be given 20 minutes including questions and answers. The presentation should convince the start-up that your communication strategy is the best one to bring their company to a city of your choice in the US.

**The start-ups:**
- Monkfeet.com
- Gojimo (educational app)
- Trillenium.com (Virtual reality shopping)

Marketing budget: $20,000.00

Time frame: 3-6 months

You will likely define a niche, either sociodemographic, and/or geographic, to target the expansion to a small easily definable market.

Your marketing plan should cover all aspects of marketing that were covered during the term:
- Brand management
- Public relations
- Marketing research
- Primary and secondary research to back your statements and recommendations
- Competitive analysis
- Advertising
- What constitutes success (however your team defines it)
- What is the rationale for your integrated communication strategy?

*Failure to submit or fulfil any required course component results in failure of the class*

<table>
<thead>
<tr>
<th>Learning Outcomes and/or Expected Student Competencies and Assessment Measures:</th>
<th>On completion of the course, students should be able to:</th>
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</thead>
<tbody>
<tr>
<td><strong>Learning Outcomes</strong></td>
<td><strong>Course Requirement that will be used to assess the student’s achievement of this outcome</strong></td>
</tr>
<tr>
<td>Demonstrate an understanding of the unique capabilities of the primary components of the promotion mix in a promotional campaign.</td>
<td>Final Presentation</td>
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### Course Outline:

<table>
<thead>
<tr>
<th>Session</th>
<th>Topic</th>
<th>Homework</th>
<th>Activities</th>
</tr>
</thead>
</table>
| **Session 1** | Introduction, The Challenge Ahead  
- What is marketing?  
- Happiness versus purpose. | Upload your notes          | Visit the following coffee shops: Starbucks, Nero, Costa |
| **Session 2** | Requirements for final presentation.  
- Presentation skills and public speaking | Upload your notes          |                                         |
| **Session 3** | Statistics and marketing  
- Qualitative and quantitative data  
- Making sense of large sets of data  
- Application of key statistical concepts  
- Collecting data from YouTube ratings | Upload your notes          |                                         |
| **Session 4** | Pricing and Sales Promotions  
- Field research: coffee shops in London  
- Compare prices and assess whether price differences are justified  
- Focus on in-store promotions and the | Upload your notes          |                                         |
<table>
<thead>
<tr>
<th>Session</th>
<th>Description</th>
<th>上传笔记</th>
<th>活动</th>
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</thead>
</table>
| **5**   | Create your own consumer index. Pricing comparisons between the US and UK  
> - Use statistical tools and research to answer the following question:  
> - Which is more expensive: London or your home city? | Upload your notes | |
| **6**   | - Competitive landscape in the UK  
> - Field research: Marks & Spencer versus Waitrose / John Lewis | Upload your notes | Visit supermarkets |
| **7**   | Examination | | |
| **8**   | Fashion and Advertising  
> - The role of advertising in the marketing mix.  
> - Advertising and happiness  
> - Research: How does advertisement differ in the US and the UK?  
> - Compare and contrast Jack Wills versus US brands such as Ralph Lauren | Upload your notes | Visit Jack Wills in Covent Garden |
| **9**   | Consumer behavior  
> - Managing and marketing risk  
> - How consumer understand risk  
> - Betting industry | Upload your notes | Visit betting shops |
| **10**  | Public relations and the media in the UK  
> - Media ownership in the UK | Upload your notes | Visit Saatchi Gallery or any gallery featuring |
## ARCADIA ABROAD

<table>
<thead>
<tr>
<th>Session</th>
<th>Topic</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Brand as a belief system</td>
<td>Upload your notes</td>
</tr>
<tr>
<td></td>
<td>- Brand ownership and brand architecture</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Luxury, Price and Brand</td>
<td>Upload your notes</td>
</tr>
<tr>
<td></td>
<td>- Create a luxury tour of London</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Bringing it all together:</td>
<td>Upload your notes</td>
</tr>
<tr>
<td></td>
<td>- How these subjects form an integrated marketing communication campaign</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Final presentations</td>
<td></td>
</tr>
</tbody>
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### Other Policies:

**Expectations**

Professional behavior is expected of all students. This includes preparation for classes, on-time attendance at classes, attendance at all group sessions and appropriate participation in the form of attentiveness and contributions to the course. Respect for the academic process is the major guiding principle for professional behavior and extends to all communications, including e-mail.

**Attendance/Participation**

Prompt attendance, full preparation, and active participation in class discussions are expected from every student in every class session.

**Course Policies**

For email communications, students must use their Arcadia University email account. Students are responsible for any information provided by e-mail or through Intranet postings.

**Plagiarism**

Representation of another’s work or ideas as one’s own in academic submissions is plagiarism, and is cause for disciplinary action. **Cheating** is actual or attempted use of resources not authorized by the instructor(s) for academic submissions. Students caught cheating in this course will receive a failing grade. **Fabrication** is the
falsification or creation of data, research or resources to support academic submissions, and cause for disciplinary action.

**Late or Missed Assignments**
Will not be accepted for grading.

**Students with Disabilities**
Persons with documented disabilities requiring accommodations to meet the expectations of this course should disclose this information while enrolling into the program, and before leaving the United States so that appropriate arrangements can be made.

**Title IX Statement**
Arcadia University is committed to assuring a safe and productive educational environment for all students. In order to meet this commitment and to comply with Title IX of the Education Amendments of 1972 and guidance from the Office for Civil Rights, the University requires faculty members to report incidents of sexual violence shared by students to the University's Title IX Coordinator. The only exceptions a faculty member's reporting obligation are when incidents of sexual violence are communicated by a student during a classroom discussion, in a writing assignment for a class, or as part of a University-approved research project.

Information regarding the reporting of sexual violence and the resources that are available to victims of sexual violence is set forth at [https://www.arcadia.edu/university/policies-guidelines/title-ix](https://www.arcadia.edu/university/policies-guidelines/title-ix).

| Prerequisites:          | Familiarity with key statistical concepts (median, average, variance, standard deviation) is desirable.
|                        | An introductory class in marketing. |
| Country and Program Connection: | This course will give students the skills to objectively analyze how marketing communications is used and implemented in the UK. These skills are relevant to any career in marketing. |