

# BUS 5363 IMC Project Guidelines

## Description

The project for the Integrated Marketing Communication course is the creation of an IMC Plan based on the knowledge assimilated from the textbook [1] along with additional external research and collaborative creativity. The organization chosen as the subject of the Project will be assigned by the professor, or if approved by the professor, an organization of the students' choice. Use the IMC Project Scoring Rubric to organize the specific structure of your project. Teams will consist of 3-5 students.

## Content

There are seven parts to the project as detailed on the Scoring Rubric:

- Part 1 – Executive Summary (3-4 pages)
- Part 2 – Competitive Environment (6-8 pages)
- Part 3 – IMC Strategy (6-8 pages)
- Part 4 – IBP Initiatives (12-16 pages)
- Part 5 – Conclusion (3-4 pages)
- Part 6 – Report Format & Adjustments
- Part 7 – Oral Presentation (25-35 minutes)

## Written Report

The IMC Plan report must be single-sided, double-spaced, one-inch margins (top, bottom, right, left), Times New Roman or Arial font, 11 or 12 point font size, and bottom-centered page numbers, with one top-left staple (or fastener) for binding. Include a cover page with your title, course name, student names, and the date submitted. The order of Parts and Sections shown on the Scoring Rubric must be maintained. **Each Part and Section must be clearly labeled.** Do not use any other headers or footers. Citations must be used and must be linked to your *References* which should be placed at the end of the report. MLA or APA are appropriate citation formats.

## Sample Citation

1. T.C. O'Guinn, C.T. Allen, R.J. Semenik, & A.C. Scheinbaum (2015). *Advertising & Integrated Brand Promotion, Seventh Edition*. Stamford, CT, Cengage Learning.