CLASS SYLLABUS

MKTG 352: Marketing Communications
Business firms’ methods of communications to their markets and publics. Analysis of the promotional mix; personal selling, advertising, sales promotion and publicity. Prerequisite: Mktg350. 5 credit hours

Spring 2013 MW 3:40 – 5:45, Pigott 202
Professor: Ed Steenman
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Cell Phone: 425-445-3339* If you have any questions or need to reach me, e-mail is best.
Office location: Pigott 433 Office hours: Immediately following class

OVERVIEW: In today’s market place, “integrated marketing communications” is a hot topic. Effective marketing starts with knowing and understanding who your audience is and how your audience perceives your company. An effective marketer is one that has a grasp of the overall strategy, and can create the appropriate messaging and select the most effective mediums for each market segment. This course will prepare you for the REAL WORLD. We will explore the “big picture” and all of the elements that make up an integrated marketing communications plan. We will take the tools that we study in this course and APPLY them in a live setting by developing a marketing communications plan for a local non-profit client.

OBJECTIVES: By the end of the semester, you will be able to:
- Understand the marketing communications framework;
- Be able to collect the appropriate company data and information to accomplish marketing communications objectives;
- Develop a SWOT analysis;
- Define target audiences and create applicable messages;
- Understand the marketing mix;
- Create a marketing communications plan and a budget for a “live” client;
- Understand evaluation methods for continuous improvement;

APPROACH:
1. Interactive Lectures.
2. Reading Assignment and supplemental lecture material.
3. Hands-on application of material in the form of “Team Projects” through which students will learn-how to develop (and complete) an advertising communications plan.

TEXTBOOK/READINGS:
- Required: Promo2 O’Guinn/Allen/Semenik
- Additional readings will also be supplemented on Angel, as needed.
CLASSROOM POLICIES:
Attendance and Participation: Attendance will be monitored, but more importantly, you should be an active participant in the class. Our in-class experience will include discussion, exercises, cases, and sharing of examples. Contributing to the class through active listening, posing questions, and offering examples will help to maximize your experience in the class. Using your name card in each class session will be important, so that your class contributions can be credited to YOU. Everyone should be prepared to answer and ask questions about the material. All class members are strongly encouraged to bring to each class meeting examples, issues, or questions that are based on your professional life or your everyday consumer interactions with advertising and marketing. Unless otherwise noted, we will have a 10 minute “halftime” break somewhere around the middle of each class.

ASSIGNMENTS: * Anything you present must be in typed format. Please use a 12-point Arial or Times New Roman font, and leave 1” margins on all four sides of the paper. Late policy: Assignments are due the beginning of class. Late assignments will automatically lose one letter grade for each day (or if not on time the day of) late. If an extenuating circumstance, which requires documentation, renders you unable to complete the assignment or exam by the given deadline, I need written notice (email is fine) prior to the due date or time of exam.

QUIZZES AND EXAMS: There will be three (3) exams in the course. They will each cover the section that we have discussed/read about up to that point in the course (non-cumulative). In addition, unannounced short quizzes covering the assigned reading, may take place at any time. No hats of any kind may be worn during any test. No cell phones or electronic devices of any kind are allowed to be visible at any time during any Exam.

BOILERPLATE: Campus emergencies: In the event of a major campus emergency or school closure, course requirements, deadlines, and grading percentages are subject to change. Any changes in the course will be communicated through Angel and/or via email. Disabilities: If you have, or think you may have, a disability (including an ‘invisible disability’ such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff in the Learning Center, Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process. Honesty: Seattle University is committed to the principle that academic honesty and integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Punishment for dishonesty ranges from a zero for the specific assignment to expulsion from the university. Acts of academic dishonesty will be addressed according to the Seattle University Academic Honesty Policy. The policy can be found at http://www.seattleu.edu/regis/Policies/Policy_2004-01.htm. If you are not sure whether a particular action is acceptable according to the Academic Honesty Policy, you should check with your instructor before engaging in it.

GUEST SPEAKERS: Several sessions will be devoted to guest speakers. Prior to a guest attending class, you will receive a biography. Please prepare 3-4 questions that you would like to ask, based on the information shared in their bio. Your questions and why those questions are important to you (approximately 1-2 sentences per question) should be in memo format. This is an individual assignment.
Grading Scale:
94-100 points A
90-93 points A-
87-89 points B+
84-86 points B
80-83 points B-
77-79 points C+
74-76 points C
70-73 points C-
67-69 points D+
64-66 points D
60-63 points D-
< 60 points F

Assignment Weight
Case #1 5% (5 pts)
Case #2 15% (10 pts)
Team Campaign Project 30% (35 pts)
Section Tests (2 each at 15%) 30% (30 pts)
Participation/Quizzes 20% (20 pts)
(Total 100%)

TERM CAMPAIGN PROJECT PAPER & PRESENTATION:
Working with groups of three to six you will choose a company, a nonprofit organization or a public sector organization and consider the marketing situations and challenges faced by that organization. As we proceed through the quarter, you will apply the concepts, frameworks, and/or theories discussed in class and in the text to your chosen organization. At the end of the quarter, you will make a presentation to the class of your analysis and recommendations for the organization. Peer evaluations will be collected to provide feedback on how the group shares the project work. Each group will focus on a different organization for the project. Nonprofit organizations and small-to-medium-sized companies are recommended choices for this project.

To develop an effective advertising campaign and communications plan, you need to understand the clients needs and directives. As a team, You will be making a 10 minute presentation to your professor. This presentation will provide the initial concepts and feedback on what is actually feasible to execute, and what needs to be adjusted. Presentations should be done in PowerPoint.

As part of this project you will be participating in the Google Online Marketing Challenge in the NGO category. You will be given $250 from google to run an on line campaign using google adwords. You will also have the opportunity to win the google contest (judged seperately from your school grade) which if your group won the grand prize includes airfare, hotel and a full day at Google in San Francisco, computing devices for each student and more – all from Google (a $30,000 value). Most important you will get hands on experience learning and using the adwords platform.
For your final presentation, select your main idea(s) and elaborate on them, along with an overview of the budget and recommendations for implementation. Remember, you are submitting a detailed written plan, so this presentation is just an overview, highlighting the most important aspects of the plan. Duration of the PowerPoint presentation is 15 minutes with 5 minutes for Q&A. A hard copy of the slides (3 per page) is due on the indicated date in your syllabus. This is a group effort.

GRADING OF TAKE HOME CASES

1. Discovery (Situational Analysis)
   • About the company (charity) their vision, mission, objectives, organizational structure, history of organization, summary of recent/current communications initiatives – how do they talk to their audiences?
   • History of performance (i.e., number of volunteers, members) – charts are a great way to show this information!
   • Target audience (demographics – are the demographics changing? – if so, why?)
   • Competitor identification and analysis (who, if anyone, competes for the same audience as your client? What makes each competitor different?)
   • Environmental factors that impact your organization (social trends, economic trends, technology trends)

2. Recommendations
   • What is the objective for this campaign (be specific, measurable)
   • Segmenting the market (different audiences)
   • Themes for campaigns, initiatives
   • mock-ups of campaign ideas, press releases, ad examples, etc
   • Strategies, mediums, metrics
   • Budget/Timeframe
   • Conclusions, recommendations, implementation ideas/training

3. Additional information in written report:
   • Cover page
   • Executive summary
   • Table of contents
   • Page numbers
   • Bibliography and/or sources section
   • Client interview results and summary
   • Biographies (formatted the same) of team members
   • Self-evaluation of work (1 page) - what are you most proud of, and what would you do differently if you did it again (this to just be included in the copy you turn in to be graded)

Group evaluations: Simulating the real-world, there is a heavy group emphasis in this course. You will have the opportunity to calibrate your team members at the end of the semester, based on their work product and effort.
CLASS SCHEDULE

4/1  Introductions (background objectives, students background and objectives)
     Review syllabus and expectations/how to succeed in this course/class structure and policies/
     Explain the Team projects and Google Adwords Challenge
     Chap 1: The World of IMC
     Homework: Chapter 1 and 2

4/3  Chap 2: The Promotion Industry (review and discuss)
     (Note: there can be unannounced POP quizzes at any time)
     Video cases
     Small group discussion: how have the methods of communications changed traditional to today.
     Homework: Chapter 3

4/8  Chap 3: Brand Evolution (review and discuss)
     Video cases/Watch The Pitch episode 108 Marriott
     Homework: Chapter 4
     Homework: Take home Case #1.

4/10 Chap 4: The Marketing Environment (review and discuss)
      Homework: Chapter 5
      Sample case in class discussion only: solve together in the classroom.

4/15 Chap 5: Buyer Behavior (review and discuss)
          Introduce Team Campaign Project
          Homework: Read Chapter 6

4/17 Chap 6: Regulatory Environment (review and discuss)
       Class time for Team Project
       Homework: read Chapter 8 (skip Chapter 7)
       Due: Case #1
       Homework: Case # 2

4/22 Test #1 Chapt 1 -6
        Chap 8: Messaging and Media Strategies (review and discuss)
        Homework: Read Chapter 9,

4/24 Chap 9: The Internet (review and discuss)
       What is creativity? Where does creativity come from?
       Are only agency “creative” people creative?
       Homework: Read Chapter 10
       Due: Team Project Rubric/ Charity Selection

4/29 Chap 10: Direct Marketing (review and discuss)
       Class time for Team Project
       Homework: Read Chapter 11
5/1  Chapt 11: Sales Promotion and Point of Purchase
   Guest Speaker #1
   Homework: Chapter 12

5/6  Chapt 12: Branded Entertainment (review and discuss)
   Due: Case #2- written and oral presentation

5/8  Case #2 presentations (continued)
   Homework: Read Chapter 13

5/13 Chapt 13: PR, Social Media (review and discuss)
   Class time for Team Project
   Homework: Read Chapter 14
   Due: Team Project Write-Up Outline
   Note: 21 day google Adwords Campaign window mark

5/15 Chapt 14: Personal Selling (review and discuss)
   Guest Speaker #2
   Homework: Read Chapter 15

5/20 Chapt 15: Measuring Effectiveness (review and discuss)
   Guest Speaker #3
   Homework: Read Chapter 15

5/27 Happy Memorial Day (No Class)

5/29  Test: Chapters 9-15
   Class time for Team Project

6/3  Class time TBD
   Due: Team Project Final Write Up

6/5  Group project presentations (30 mins per group)
   Students grade each other Promotional Strategies

6/10 Group project presentations (30 mins per group)
   Students grade each other Promotional Strategies

6/12 (NO FINAL)