

SAINT MARTINS UNIVERSITY

(revised 1-15-2013-1)

COURSE SYLLABUS

Business Administration BA344

Integrated Marketing Communications (3)

Class Meeting Time: T-Thurs @ 9:30-10:50a.m.
Instructor: Paul Patterson
Office: Room 378, Old Main
Office Hours: MWF 10-11:00 a.m.; Tues. Thurs., 11:11:30 p.m. and by appointment
Telephone: Office, 360-438-4373
Assistant: Nichole Phillips at 360-438-4512
Fax: 360-438-4522
Email: ppatterson@stmartin.edu
Text: Clow, Kenneth and Donald Baack, Integrated Advertising, Promotion, and Marketing Communications. 5th. Ed. Upper Saddle River, New Jersey: Pearson Education, Inc. 2012 ISBN 978-0-13-253896-1 (paperback)

The Course Objective:

The course objective is to master promotional program development and execution by applying market situation analysis, establishing reasonable marketing objectives and strategies as well as implementing tactics that effectively and efficiently promote products/services in a competitive and ever changing environment.

Course Description:

"With mass-media advertising's decline in effectiveness, global marketing has become increasingly difficult with tangible results dependent upon cutting through the communications clutter. This course integrates advertising, sales promotion, product placement, price promotion, direct marketing, mobile marketing and much more to deliver cost effective core selling messages.

Pre-Assignments:

Read Clow, Chapter 1

Required Texts and Materials:

See the text requirement given above.

Suggested Additional Supplementary Text Material:

W. Ronald Lane, Karen King & J Thomas Russell. Kleppner's Advertising Procedure, 16th ed. New Jersey: Prentice Hall, 2005 ISBN 0-13-140412-1

Bovee/Arens, 4th ed. Contemporary Advertising The Irwin Series in Marketing, Boston, MA. Irwin, 1992, ISBN 0-256-09196X

O'Guinn, Allen, Semenik. Advertising and Integrated Brand Management. 3rd edition South-Western Publishing, 2003. ISBN 0-324-11380-033.

Kotler, Philip. A Framework for Marketing Management. New Jersey: Prentice Hall Publications, 2010. ISBN 10: 0-13-607941-5

Mowen, John and Michael Minor. Consumer Behavior, A Framework. New Jersey: Prentice Hall Publications, 2001. ISBN 0-13-016972-2 (paperback)

Ogilvy, David. Ogilvy on Advertising. New York: Vintage Books/Random House, 1985. ISBN 0-394-72903-X (paperback)

Relationship of Course to Program Curriculum:

BA 344 is a Marketing area of concentration course in the Bachelor's, Business Administration Program.

Entry Competencies and Requirements:

Students entering this course are expected to:

1. Write and speak at the college level.
2. Have access to and utilize a word processor in preparation of written submissions. **Correct use of grammar is a course requirement.**
3. **Attend all classes.** Your active participation is necessary. As a consumer, you have probably been the target of advertising and sales promotion. Your experiences in these areas will enhance class discussions. You cannot participate and contribute to the classroom learning objective if you are absent!
4. Actively and materially support and participate in student team assignments. Successful team participation is a significant part of your grade. **Your participation will be ranked** by your team members on a confidential basis. **This ranking will impact your final grade.**

Learning Outcomes:

Understanding Integrated Marketing Communications (IMC) will enhance your ability to perform critical business related thinking. Through this course and upon its successful completion, you will be able to:

1. Apply IMC and promotion vocabulary, theory concepts and critical thinking to solving marketing and promotion business problems.

2. Analyze in written and oral presentation form, the use, or lack thereof, of course principles as related to specific business and promotional situations.
3. Understand and identify opportunities for applying course concepts and tools toward achieving company objectives.
4. Appreciate how advertising and other supporting promotion relates to the process of effective communication, understanding between people and delivery of customer satisfaction at a profit.

Activities Associated With Meeting Objectives:

A. Promotion Effectiveness Analysis: (this is an individual student effort)

Promotion is one of the five "P's" of the marketing mix discussed in your core BA 330 Marketing course. Under "promotion" you have many execution elements such as sales promotion, advertising, personal sales, point-of-sale and many other program execution forms.

Many companies fail to evaluate promotional effectiveness. What core selling message is actually delivered to company customers and by what means? This assignment will showcase the student's skill and subject knowledge in proposing and defending why a specific company IMC promotional execution does or does not deliver established company objectives.

Your analysis will consist of **no less than four (4)** typed double spaced pages (12pt type) long identifying the product/service brand, briefly identifying the multiple message delivery elements of the promotion while selecting a key IMC promotional program element and analyzing its contribution to the overall promotion's effectiveness.

As with any business course assignment, use promotional concepts and terminology learned in your business course to explain the promotional impact afforded by that promotional execution and how that program has been integrated into the entire marketing program.

Follow MLA format when crafting your paper. This includes strict adherence to proper citations and bibliographic referencing in the body of your work.

Please number and address the following steps in this assignment:

Step #

1. Select from the following list your promotional/advertising area of interest. State the area you will be presenting under step #1:
Media Advertising; Trade Promotion; Consumer Promotion; Public Relations; Sponsorship; Social Media Marketing; Packaging; Product Placement; Trade Shows; Point-of-Purchase Advertising, Specialty Advertising; Personal Selling
2. Select and identify a product/service company and the specific brand that is using the IMC promotion program you have selected under step #1. Clearly identify that company, brand and specific program you will be presenting.

3. Evaluate the company's execution of promotional program and how it supports the overall brand marketing effort.
 - A. Identify the likely promotional target market (customer).
 - B. Analyze the promotional IMC program (**for example, a price rebate offer for mini van customers**). **Do you believe this program is effective or not effective---and why. Define what the IMC promotional element** will/will not deliver in terms of reasonable promotional goals and objectives.
 - C. Summarize and make your concluding statement regarding possible IMC program improvements that would reinforce the entire program.

Each step will be graded as follows: **(number your step responses)**
Possible Points:

Step #1	=	15%
Step #2	A) 30%; B) 20%	= 50%
Step #2	C) 20%; D) 15%	= <u>35%</u>
	Total:	100%

B. Team Promotion IMC Presentation:

As part of a class team project, you will participate in preparing a written and oral IMC promotional proposal. You are the client's agency of record making a speculative IMC program proposal to your client (pitching them). You are "selling" the client on both creative design and execution of an Integrated Marketing Communication promotional campaign (using more than one integrated reinforcing promotional execution. Your proposal will utilize course concepts, strategies and terminology to "sell" your superiors/client how these elements reinforce each other to establish the client's unique selling position, USP. Your team will randomly draw a well-known publically held company from the below list as your client.

A common error is to spend over three minutes presenting your company's background. **Do not write more than half a page** explaining how the company operates or its background. The presentation and written report must be a collaborative effort by **all team members**. Your individual team effort will be graded independently and confidentially by your team members. This peer evaluation will impact your grade.

Select one of the below client (subject) companies/organizations:
 (brands and companies selected cannot duplicate those of assignment A above)

- | | | |
|---------------------------------|---------------------|------------------|
| 1. COSTCO | 5. Carnival Lines | 9. Wal-Mart |
| 2. Samuel Adams Brewing Company | 6. Mars Candy Co. | 10. Dairy Queen |
| 3. InBev; Budweiser Brand | 7. PepsiCo | 11. Red Box |
| 4. Sony Play Station | 8. Cabella Sporting | 12. Group Health |

Once you have researched your company/organization, use IMC promotional concepts, strategies executions and vocabulary to analyze your client's promotional objectives and resulting IMC program implementation. Don't propose an IMC program that would be beyond the client's resources/reasonable expectations and business objectives, given your understanding of past promotional history. Make this a realistic proposal that you will persuasively present to management/client (the class).

Your **written analysis will be no less than ten typed double spaced pages**. This is a formal term paper utilizing MLA format. The use of **citations and references is a requirement to avoid plagiarism**. **Include a bibliography/works cited. Remember, all factual data must be referenced and cited.** MLA format requirements are referenced in previous syllabus sections.

Your team may wish to begin this assignment by following the below outline, which would include (but may not be limited to):

a. Preliminary Research:

Research your company/organization's past promotional successes and failures —what has worked and not worked in the past: What you propose should mirror what has worked in the industry.

What have been past promotional targets, themes, media and execution choices? Be sure your team reaches agreement as to what would be reasonable promotional objectives given their past promotional history. What works and does not work?

b. Promotional Objectives and Goals:

Clearly state your proposed measurable promotional objectives. Make sure your proposed budget is realistic given the size of your company and its previous promotional programs. If you propose social marketing, why would it work and how will you measure promotional success?

c. Promotional Strategy and Tactics:

What promotional creative effort is required? What is the core selling message? What IMC executions/schedules are appropriate? Are your implementation plans realistic? How will the various recommended executions reinforce each other to deliver your core selling message?

d. How will the promotion be implemented? What is your media or execution plan to implement your promotional program? Is it aimed at the distribution channel if there is one ie a "push or pull" promotion?

e. Review and Practice Your Presentation:

Formalize your IMC promotional/advertising plan presentation. Prepare to incorporate what you will learn during your oral presentation question and answer session to "tweak" your final paper submission.

f. Orally present your IMC proposal to your client--your peers:

Your presentation will be to the class. If you have not read the hand-out on presentations and team responsibilities, read it before starting your term project. Ask your instructor for additional copies.

You are encouraged to use PowerPoint and hand-outs as appropriate to reinforce your oral presentation.

Please include copies of your PowerPoint in your written submission as well. I highly recommend that you **have your visual presentation on your flash drive**. In the past, classroom loading from the shared university network has been problematic. So, do a rehearsal using the equipment available.

When making your team oral presentation, avoid reading off notes and turning your back to read PowerPoint. Look professional and deliver a professional presentation. Practice your timing and transition between speakers. Evenly distribute presentation time between team members. Assume your audience is familiar with the subject you will be addressing. Be persuasive in what you present.

- g. Turn in your formal paper. Be sure you utilize MLA format and use references and citations are required. Include your bibliography as well.

Assignment Grading Criteria:

Definition of client objectives	5%
Secondary and if required, primary research Results. What addressed your market target, which past promotions work	15%
"Big Idea" (core selling message) creative proposal and justification using IMC promotional terms and concepts; method(s) used to evaluate your proposed program's effectiveness	15%
The IMC element(s) selection, description and implementation plan	20%
Written paper submission: form and grammar	15%
Oral Presentation*	30%
<hr/>	
	100%

*The peer group evaluation format will be used for peer evaluation and instructor review.

Note: Both the oral presentation and the written submission must address the above points to receive the maximum points possible. Your written team paper will be turned in the final day of scheduled class (not the final examination date). Oral presentation order will be by team number sequence.

Note: Both the oral presentation and the written submission must address the above points to receive the maximum points possible. The paper must address the class subject. The written paper will be turned in no later than the final day of class.

Please note:

1. *If you need course adaptations or accommodations because of a disability, if you have medical and/or safety concerns to share with me, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as-soon-as possible.*

2. *Both the Learning Center and Writing Center provide tutoring in a wide range of subjects. These centers offer individual learning consultations, study group assistance and supplementary learning resources.*

Internet sources can be a source of information for your team paper and presentation. Sources I have found useful include:

Saint Martin's Web Site: www.startin.edu/library/databases then---under the dropdown screen, enter "view databases by subject", then

Enter business

Click on Submit

Click on JSTOR

Click on Search, then enter your subject, for example "advertising media, product placement, sales promotion"

Click on Begin Search, and select your article for analysis.

For general meta search: www.dogpile.com www.yahoo!.com

For advertising: www.adage.com/ www.adageglobal.com

For tracking: www.eyetracking.com

For Agencies: www.omnicomgroup.com www.interpublic.com
www.grey.com

For Evaluation: www.ana.net

For Awards: www.effie.org

For Public Rel: www.ipra.org www.prsa.org

For Ads: www.adcritic.com www.adeater.com www.adflip.com
www.adreview.com
www.adcouncil.org/fr_camp.Ctml
www.usatvads.com

For writing style and formatting: Ctp://owl.englisC.purdue.edu/owl/resource/

(revised 1-30-2013)

Saint Martin's University
Integrated Marketing Communications (BA-344) (3cr)

Syllabus Class Schedule
Tuesday & Thursday @ 9:30-10:50 a.m.

Week /DATE	SUBJECT	ASSIGNMENT
1 1/15	Introductions	Class Intro.
1/17	Introducing IMC Draw team assignment & term project Subject Note: 1/27 Last Day to Add/Drop Class	C; Ch 1 ed5 Teams
2 1/22	Corporate Image and Brand Management	C; Ch 2, ed5
1/24	Buyer Behaviors	C; Ch 3, ed5
3 1/29	IMC Planning Process Oral Case Ch 2, A Healthy Image page 49, Text	C; Ch 4, ed5 Team #1, ed5
1/31	Segmentation Analysis	C; Ch 4, ed5
4 2/5	Advertising Management Oral Case Ch 3, Choosing a Phone Co./Cleaning The Air, page 78 & page 79 (select one)	C; Ch 5, ed5 Team #2, ed5
2/7	Exam Review	C; Ch 1-5
5 2/12	Examination #1	C; Ch 1-5 & Lectures
2/14	Advertising Design Framework Oral Case Ch 4, Burger Wars, page 110, Text	C; Ch 6, ed5 Team #3. ed5
6 2/19	Advertising Design Message/Execution Outline of Term Presentation Due (10 point value)	C; Ch 7, ed5 Teams
2/21	Traditional Media Channels Oral Case Ch 7 Peerless Marketing, page 195,Text	C; Ch 8, ed5 Team #1, ed5
7 2/26	E-Active Marketing	C; Ch 9, ed5
2/28	Alternative Marketing Oral Case Ch 8, Head Shaving, page 227, Text	C; Ch 10, ed5 Team #2, ed5

8	3/5	Exam #2 Review	Ch 6-10, Lecture
	3/7	Exam #2 Midterm Grades due 3/19	CH 6-10 Lectures
9	3/12	Spring Break	No Class
	3/14	Spring Break	No Class
10	3/19	Database and Direct Response Marketing	C; Ch 11, ed5
	3/21	Saint Benedict's Day	No Class
11	3/26	Sales Promotion Promotion Effectiveness Analysis Due: See Syllabus (40 points) Last day to withdraw from class 3/30	C; Ch 12, ed5 All Students
	3/28	Public Relations & Sponsorships Oral Case Ch 10, After the Rush; What's, Next at Red Bull? Page 280	C; Ch 13, ed5 Text Team #3,ed5
12	4/02	Regulations and Ethical Concerns Oral Case Ch 13, New Drug, page 364, Text Last day to withdraw 3/30	C, Ch 14 Team #- , ed5
	4/4	Evaluating an Integrated Program Oral Case Ch 14, Assessing Smart Choices , Page 390	C; Ch 15, ed5 Text Team #- ed5
13	4/9	Evaluating and Integrated, Continued	C;, Ch 15,ed5
	4/11	Creative Ad Agency At Work Final Draft of Term Presentation due: (10 points)	Video Teams
14	4/16	Point of Sale Presentation	Instructor
	4/18	Begin Oral Presentations	Teams 1 & 2

15	4/23	Continue Oral Presentations	Teams 3 & 4
	4/25	Continue Oral Presentations	Teams 5 & 6
16	4/30	Continue Oral Presentations	Teams 7 & 8
	5/2	Final Review IMC Term Paper due.	Ch 11-15, Lecture

Team Peer Evaluation Due with Individual Examination