2012

MKTG 345-01A Integrated Marketing Communications: Weekend

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MKTG 345: Integrated Marketing Communications, Weekend Degree Fall, 2012

Instructor: Mary Walker, PHD
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Email protocol: In the Subject line of the email please tell me what class and your name – for example: Email: From John Doe MKTG 345 class; also please sign the email with your first and last name.
Office Hours: 30 minutes before and after Class… 8:00-8:30; 12:00-12:30
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Academic Policies: Student handbook policies will be applied.

Williams College of Business Mission Statement: “We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition.”

Course Description: This course is a study of integrated marketing communications planning, strategies and procedures that allow companies to build brand relationships and value with customers. This course will examine the role of various communication functions, major media and promotional alternatives and the process of integrating these options in order to develop long term profitable brand relationships.

Course Objectives:
To evaluate and synthesize marketing communications from an IMC perspective
To demonstrate the ability to communicate clearly and effectively the value of IMC as well as the trends affecting the industry
To educate on the role of being and global marketing communications
To understand the role of IMC in a global society that is socially responsible.

Book: Integrated Advertising, Promotion and Marketing Communications 5th Edition; by Clow and Baack (Any edition) and other articles as assigned.
Electronic Reserves: password: MKTG

Advertising Age

Course Requirements:
30.0 % IMC project **
5.0 % Participation
5.0 % Homework
30.0 % Midterm
30.0 % Final Exam
100%

* Homework must be typed and turned in at the beginning of class. No exceptions.
** For every 12 hours a project is late the final grade will be reduced by 10 points; if you are not present for all group presentations your final project grade for that project will be reduced by 10 points.

Final grades will be based on the University plus/minus grading scale as follows:
A = 93 – 100%; A-= 90 – 92.9%; B+ = 87 – 89.9%; B = 83 – 86.9%;
B- = 80 – 82.9%; C+ = 77 – 79.9%; C = 70 – 76.9%; D = 60 – 69.9%; F = Below 60
MKTG 345 Course Outline

Aug 12: Course introduction (Sunday)

Aug 18: Introduction to IMC; Chapters 1 & 2
Video: What Happens in Vegas Stays in Vegas
Homework:

1. Identify 3 company (or corporate) names. What meaning they bring to the brands that the company makes. Be prepared to share your findings in class.

Buyer behavior
Chapter 3
Homework: Read the following 3 articles posted on ER (password: MKTG) for class. For each identify the key findings for marketers when communicating with customers.
2. Secrets of Male Shopper (Business Week, Sept 4, 2006, by Byrnes)
3. Companies in the Crossfire (Business Week April 16, by Dunham)

Aug 25: Promotion Analysis; Chapter 4
Happy Cows; Got Milk Videos
Homework: Provide 3 examples of 3 different types of communications strategies as defined in Chapter 4?

Sept 1: Advertising and Media Chapter 5, 6, 7, 8
Homework: Find 3 ads and bring them to class (or be prepared to call them up on the computer) to demonstrate the following:
1. Examples of cognitive, affective and conative strategies
2. A means end analysis
3. Identification of at least 2 of the advertising goals on pages 125-127
4. Identification of message appeal and executional frameworks

Sept 8: Midterm (Book material as discussed in class, plus class discussions, presentations, articles)

Sept 15: E-active Marketing and Alternative Marketing Chapters 9, 10; Sales Promotions Chapter 12
Homework:
1. What makes an effective sales promotion?
2. What trends to do see when you visit a mass merchandiser with regard to trade promotions?
3. Identify 3 e-marketing or alternative activities that you have found effective and why?

Public Relations and Sponsorship Chapter 13
Homework
From an IMC point of view provide an example of what you believe is a successful sponsorship and your rationale for why this is so?

Social Responsibility Chapters 14

Sept 22: IMC in global markets and IMC Project work with GA.

Sept 29: Presentations and papers due

Oct 6: Final Exam (Book material as discussed in class, plus class discussions, presentations, articles)

Assignment: IMC Project

Each group will choose a brand and analyze the communications for that brand from an integrated marketing communication point of view.

As part of the process you will need to:

1. Identify the target market (must use media market data base)
2. Identify the brand’s core values and positioning strategy
3. Identify communication objectives being used in different marketing communications for the brand (Attention, Interest, Desire, Action)
4. Identify how the brand is using a means end analysis or if they are not using this technique how they could use it.
5. Identify how both traditional and social media are being used (Mass media vs. relationship building). Each of these should be analyzed as part of the assignment
   a. Advertising
   b. Sales promotions
   c. Personal Selling
   d. Services
   e. Packaging
   f. Technology enhanced media
   g. PR/Sponsorship
   h. Other media and communications/role of retailer, etc
6. Identify any thing else you find interesting with regard to this brand’s communication.
7. Analysis of the effective use of communications to deliver an integrated message including what this brand is doing correctly and what could be improved upon; recognizing there is always room for improvement!
8. Your presentations should be engaging and full of examples of what this brand is doing in the area of IMC.

Deliverables include a paper; power point presentation that must be emailed to professor; and a class presentation. The paper must be proofed; a reference page must be included. The class presentation should be about 30 minutes. A peer evaluation will also be part of final grade.