

**The College of New Jersey
School of Business
Marketing Communications Management
MKT-480-01
Fall 2010**

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Office Hours: after class or by appointment
Classes held on **Mondays, 6 p.m. to 9:50 p.m.**
Classroom: **BB206**

Textbook: Blakeman, Robyn (2007), Integrated Marketing Communication: Creative Strategy from Idea to Implementation, Rowman & Littlefield Publishers, Lanham, MD

Case Studies:

1. HBS Case # 9-506-028 "Marketing Promotions"
2. HBS Case # 9-502-020 "Charles Schwab Inc.: Introducing a New Brand"
3. HBS Case # 9-591-005 "Chevron: Corporate Image Advertising"
4. HBS Case # 9-502-040 "Mountain Dew: Selecting New Creative"
5. HBS Case # 9-594-046 "Cunard Line, Ltd.: Managing Integrated Marketing Communications"
6. HBS Case # 9-507-039 "Personal Selling and Sales Management"
7. HBS Case # 9-597-002 "Launching the BMW Z3 Roadster"

Journal Articles

1. Dye, Renee, 2000, "The Buzz on Buzz," *Harvard Business Review*, November-December, pp. 139-146.
2. Raghurir, Priya, J. Jeffrey Inman, and Hans Grande, 2004, "The Three Faces of Consumer Promotions," *California Management Review*, Summer, pp. 23-42.
3. Robinson, David, 2006, "Public Relations Comes of Age," *Business Horizons*, 49, pp. 247-256.

Other Reading Materials

You will need to keep up on the current literature in the area of marketing communications. This means that you should be reading the Wall Street Journal, New York Times, Business Week, Advertising Age, and similar publications to know current issues, trends, events, etc. in the field of marketing communications.

Course Description

This course concerns the communications part of the marketing mix. Marketers must communicate with their customers in order to achieve their marketing objectives. Traditionally, the communications that had primarily been used were advertising, personal selling, and sales promotions. More recently, marketers have learned to exploit other communication channels as well, including direct marketing, public relations, sponsorships, product placement, social networking, and buzz.

This course is about how marketers pull together these different communications to provide an integrated, coherent message to consumers. You will learn about the strategy of communications, as well as the execution of a strategy through an integrated communications effort.

The main project in this course is the formation of three-person teams, with each team developing an integrated marketing communications campaign. The project has two parts:

- (1) Each team will develop a strategic marketing plan for a product or service selected from a list of possible “clients.” The marketing plan will include a comprehensive situation analysis.
- (2) Each team will make a presentation to the class outlining an integrated marketing communications campaign to support the marketing plan. This presentation will include a creative strategy for the campaign and creative concepts for executing the campaign. The campaign will use various communication channels (e.g., advertising, direct marketing, sales promotions, public relations, etc.).

Learning Objectives

At the completion of the course, students should be able to apply the principles of integrated marketing communications. These include:

- Students will show how different marketing communications work together to provide a coherent and consistent communication to customers.
- Students will demonstrate a proficiency regarding the link between communication strategy and execution.
- Students will demonstrate how marketing communications may differ for different kinds of products, services, organizations, etc.
- Students will show a command of the important elements of the marketing communications process, including the setting of objectives and the development of communications strategy (positioning, target market selection, selection of key benefit, and selection of communication vehicles).
- Students will be able to conduct a situation analysis and develop a strategic marketing plan to provide the foundation for sound communications strategy.

In addition, students will gain “real world” experience by:

1. Writing concise reports on case studies and journal articles.
2. Making a presentation in class on current communications creative strategy and execution in the marketplace.
3. Working in a team environment to develop a strategic marketing plan and a communications campaign, including creative strategy and execution.

Course Technique

We will use a variety of learning tools during the semester, including discussion of text material, class lectures, student presentations, video and film, in-class exercises, team exercises, discussions of “real world” examples and applications, and case analyses. In addition to being present in class, each student will be expected to have read the assigned material and be prepared to discuss the topics under consideration.

Class Participation: The class will be conducted in a manner that will require considerable student participation and contributions. Students should be prepared to share ideas, knowledge, and opinions and ask questions. Each student is expected to contribute regularly to class discussion, as called upon by the instructor and on a voluntary basis. My evaluation of your participation will consist of a subjective appraisal of both the quantity and quality of your contributions over the course of the term.

Exam: There will be a final examination on the concepts covered in the class.

Class Presentation: Every student in class will make a presentation to the class orally on a current integrated marketing communications campaign. You will evaluate the campaign in terms of its creative strategy and execution. Each presentation can last no longer than 10 minutes, including a Q&A session. Use audio/visuals to support your presentation. You will be graded based on the quality of your content, the preparation of your material, your presentation skills, audio/visual support, and the application of your presentation to the course concepts.

Case Studies/Journal Articles: Seven cases and three journal articles will be discussed during the semester. You are *individually responsible* for 10 short write-ups (2 pages max), due at the beginning of class on the day of the discussion. The objective of this assignment is to help you prepare for the class discussion and to maximize the value of the discussion for the entire class. Write-ups will be evaluated on the quality of your analysis related to marketing and communications issues. Each case study/journal article write-up is worth a maximum of 10 points toward your final grade. Late submissions will be subject to penalties.

Here are some tips in preparing your write-ups:

- Read the entire case study/article first to familiarize yourself with the material and to identify any immediately obvious marketing communications issues.
- Then, read the case/article again, taking thorough notes of the key marketing communications points, including market segmentation, market research, branding, positioning, advertising, sales, direct marketing, sales promotion, public relations, etc.
- Then, summarize your notes in a logical, clear, and concise format.
- Do not repeat in summary form large pieces of factual information from the case. Rather, focus on the key marketing communications points.
- Avoid grammatical and spelling errors and remember page numbers.

Strategic Marketing Plan and Creative Strategy & Execution: Students will form teams of two or three people each, an account manager, media planner, and a creative director (you choose the roles). This is a two-part assignment. In **Part 1**, each team will develop a strategic marketing plan for a product or service selected from a list of possible “clients.” This plan will include a comprehensive situation analysis (internal & external environmental assessment and SWOT analysis), marketing objectives, target market analysis, competitive analysis, marketing strategy (mix), implementation tactics, and evaluation methodology. **Part 2** is the development of an integrated marketing communications campaign to support the promotional component of the marketing plan. This will include the preparation of a creative strategy (objectives, target audiences, key benefit, supporting features/benefits, product position, and campaign tone) and creative executions of at least two sample campaign concepts, using a variety of IMC techniques. Each team will make a class presentation on their campaign’s creative strategy and execution.

I will distribute outlines that will help guide you in preparing the Strategic Marketing Plan and Creative Strategy & Execution.

Attendance: Students are expected to attend class and participate in discussions, unless prevented by sickness or some other legitimate circumstances. Missing class will affect your overall understanding of marketing communications and will have a strong negative impact on the participation portion of your grade. If you know beforehand that you will miss a class, please notify me in advance.

Cheating: Any student who is caught cheating or plagiarizing will be given a failing grade for the exam or assignment and will be subject to TCNJ’s disciplinary procedures.

Grading:**Weights:**

	<u>max. score</u>
Final Exam	300 points
Team Strategic Marketing Plan	200 points (written report)
Team Creative Strategy & Execution	200 points (class presentation)
Individual Class Presentation	100 points
Case Studies/Journal Article Write-ups	100 points
Class Participation	100 points

Final Grades:

A	1000-930
A-	929-900
B+	899-870
B	869-840
B-	839-810
C+	809-770
C	769-740
C-	739-710
D+	709-680
D	679-650
F	649-0

Course Schedule
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Key:

Blakeman – textbook, CP – class presentations

<u>Date</u>	<u>Topic</u>	<u>Assignment</u>
Sept. 7	Introduction and Explanation of the Course (NOTE THIS IS TUESDAY)	
Sept. 13	Integrated Marketing Communications (IMC) Case Study (article): “Marketing Promotions”	Blakeman, chap. 1
Sept. 20	IMC Marketing Plans, Branding & Positioning FORM THREE-PERSON TEAMS – ACCOUNT MANAGER, MEDIA PLANNER, AND CREATIVE DIRECTOR	Blakeman, chap. 2, 3 Case Study: Charles Schwab
Sept. 27	Creative Briefs, Selling Points, Creative Process Copywriting, Campaigns	Blakeman, chap. 4, 5, 6, 7, 8 Case Study: Chevron
Oct. 4	Public Relations	Blakeman, chap. 9 HBS article: “Public Relations Comes of Age” CP #1, #2, #3, #4, #5
	SELECT PRODUCT FOR STRATEGIC MARKETING PLAN AND CREATIVE STRATEGY AND EXECUTION	
Oct. 11	No class	
Oct. 18	No class – Semester Break	
Oct. 25	Newspaper and Magazine Advertising	Blakeman, chap. 10, 11 CP #6, #7, #8, #9, #10
Nov. 1	Radio and Television Advertising	Blakeman, chap. 12, 13 Case Study: Mountain Dew CP #11, #12, #13, #14, #15
Nov. 8	Direct Marketing	Blakeman, chap. 14 Case Study: Cunard CP #16, #17, #18, #19, #20

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Nov. 15	Sales Promotions	Blakeman, chap. 15 HBS article: “The Three Faces of Consumer Promotions” CP #21, #22, #23, #24, #25
Nov. 22	Internet Marketing, Personal Selling	Blakeman, chap. 16 Case Study (article): Personal Selling and Sales Mgt
	STRATEGIC MARKETING PLAN DUE	
Nov. 29	Other communications: buzz, product placement	HBS article: “The Buzz on Buzz” Case Study: BMW Z3 CP #26, #27, #28, #29, #30, #31, #32
Dec. 6	TEAM CREATIVE PRESENTATIONS	
Dec. 13	NO CLASS – READING DAY	
Dec. 20	FINAL EXAM	

The above schedule is subject to change at my discretion.