

**CMGT 541:**  
**Integrated Communication Systems**  
**(AKA: Introduction to Marketing Communication)**  
**Annenberg School of Communication**  
**Fall 2008**

**Instructor:** Professor Andrea Hollingshead  
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**Room:** ASC 228  
**Class time:** Thurs 6:30-9:30pm  
**Office hours:** Thurs 5:30—6:20 pm and by appointment (ASC 101A)

**Course Description:**

This is an introductory course on marketing communication. It provides an overview and application of marketing communication principles and strategies. The course will focus on key concepts and useful frameworks for creating and managing an integrated marketing communication plan. Topics that will be discussed include brand positioning, campaign objectives, creative strategy, promotion strategy, media strategy, campaign management, and marketing communication research. Industry experts in marketing communication will serve as guest speakers. Students will learn to evaluate marketing communications in the current marketplace and will create their own marketing communications plan. Special attention will be given to current trends and new innovations.

This course is for students with little or no previous course work or work experience in marketing communication. It is a core course designed to provide the foundation for the other marketing communication courses in the Communication Management Masters Program.

**Required Course Readings:**

Check the announcement page on our course blackboard site every day (<https://blackboard.usc.edu/>) for the most up-to-date information about class, assignments, supplemental readings, notes etc. All assignments and lecture notes will be posted on blackboard.

**TEXTS:**

Clow, K. E. & Baack, D. (2007). *Integrated Advertising, Promotion and Marketing Communications* (3<sup>rd</sup> Edition). Prentice Hall.

e-version:

[http://www.coursesmart.com/0131866311?\\_instructoruserid=1525932](http://www.coursesmart.com/0131866311?_instructoruserid=1525932)

Anderson, C. (2006). *The Long Tail: Why the Future of Business Is Selling Less of More*. Hyperion.

Underhill, P. (2000). *Why We Buy: The Science of Shopping*. Simon & Schuster.

## **HARVARD BUSINESS ARTICLES/CASES:**

Harvard readings are available for purchase at Harvard Business Online (<http://harvardbusinessonline.hbsp.harvard.edu>.) See our course blackboard for a link to the case list on Harvard Business online.

In addition, read the Monday Business Section of the New York Times. This is the day dedicated to coverage of marketing and the media industry.

## **Course Requirements and Evaluation:**

There are 4 components to the course grade:

1. Individual Response Papers (40%)
2. Team Marketing Communication Plan (40%)
  - Presentation (15%)
  - Final Report (25%)
3. Executive Case Summaries (10%)
4. Class Participation and Leadership (10%)

- 1. Individual Response Papers:** There will be two individual papers (Guideline: 6-8 pp. double-spaced). Each is worth 20%. The papers are due by 5:00pm on the day we discuss them in class.

Why We Buy: Observing Consumer Decision Making at the Point of Purchase (Sept 18)  
The Long Tail: Implications for Marketing Communications of the Future (Nov 13)

Late papers will not be accepted.

- 2. Case Executive Summaries.** The case executive summaries will require an analysis of a Harvard case in a single page. Each summary will be due on course blackboard on the day we discuss the case in class.

Mountain Dew: Selecting New Creative (Oct 16)  
Brand in the Hand: Mobile Marketing at Adidas (Oct 23)  
Blogging at Buzz Agent (Nov 6)

Late executive summaries will not be accepted.

- 3. Team Marketing Communication Plan.** The “final” project in the course is designed to be a capstone experience and will give you experience in all aspects of marketing communication. You and a team of no more than 4 other students will do a marketing communication project in which you will evaluate the current marketing communications of a company, and then create an integrated marketing communication plan.

Your team will present a summary of its integrated marketing communication plan (along with sample creative executions) in a 20 min presentation (15 min, 5 min Q & A). Your team will prepare a written report (guideline: 15-20 double-spaced pages) that details your analysis and presents the detailed rationale for your plan. The written report is due one week after the final presentations.

Most of the work on the team project will be done outside of class. Your team will have a designated space on course blackboard to communicate, exchange ideas and share files.

I expect all members to contribute equally to the team project. The highest possible individual grade is the group project grade. If you contribute less than other members, your individual grade will be lower than the group grade. At the end of the semester, you will have the opportunity to evaluate the performance of your team members, and I will consult those evaluations in determining your individual grades for the group project.

Specific guidelines for the marketing communication team project will be distributed later in the semester.

**Class Participation:** This is a fun and rewarding course, especially for students who attend every session, keep up with the assigned readings and actively participate in class discussions. Although attendance is not an explicit component of your final grade in the course, you won't earn a high participation grade if you miss a lot of classes.

Much of the class is discussion-based either as a large group or as small groups. The quality of the discussion hinges on the quality of your contributions, and the contributions of your classmates. There are many ways you can participate: by asking good questions, responding to my questions in class, presenting your group's analysis at the end of an in-class activity, volunteering to take on an extra duty on behalf of the class etc. I will keep track of the frequency and nature of your participation, which will count toward your participation grade.

**Course Format:** This course is interactive, experiential and analytical. In addition to discussions on course readings, we will use simulations, class exercises, case studies, guest lectures and videos to explore marketing communication.

**Academic Integrity Policy:** The Annenberg School for Communication is committed to upholding the University's Academic Integrity code as detailed in the SCampus Guide. It is the policy of the School of Communication to report all violations of the code. Any serious violation or pattern of violations of the Academic Integrity Code will result in the student's expulsion from the Communication degree program.

It is particularly important that you are aware of and avoid plagiarism, cheating on exams, fabricating data for a project, submitting a paper to more than one professor, or submitting a paper authored by anyone other than yourself. If you have doubts about any of these practices, confer with a faculty member.

Resources on academic honesty can be found on the Student Judicial Affairs Web site (<http://www.usc.edu/student-affairs/SJACS>.)

“Guide to Avoiding Plagiarism” addresses issues of paraphrasing, quotations, and citation in written assignments, drawing heavily upon materials used in the university’s writing program; “Understanding and avoiding academic dishonesty” addresses more general issues of academic integrity, including guidelines for adhering to standards concerning examinations and unauthorized collaboration.

The “2005-2006 SCampus” (<http://www.usc.edu/scampus>) contains the university’s student conduct code and other student-related policies.

**IMPORTANT!** All of your assignments will be uploaded to “Turnitin,” which is proprietary plagiarism prevention software. This software will compare your assignments with those of previous students of CMGT 541, other students in their databases, published articles, and text from websites. Any assignment which receives a high plagiarism index score will receive a failing grade of 0. (This includes final team reports.)

**Disabilities Policy:** Students requesting academic accommodations based on a disability are required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP when adequate documentation is filed. Please be sure the letter is delivered to me as early in the semester as possible. DSP is open Monday-Friday, 8:30-5:00. The office is in Student Union 301 and their phone number is (213) 740-0776.

## **Class Outline and Schedule:**

### **Week 1 Course Overview and Syllabus (Aug 28)**

#### Readings for next week:

Clow & Baack: Chapter 1: Integrated Marketing Communications (text)

Elsbach, “*How to Pitch a Brilliant Idea*” (Harvard article)

Underhill, *Why We Buy: The Science of Shopping* (text)

### **Week 2 Integrated Marketing Communication & Team Projects (Sept 4)**

#### Readings for next week:

Clow & Baack: Chapter 2: Corporate Image and Brand Management (text)

Underhill, *Why We Buy: The Science of Shopping* (text)

### **Week 3 Brand Positioning, Strategy & Management (Sept 11)**

Case Discussion: Song Airlines (in class video)

#### Readings for next week:

Underhill, *Why We Buy: The Science of Shopping* (Course text)

### **Week 4 Consumer Decision Making and Behavior (Sept 18)**

Individual Paper #1 Due Today by 12-noon on blackboard

Book Discussion: “*Why We Buy: The Science of Shopping*”

#### Readings for next week:

Clow & Baack: Chapter 3: Buyers’ Behaviors (text)

Clow & Baack: Chapter 4: Promotions Opportunity Analysis (text)

**Week 5**      **Market Analysis & Communication Strategy I (Sept 25)**  
**(Competitive analysis, communication objectives, market segmentation and target audience)**

Readings for next week:

Clow & Baack: Chapter 4: Promotions Opportunity Analysis (text)

**Week 6**      **Market Analysis & Communication Strategy (Oct 2)**  
**(Competitive analysis, communication objectives, market segmentation and target audience)**

Readings for next week:

Clow & Baack: Chapter 5: Advertising Management (text)

**Week 7**      **Advertising: Strategy and the Creative Brief (Oct 9)**

Readings for next week:

*“Mountain Dew: Selecting New Creative”* (Harvard Case)

Clow & Baack: Chapter 6: Advertising Design: Theoretical Frameworks (text)

Clow & Baack: Chapter 7: Advertising Design: Message Strategies (text)

**Week 8**      **Advertising: Message Design (Oct 16)**

Case Executive Summary #1 Due: by 5pm on blackboard

Case Discussion: *“Mountain Dew: Selecting New Creative”*

Readings for next week:

*“Brand in the hand: Mobile Marketing at Adidas”* (Harvard case)

Clow & Baack: Chapter 8: Advertising Media Selection (text)

**Week 9**      **Advertising: Media Selection (Oct 23)**

**Guest Speaker: Mandana Mellano, Kastner & Partners**

Case Discussion: *“Brand in the hand: Mobile Marketing at Adidas”*

Readings for next week:

Clow & Baack: Chapter 9: Trade Promotions (text)

Clow & Baack: Chapter 10: Consumer Promotions (text)

Clow & Baack: Chapter 11: Personal Selling... (text)

Clow & Baack: Chapter 12: Public Relations... (text)

**Week 10 Promotions and PR (Oct 30)**

**Guest Speakers: Sydney Weisman & David Hamlin  
Weisman Hamlin Public Relations (whpr.com)**

Readings for next week:

“*Blogging at Bzz Agent*” (Harvard Case)

Clow & Baack: Chapter 13: Internet Marketing (text)

“*The Long Tail*” (text)

**Week 11 Internet and Marketing Communications I (Nov 6)**

Case Executive Summary #3 Due by 5pm on blackboard

Case Discussion: “*Blogging at Bzz Agent*”

Readings for next week:

“*The Long Tail*” (text)

**Week 12 Evaluation & The Future of Marketing Communications (Nov 13)**

**Guest Speaker: Jodi Gusek**

Individual Paper #2 due by 5:00pm on blackboard

Book Discussion: “*The Long Tail*”

Readings for next week:

Clow & Baack: Chapter 14: IMC for Small Businesses (text)

Clow & Baack: Chapter 15: Evaluating a Marketing Communication Program

**Week 13 Multinational and Global Marketing Communications (Nov 20)**

**Week 14 Thanksgiving: No Class (Nov 27)**

**Week 15 Group Presentations (Dec 4)**

**Final Papers due on your team’s blackboard site: Thurs, Dec 11 by noon**