

**CMGT 541:
Integrated Communication Systems
(AKA: Introduction to Marketing Communication)
Annenberg School of Communication
Fall 2009**

Instructor: Professor Andrea Hollingshead
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Office: ASC 101A (west lobby)
Class time: Thurs 6:30-9:20 pm in ASC 228
Office hours: By appointment

Course Description:

This is an introductory course on marketing communication. It provides an overview and applications 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 situation analysis, 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. Special attention will be given to current trends and new innovations.

This course is designed for students with no previous coursework or work experience in marketing communication. It is a core course for the marketing communication track in the Communication Management Masters Program.

Required Course Readings:

REQUIRED TEXTS: (Check abebooks.com and alibris.com for competitive prices.)

Anderson, C. (2008). *The long tail: Why the future of business is selling less of more*. Hyperion. ISBN: 1401309666

Blakeman, R. (2007). *Integrated marketing communication Creative strategy from idea to implementation*. ISBN: 0742529649.

Heath, C & Heath, D. (2007). *Made to Stick: Why some ideas die and others survive*. Random House. ISBN: 1400064287

Resnick, L. (2009). *Rubies in the orchard*. Doubleday. ISBN: 0385525788

Underhill, P. (2008). *Why we buy: The science of shopping*. Simon & Schuster. ISBN: 1416595244

REQUIRED ARTICLES

Articles and case studies marked (HB) can be purchased from Harvard Business Online. See course announcement page on blackboard for instructions about ordering HB materials. Articles marked ^ are available for free on blackboard.

Check the course announcement page on course blackboard site every day for the most up to date course news (<https://blackboard.usc.edu/>).

Course Requirements and Evaluation:

There are 3 components to the course grade:

1. Individual Response Papers (40%)
2. Team Marketing Communication Plan (50%)
3. Class Participation and Leadership (10%)

- 1. Individual Response Papers:** A very short individual response paper will be due the week that we discuss the Mountain Dew case study and the Underhill, Heath & Heath, Resnick, and Anderson books. Longer papers will be weighted more than shorter papers.

Topics and guidelines for each response paper will be available on our class blackboard site on the first day of class. Late assignments will not be accepted so get started early.

- 2. Team Marketing Communication Plan:** The class is organized around steps involved in creating an effective integrated marketing communications plan. You and a team of no more than 4 other students will do a situation analysis of a brand or company, evaluate the current marketing communications, develop a set of recommendations, and then create an integrated marketing communication plan that address those recommendations. Most work on the team project will be done outside of class.

Your team will also give short presentations throughout the semester where you will present your ideas and analysis for feedback from the class. On the last day of class, your team will present a summary of your final marketing communications plan (along with sample creative executions) in a 20 min presentation (15 min, 5 min Q & A). A written report that details your analysis is due one week after the final presentations. Specific guidelines for the team project will be provided later in the semester.

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.

- 3. 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, it is very difficult to earn a high participation grade if you miss a lot of classes.

Much of the class is discussion-based. 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 your responsibility to understand and abide by the university policies on academic dishonesty, which includes plagiarism, cheating on exams, fabricating project data, submitting a paper to more than one professor, or submitting a paper authored by anyone other than yourself.

Resources on academic integrity 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 "2009-2010 SCampus" (<http://www.usc.edu/scampus>) contains the university's student conduct code and other student-related policies. If you have any questions about plagiarism and academic integrity after reading these resources, please see me.

IMPORTANT! All assignments will be uploaded to "Turnitin," which is proprietary plagiarism detection software. This software will compare your assignments with all students in their database, published articles, and text from websites. Any team or individual assignment that receives a high plagiarism index score will receive a failing grade of 0. Any student who receives a high plagiarism index score on two assignments will receive an F grade in the course.

All academic integrity violations will be reported to the University Student Judicial Affairs office (SJACS) and to the USC Annenberg School for Communication Dean's Office on Student Affairs, who may decide to take additional action. Any serious violation or pattern of violations will result in the student's expulsion from the Communication degree program.

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 27)

Readings for next week:

Blakeman, *Integrated Marketing Communication*: Chapters 1 & 2

Week 2 Integrated Marketing Communication & Team Projects (Sep 3)

Readings for next week:

Blakeman, *Integrated Marketing Communication*: Chapter 3

Underhill: *Why We Buy: The Science of Shopping*

Week 3 Situation Analysis (Sep 10)

Readings for next week:

Underhill: *Why We Buy: The Science of Shopping*

Week 4 Brand Positioning & Strategy (Sep 17)

Case Discussion: Song Airlines

Readings for next week:

“Marketing Research: An Overview of Research Methods” (HB)

Underhill: *Why We Buy: The Science of Shopping*

Week 5 Consumer Research (Sep 24)

Guest speaker: Greg Bovitz, Bovitz Research Group

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

Individual Assignment 1 Due

Readings for next week:

“Research Methods in Marketing: Survey Research” (HB)

“Analyzing Consumer Perceptions” (HB)

Heath & Heath, *Made to Stick*

Week 6 Consumer Research (Oct 1)

Readings for next week:

Heath & Heath, *Made to Stick*

Blakeman, Chapter 4

Week 7 Creative Strategy (Oct 8)

Book Discussion: Heath & Heath, *Made to Stick*

Individual Assignment 2 Due on Wed, Oct 7 by 5:00pm

In Class Activity: “Implementing the Creative Brief”

Readings for next week:

Harvard Case: Mountain Dew: Selecting New Creative (HB – multimedia dvd case: order at least 2 weeks in advance)

Resnick, *Rubies in the Orchard*

Blakeman, Chapters 5-8

Week 8 Creative Strategy (Oct 15)

Case Discussion: “Mountain Dew: Selecting New Creative”

Individual Assignment 3 Due

Readings for next week:

Resnick, *Rubies in the Orchard*

Blakeman, Chapters 5-8

Week 9 Creative Strategy (Oct 22)

Guest Speaker, Lynda Resnick, Roll International

Individual Assignment 4 Due

Readings for next week:

Harvard Case: BMW Z3 roadster (HB)

Blakeman, Chapters 9-13

Week 10 Media Selection and Placement (Oct 29)

Guest Speaker: Mandana Mellano, Kastner & Partners Advertising

Case Discussion & Team Activity: BMW Z3 Roadster

Readings for next week:

Blakeman, Chapters 14-16

Sultan & Rohm (2008). How to market to generation m(obile). *Sloan Management Review*. Volume 49. Number 4.

“*The Long Tail*” (text)

Week 11 Media Selection and Placement (Nov 5)

Class Activity: Effective Mobile Marketing Campaigns

Readings for next week:

“*The Long Tail*” (text)

Bernoff & Li (2008). Harnessing the power of the oh-so-social web. *Sloan Management Review*. Volume 49. Number 3.

Week 12 The Future of Marketing Communication & Ethics (Nov 12)

Guest speaker: Clint Schaaf, Roll International

Individual Assignment 5 due

Book Discussion: “*The Long Tail*”

Week 13 Multinational and Global Marketing Communication (Nov 19)

Week 14 THANKSGIVING – NO CLASS (Nov 26)

Week 15 Group Final Presentations (Dec 4)

Final Papers due: Tues, Dec 8 by 5pm

Team member ratings due: Thurs, Dec 10 by 5pm