CMGT 541:  
Integrated Communication Systems  
(AKA: Introduction to Marketing Communication)  
Annenberg School of Communication  
Fall 2010  
(Draft: The books won’t change. The rest is subject to change before the first day of class.)

Instructor: Professor Andrea Hollingshead  
E-mail: aholling@usc.edu  
Office: ASC 101A (west lobby)  
Class time: Thurs 6:30-9:30p 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 (Subject to change):


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:** There will be four short response papers over the course of the semester. 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 26)
Week 2  Integrated Marketing Communication & Team Projects (Sep 2)
Week 3  Brand Strategy (Sep 9)
Week 4  Situation Analysis (Sep 16)
Week 5  Consumer Research (Sep 23)
Week 6  Consumer Research (Sep 30)
Week 7  Communication Strategy (Oct 7)
Week 8  Creative Strategy (Oct 14)
Week 9  Midterm Presentations & Media Strategy I (Oct 21)
Week 10  Creative Strategy II (Oct 28)
Week 11  (New) Media Strategy II (Nov 4)
Week 12  The Future of Marketing Communication & Ethics (Nov 11)
Week 13  Multinational and Global Marketing Communication (Nov 18)
Week 14  Thanksgiving – No Class
Week 15  Final Team Presentations (Dec 2)

Final Papers due by 5pm (Dec 8)
Team member ratings due the day after final paper (Dec 9)