Course Description
This course is designed to help bring skills learned in previous marketing classes to life by working with a “real” corporate client to research, design, execute and evaluate our own integrated marketing communication plan (i.e. campaign) to deliver on established objectives given to us by the client. It is a Marketing Internship in the context of a class and is a resume builder. During the semester we will form an advertising/promotion agency and work with the client to meet and/or exceed their objectives within a $3000 budget supplied by our client, Employers Group (EG). You will meet with and interact with our client during all key campaign milestones.

Client/Partner Information
Our Client is Employers Group and the campaign will focus on:
Developing a clearly defined and competitively advantageous positioning for EG
Developing an IMC plan based on the new positioning to increase customer interaction by 20%.
A Client Project Brief will be distributed and discussed in class that details the target market, campaign goals and client information.

Learning Objectives
The course will provide you with the skills and knowledge to:
1. Create and develop an IMC Plan that meets the Client Objectives.
2. Execute and Evaluate the IMC Plan.
3. Effectively work within and understand the roles of an “agency” structure.
4. Comprehend the “Big Picture” of how a marketing campaign is completed.
5. Appreciate the role of the client in all aspects of the campaign from approvals to presentations.
6. Creatively work within any parameters from the client, University, or customer.

Required Materials
1. Each student is required to sign a participation agreement.
3. Access to an on-line survey tool for research called Qualtrics. The domain name is http://uscmarshall.qualtrics.com. Further information will be given in class.

Required Sources:
1. Employersgroup.com website. You will be given a special access code.
2. Crocker Business Library Databases and additional secondary resources.

Prerequisites and/or Recommended Preparation:
MKT 405 or JOUR 340

Course Notes:
All class information and class slides will be posted to Blackboard, however this isn’t always before class since the campaign is being developed in class as well.
Grading Policies:
Final grades represent how you perform in the class relative to other students. Your grade will not be based on a mandated target or curve, but on your performance. Historically, the average grade for this class is about a B+. These factors are also considered when assigning final grades:
1. Your average weighted score as a percentage of the available points for all assignments (the points you receive divided by the number of points possible).
2. The overall average percentage score and ranking within the class.

ASSIGNMENTS AND GRADING DETAIL:

<table>
<thead>
<tr>
<th>Individual Total:</th>
<th>55%</th>
<th>550 Points</th>
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<tbody>
<tr>
<td>Class Participation/Promptness</td>
<td>5%</td>
<td>50 Points</td>
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<tr>
<td>Quiz</td>
<td>5%</td>
<td>50 Points</td>
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<tr>
<td>Individual Contributions to Key Milestones</td>
<td>45%</td>
<td>450 Points</td>
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<tr>
<td>Group Total:</td>
<td>45%</td>
<td>450 Points</td>
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<tr>
<td>Research, Brainstorming Assignment</td>
<td>5%</td>
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<td>Campaign Pitch Presentation</td>
<td>10%</td>
<td>100 Points</td>
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<tr>
<td>Campaign Development &amp; Execution</td>
<td>20%</td>
<td>200 Points</td>
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<tr>
<td>Post Campaign Evaluation, Summary (Plans Book &amp; PPT)</td>
<td>10%</td>
<td>100 Points</td>
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<tr>
<td>Course Total</td>
<td>100%</td>
<td>1000 Points</td>
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The Marshall School of Business Learning Goals:
Emphasis will be placed on the USC Marshall School of Business learning goals as follows:

<table>
<thead>
<tr>
<th>Goal</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Our graduates will understand types of markets and key business areas and their interaction to effectively manage different types of enterprises</td>
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<tr>
<td>2</td>
<td>Our graduates will develop a global business perspective. They will understand how local, regional, and international markets, and economic, social and cultural issues impact business decisions so as to anticipate new opportunities in any marketplace</td>
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<td>3</td>
<td>Our graduates will demonstrate critical thinking skills so as to become future-oriented decision makers, problem solvers and innovators</td>
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<td>4</td>
<td>Our graduates will develop people and leadership skills to promote their effectiveness as business managers and leaders.</td>
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<td>5</td>
<td>Our graduates will demonstrate ethical reasoning skills, understand social, civic, and professional responsibilities and aspire to add value to society</td>
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<td>6</td>
<td>Our graduates will be effective communicators to facilitate information flow in organizational, social, and intercultural contexts.</td>
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Course Emphasis

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Assignment Submission Policy:
Guidelines for ALL Assignments:
1. All assignments need to be typed and professional looking—something you would be proud to show to an employer.
2. Individual and team assignments are due on the date assigned, before class begins. A 30% penalty applies/day to any late assignments.
3. Assignments are due in hard copy form (and sometimes in ecopy form).
4. If you are sick, you need to email me your assignment before class starts to receive full credit and bring a hard copy of the assignment to the next class, if applicable.
5. An unexcused, late assignment exceeding 3 days will not be accepted.

Religious Holidays
Religious Holidays and associated travel plans are well known in advance. If you require accommodations due to conflict with a religious holiday, I expect you to notify me at least 7 days in advance. Failure to follow this policy will result in stated penalties noted above.
AGENCY STRUCTURE, MILESTONES AND ROLES:
This will be presented in class along with an Agency Department Application. You will need to complete the application and submit your resume or portfolio by class #2.

ASSIGNMENT OVERVIEW—INDIVIDUAL ASSIGNMENTS =55%:
Individual Contributions to Department Key Milestones: (55%)
  a. Participation/Promptness (55%)
  b. Quiz (55%)
  c. INDIVIDUAL Contributions to Team Milestones (45%)
     Research & Brainstorming (5%)
     Pitch Presentation to Client (10%)
     Campaign Development (10%)
     Campaign Execution (10%)
     Campaign Evaluation & Summary (10%)

Individual Contributions to Key Milestones = 45%
Each student will be required to track, summarize, and provide samples of his/her individual contributions for each key milestone. Students will earn a grade based on the quantity, quality and impact of their individual contributions for the campaign milestone and relative to their peers. Individual grades will be assigned as follows:
Exceptional Effort: 100%
Above Average Effort: 90%
Average Effort: 80%
Below Average Effort: 70%
Minor Effort: 60%
Minimal Effort: 0-50%, as determined by the Professor

Class Participation and Promptness = 5%
• Because each class is an agency meeting, it is mandatory to attend class regularly to participate in the campaign process and to support your Department. Participation will be measured FOR EACH AND EVERY FORMAL CLASS during the semester and all agency working sessions. You will be graded based your total % of participation during the semester.
• There aren’t any excused absences, unless school sponsored events such as course field trips, NCAA events, or scholarly competitions demand it. Although I understand the priority of being employed, job interviews are not excused absences because they can be scheduled during your free time. BEFORE you are absent, submit exceptions to me in writing from the relevant University authority. Exceptions are only approved by me and worth 50% credit for a maximum of 2 class absences.
• Before class begins, each student must sign in on the participation sheet to receive credit for the class. Those students arriving after I start class will earn 50% credit and sign in on a late roster.
• Missing any client visit counts as 4 class absences.
• You are responsible for everything due or communicated in class, whether you attend or not.
• Your class participation will also impact your performance for each team milestone and be evaluated as part of the peer evaluation process.

Campaign Execution:
• Attendance and participation for pre, during, post campaign agency activities is REQUIRED. ANY exceptions must be submitted and are only approved by me, not any of the Agency Directors/AC’s. Exceptions will be given an appropriate substitute campaign assignment.
• If any required campaign activity conflicts with one of your classes, Professor Wilbur will request an excused absence from your other professors, if needed, assuming you provide her with the requested information. It is your responsibility to assure your attendance record in any other classes on the day of the event DOES NOT preclude you from fully participating in the campaign.

Quiz on the Case and Guidelines= 5%
To insure all students read and understand the Client Project Brief, Client Information and project guidelines, an objective quiz will be given in the final portion of a class.

Quiz Make-up Policy:
Make-up quizzes are penalized 30% and must be re-scheduled within 24 hours of the missed exam date (except for documented medical emergencies). A student will be considered taking a late quiz if he/she begins the exam after the first student has completed an exam at the scheduled time.
ASSIGNMENT OVERVIEW--GROUP PROJECTS= 45%

Team Protocol and Agency Department Key Milestones:
A. Research & Brainstorming Assignments (5%)
B. Campaign Pitch Presentation to Client (10%)
C. Campaign Development (10%)
D. Campaign Execution (10%)
E. Post-Campaign Evaluation, Summary (10%)

Accountability and the Team Work Evaluation Process= Impact varies for each milestone
• A Peer Evaluation process occurs after 3 key points in the semester and determines the percentage of the team’s project grade you receive based on your individual performance with the team. The process is put into place to insure all members are contributing fairly and consistently throughout the group projects and to learn how to best perform within a team environment.
• You must earn the possible points from your team members based on the consensus of each group member’s evaluation and the percentage you earn will be an average of your team’s evaluations.
• Peer evaluations are standardized and required from each student after a milestone.
• Late penalties do apply. For each day your evaluation is late, 1% is subtracted from your team grade.
• Peer evaluations will be accepted up to 7 days after the deadline. After this time, they will be considered incomplete and you will automatically lose credit for 15% of your team grade.
• Any issues with peer evaluation grading need to be communicated to me within 3 days of receiving your grade.

Team Protocol
To insure each team is functional, the following guidelines apply.

Agency Team Director Role
• Each team is required to have a Director with prior college level management experience. The Director is automatically appointed the team’s leader.
• The Directors can self-nominate themselves, but are interviewed and selected by the Professor. Directors can also be appointed by the Professor. If you are taking the class Pass/Fail or Auditing, you may not be a Director.
• To insure Directors meet the team’s expectations, Directors are graded identically in the Individual Peer Evaluation Process.
• To reward Directors for their extra responsibilities, Directors will receive an extra (+5%) added to their individual grades for each milestone (not to exceed 100%). This reward is revoked per milestone if there are 2+ negative peer evaluations for the Director.
• Directors have the privilege of using the title of “Director of (Agency Department)” on their resumes.

Director responsibilities include:
1. Being a strong team player
2. Maximizing the team’s and agency’s performance for each project. This requires:
   • Leveraging each member’s strengths
   • Allowing for a fair allocation of work
   • Motivating the team
   • Fostering a professional, productive, and open team environment
   • Scheduling team meetings to be inclusive of team members
   • Insuring work is planned and well organized to meet deadlines, approvals
1. Meeting with the AC’s and other Directors, as needed, to complete each campaign milestone.
2. Assisting with the process of Trades, Promotions, Lack of Performance Notices and Firings.
3. Arriving 10 minutes early to class for class preparation with AC’s/Professor

Team Trades
Members (but not Brand Team Directors) of any team may negotiate a trade by the deadline indicated on the weekly schedule. Requesting a trade will have no effect on the evaluation of the person requesting one. A student requesting a trade to another team must:
• Submit his/her request in writing to each of the Team Directors (from/to) and the Professor.
• The request must indicate your substitute and have approval of the other student who is trading with you.
• The request must articulate the specific reason(s) why s/he is requesting the trade.
• All trades will be considered and approved/disapproved jointly by the Team Directors and the professor, however, a transfer does not need unanimous consent to be approved.
**Promotions**
Promotions may be requested at any time up until the Final Plans Book draft is due. The Director should email me with the request and rationale. I must approve the promotion, new title and will announce in class.

**Lack of Performance Notice**
- A minimum of 2 team members must FIRST communicate the need for performance improvement directly to the lagging team member, both verbally and via email. In addition, the Director and Professor need to be copied on the email.
- If there is no performance improvement in 1 week, then I will issue a lack of performance notice to the team member.
- Receiving a notice results in a minimum of 10% grade impact for group project.

**Firings**
- Any brand team member that receives 2 notices during the course of the semester is automatically fired from a team.
- Anyone who is fired will receive zero credit for the group project and potentially fail the class.

**Cross-Functionality**
Because the campaign workload is difficult to evenly divide, you may be requested to assist other departments with their deliverables. If so, please note these on your accomplishments form. Remember, we all succeed or fail as one agency and this is part of the learning experience.

**Evaluation of Your Work:**
You may regard each of your assignments as an “exam” in which you apply what you’ve learned according to the assignment. I will do my best to make my expectations for the various assignments clear and to evaluate them as fairly and objectively as I can. If you feel that an error has occurred in the grading of any assignment, you may, within one week of the date the assignment is returned to you, write me a memo in which you request that I re-evaluate the assignment. Attach the original assignment to the memo and explain fully and carefully why you think the assignment should be re-graded. Be aware that the re-evaluation process can result in three types of grade adjustments: positive, none, or negative.

**Statement on Academic Conduct and Support Systems**

**Academic Conduct**
Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Section 11, Behavior Violating University Standards, https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, http://policy.usc.edu/scientific-misconduct/.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the Office of Equity and Diversity http://equity.usc.edu/ or to the Department of Public Safety http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. The Center for Women and Men http://www.usc.edu/student-affairs/cwm/ provides 24/7 confidential support, and the sexual assault resource center webpage sarcast@usc.edu describes reporting options and other resources.

**Support Systems**
A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the American Language Institute http://dornsife.usc.edu/ali, which sponsors courses and workshops specifically for international graduate students. The Office of Disability Services and Programs http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, USC Emergency Information http://emergency.usc.edu will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

MARSHALL GUIDELINES

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Add/Drop Process
If you are absent six or more times prior to April 12 (the last day to withdraw from a course with a grade of “W”), I may ask you to withdraw from the class by that date. These policies maintain professionalism and ensure a system that is fair to all students.

Retention of Graded Coursework
Final exams and all other graded work which affect the course grade will be retained for one year after the end of the course if the graded work has not been returned to the student (i.e., if I returned a graded paper to you, it is your responsibility to file it, not mine).

Technology Policy
Laptop and Internet usage is not permitted during academic or professional sessions unless otherwise stated by the respective professor and/or staff. Use of other personal communication devices, such as cell phones, is considered unprofessional and is not permitted during academic or professional sessions. ANY e-devices (cell phones, PDAs, I-Phones, Blackberries, other texting devices, laptops, I-pods) must be completely turned off during class time. Upon request, you must comply and put your device on the table in off mode and FACE DOWN. You might also be asked to deposit your devices in a designated area in the classroom. Videotaping faculty lectures is not permitted due to copyright infringement regulations. Audiotaping may be permitted if approved by the professor. Use of any recorded or distributed material is reserved exclusively for the USC students registered in this class.

Statement for Students with Disabilities
Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776. For more information visit www.usc.edu/disability.

Statement on Academic Integrity
USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one’s own academic work from misuse by others as well as to avoid using another’s work as one’s own. All students are expected to understand and abide by these principles. SCampus, the Student Guidebook, (www.usc.edu/scampus or http://scampus.usc.edu) contains the University Student Conduct Code (see University Governance, Section 11.00), while the recommended sanctions are located in Appendix A.

Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: http://www.usc.edu/student-affairs/SJACS/. Failure to adhere to the academic conduct standards set forth by these guidelines and our programs will not be tolerated by the USC Marshall community and can lead to dismissal.

Emergency Preparedness/Course Continuity
In case of a declared emergency if travel to campus is not feasible, USC executive leadership will announce an electronic way for instructors to teach students in their residence halls or homes using a combination of Blackboard, teleconferencing, and other technologies.

Please activate your course in Blackboard with access to the course syllabus. Whether or not you use Blackboard regularly, these preparations will be crucial in an emergency. USC’s Blackboard learning management system and support information is available at blackboard.usc.edu.

Course Advisory
Students need to be flexible and open to the learning process. Additional readings and/or assignments may be added at the discretion of the professor. Furthermore, unforeseen circumstances may arise which mandate changes in the content and/or structure of the course.

COURSE CALENDAR/READINGS/CLASS SESSIONS
Please refer to the separate course calendar.