CMGT 541: Integrated Communication Systems
Spring 2017

Professor Andrea B. Hollingshead
Office: ANN 414L
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Course meets on Thursdays from 6:00-8:50p in ANN 209.

Course description

This course provides an overview and application of marketing communication principles and strategies. The course will focus on key concepts and frameworks for creating and managing an integrated marketing communication (IMC) plan. Topics include situation analysis, consumer research, brand positioning, campaign objectives, creative strategy, promotion strategy, media strategy, and campaign management and evaluation. Special attention is given to social media and other current trends and innovations.

Learning objectives

- Design, construct, and present an integrated marketing communications plan for an existing brand:
  - Perform a situation analysis.
  - Perform a SWOT analysis.
  - Analyze integrated communication executions for existing brands, outlining suggestions for improvement and highlighting strengths and weaknesses.
  - Conduct qualitative interviews around an existing brand.
  - Conduct qualitative in-store observations around an existing brand.
  - Learn how to create quantitative survey research around an existing brand.
  - Compile qualitative research around an existing brand into a report.
  - Write a compelling brand challenge statement.
  - Define the factors that make up a target audience profile.
  - Create communication objectives for a campaign.
  - Create marketing communications/executions based on campaign strategy.
  - Create an integrated media plan that combines traditional and social media to deliver the intended message.
  - Develop a campaign evaluation plan.
Textbooks and materials

There are 5 required texts, 1 Harvard Business Case Study, and 3 television episodes for purchase. All texts have an electronic version. I provided links below. The television episodes are also available for purchase on Amazon. The other articles that appear in the reading list at the end of the syllabus can be downloaded from our course blackboard for free.

• Books:
    https://www.amazon.com/gp/product/B01IU5UY9S
    https://www.amazon.com/Made-Stick-Ideas-Survive-Others-ebook/dp/B000N2HCKQ

• Harvard Business Case:
  o There is one Harvard Business Case Study available for purchase:
      (http://cb.hbsp.harvard.edu/cbmp/access/58184481)

• Television Episodes:
  o There are three required video episodes for purchase. Amazon tends to be cheaper than iTunes.
    - “The Pitch” Season 1, Episode 1: “Subway”
    - “The Pitch” Season 2, Episode 4: “Tommy Bahama”
      http://www.amazon.com/Tommy-Bahama/dp/B00F0LH6Z6
    - “The Commercial Kings: Season 1: “Tonopah”
      http://www.amazon.com/Town-of-Tonopah/dp/B005G6L1QU
Grading policy

Course components

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<thead>
<tr>
<th>Component</th>
<th>Percentage of Final Grade</th>
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<tbody>
<tr>
<td>1. Individual Response Papers</td>
<td>15%</td>
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<tr>
<td>2. Team Marketing Communication Plan</td>
<td>55%</td>
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<tr>
<td>3. Peer Evaluation</td>
<td>5%</td>
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<tr>
<td>4. Course Blog Contributions</td>
<td>10%</td>
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<tr>
<td>5. Class Preparation and Participation</td>
<td>10%</td>
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<tr>
<td>6. Leadership and Community Service</td>
<td>5%</td>
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<tr>
<td>Total Percentage</td>
<td>100%</td>
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**Individual Response Papers (15%)**

There are three individual response papers – on one each text: 1) *Art of the Pitch*, 2) *Made to Stick*; and 3) *Jab, Jab, Jab, Right Hook*. Each paper is worth 5 points, and should be no more than 3 double spaced pages. The topic is up to you. Your goals are to: 1) communicate that you read the book; 2) create value; and 3) show professionalism. Late assignments will not be accepted.

**Team Marketing Communication Plan (55%)**

The course is organized around steps involved in creating and presenting an effective integrated marketing communications plan. The main deliverables are a report that details your plan and a 20 min pitch video. This will be done in teams. More details will be given later in the semester.

**Team checkpoint papers**: Your team will produce two checkpoint papers that will be used in your final team report. The goal of these papers is to get feedback from me and to keep your team on schedule. One will be on your situational analysis; the other on consumer research.

**Midterm**: Your team will give a midterm presentation on strategy, which includes a situation analysis, consumer research, evaluation of previous campaigns, and a SWOT analysis. Your team will also provide a formal video response to feedback from the class.

I expect all members to contribute equally to the team assignments. The highest possible individual grade is the team grade. If you contribute less than other team members, your individual grade will be lower than the team grade. After each assignment, you will evaluate your team members, and I will consult those evaluations to determine individual grades. Late assignment will not be accepted.

The team checkpoint papers are worth 10% (5% each), the midterm 5%, the midterm response 5%, the final presentation 20%; the final report is 15%.
**Peer Evaluation (5%)**

Giving and receiving constructive and useful feedback to your team members and to the other teams in the class is an integral part of the team project. This grade is based on the feedback you provide to other creative teams on midterm presentations, creative pitches and final presentations.

Here are two good sources on tips to giving and receiving feedback.


http://www.fastcompany.com/magazine/80/sgodin.html

**Course Blog Contributions (10%)**

The CMGT 541 blog, “Buy the way: Insights on Integrated Marketing Communication” was created in 2009 to foster class discussion about current issues related to marketing communication, and is still going strong. http://buytheway.ascjclass.org/

The assignment is to contribute at least two unique blog posts on a current topic about marketing communication to the CMGT 541 blog, and to make a substantive and timely response to at least six blog posts of other students over the semester (the more the better!) The posts and responses should be spread out over the semester. Post your first blog post and at least three responses before the midterm, and your second post and at least three responses after the midterm. Your contributions should be current, concise, insightful and provocative. Both the quality of your postings and of your responses will factor into your class blog contribution grade.

Your goals in the blog post should be to 1) discuss something recent that the class has not likely seen before; 2) add value to the original content; and 3) promote a lively discussion. In other words, you need to do more than just summarize a marketing communication article. You can do this in several ways by providing an informed opinion on the issue, by integrating multiple sources, by linking the topic to another topic in a novel way, by presenting an alternative perspective, by asking a provocative question that leads to a lively discussion, etc. Your responses to other students’ posts should also add value to the discussion.

It’s very important for the blog to get off to a good start with a lot of activity and to maintain high activity levels over the semester. So everyone will sign up for blog weeks on a first come basis by the end of the first week of the semester. The links to the signup sheet are on the CMGT 541 blackboard.

Of course, everyone should read the blog each week. I recommend that you use an RSS reader such as Google reader to capture the content. Make sure to provide citations and/or links to the original content.
Here are two good resources for writing effective blog entries.

http://www.chrisbrogan.com/how-to-write-effective-blog-posts/

http://gillin.com/blog/2009/12/five-tips-for-effective-blog-writing/

Read posts on the blog from previous classes for examples.

**Class Preparation and Participation (10%)**

Much of the class is discussion-based, and some outside prep work may be required for class activities. Some activities and discussions will take place in class; some outside of class. I will keep track of the frequency and quality of your class participation. A good goal is to make at least one good comment during every class. Class participation also involves being engaged and present. I will deduct points if I see texting and/or social media use during class.

**Leadership and Community Service (5%)**

Managers and supervisors notice and appreciate employees who are positive contributors to their work community and go beyond what is expected. These are often the employees who get better assignments and get promoted faster. I want to encourage leadership and positive contributions to the CMGT 541 community. There are ample opportunities for you to make a difference beyond basic course requirements. For example, organizing your team, stepping up for team presentations, doing an extra blog post, responding to many more blog posts than required, helping to problem-solve issues that come up over the semester among many others. Students who do the bare minimum and cut corners will receive a low leadership and community service grade. **Requirement**: A short document that details your course leadership and community service is due after the final project deadline. Late documents will not be considered.

**Grade ranges**

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<tr>
<th>Grade</th>
<th>Range</th>
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<tr>
<td>A</td>
<td>93.0% or higher</td>
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<tr>
<td>A-</td>
<td>90.0%-92.9%</td>
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<tr>
<td>B+</td>
<td>87.0%-89.9%</td>
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<tr>
<td>B</td>
<td>83.0%-86.9%</td>
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<tr>
<td>B-</td>
<td>80.0%-82.9%</td>
</tr>
<tr>
<td>C+</td>
<td>77.0%-79.9%</td>
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<tr>
<td>C</td>
<td>73.0%-76.9%</td>
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<tr>
<td>C-</td>
<td>70.0%-72.9%</td>
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<tr>
<td>D</td>
<td>60.0%-69.9%</td>
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<tr>
<td>F</td>
<td>59.9% or lower</td>
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**Paper general guidelines**

- All documents should be submitted as pdfs.
• All page length requirements are for double-spaced pages, with 1-inch margins, in 12-point Times New Roman font.
• Make sure you keep a copy of all submitted papers.
• Sloppy work (typos, grammar, and spelling errors) will be penalized.

Library access

As a USC student, you have access to all the library resources and the Annenberg Librarian, Chimene Tucker (celucker@usc.edu), is available to assist. Here is the link to the Communication Management Research Guide through USC libraries: http://libguides.usc.edu/cmgt541

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 can result in expulsion from the university.

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. 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. Two useful resources for avoiding plagiarism are:

http://www.usc.edu/student-affairs/student-conduct/ug_plag.htm;

http://libguides.usc.edu/writingguide/plagiarism

Please come and talk to me if you have questions after reading these resource.

USC and the Annenberg School for Communication and Journalism are committed to the general principles of academic honesty that include and incorporate 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. By taking this course, students are expected to understand and abide by these principles. All submitted work for this course may be subject to an originality review as performed by Turnitin technologies (http://www.turnitin.com) to find text similarities with other Internet content or previously submitted student work. Students of this course retain the copyright of their own original work, and Turnitin is not permitted to use student-submitted work for any other purpose than (a) performing an originality review of the work, and (b) including that work in the database against which it checks other student-submitted work.
IMPORTANT! Any team or individual assignment that receives a high plagiarism score will receive a failing grade of 0. Any student who receives a high plagiarism score on two assignments will fail the course.

Disabilities policy

Any student requesting academic accommodations based on a disability is required to register with The Office of 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 your instructor as early in the semester as possible. The phone number for DSP is (213) 740-0776. [http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html](http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html)

Laptop policy

Effective Fall 2014, all undergraduate and graduate Annenberg majors and minors will be required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the Annenberg Virtual Commons for more information. To connect to USC’s Secure Wireless network, please visit USC’s Information Technology Services website.

Dealing with stress

Students are under a lot of pressure. If you start to feel overwhelmed, it is important that you reach out for help as soon as possible. A good place to start is the USC Student Counseling Services office at 213-740-7711. The service is confidential, and there is no charge. [https://engemannshc.usc.edu/counseling/individual/](https://engemannshc.usc.edu/counseling/individual/)

Discrimination and harassment

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/](http://equity.usc.edu/) or to the Department of Public Safety [http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us](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/](http://www.usc.edu/student-affairs/cwm/) provides 24/7 confidential support, and the sexual assault resource center webpage sarc@usc.edu describes reporting options and other resources.
Emergency preparedness

If an officially declared emergency makes travel to campus infeasible, USC Emergency Information [http://emergency.usc.edu](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.

Course Topics

- **Week 1**: Course Introduction
- **Week 2**: Pitching Ideas & Team Projects
- **Week 3**: “Integrated” in IMC and Ethics
- **Week 4**: Situation Analysis I & Branding
- **Week 5**: Situation Analysis II
- **Week 6**: Consumer Research I
- **Week 7**: Consumer Research II
- **Week 8**: Communication Strategy
- **Week 9**: Midterm Presentations
- **Week 10**: Creative Strategy I
- **Week 11**: Creative Strategy II
- **Week 12**: Creative Pitches
- **Week 13**: Media & Promotion Strategy
- **Week 14**: IMC Plan evaluation
- **Week 15**: Team Presentations

Weekly Readings (subject to change)

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<thead>
<tr>
<th>Week 1 (Jan 12)</th>
<th>Course Introduction</th>
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<tr>
<td></td>
<td>“The Pitch” Season 1, Episode 1: “Subway”</td>
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<tr>
<td></td>
<td>“The Pitch” Season 2, Episode 4 “Tommy Bahama”</td>
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<td></td>
<td>Multimedia presentations on blackboard</td>
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<tr>
<td><strong>Week 3 (Jan 26)</strong></td>
<td>Young, A. (2014). <em>Brand media strategy: Integrated communications planning in the digital era</em>. New York: Palgrave</td>
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Igor Naming Guide (2005)  
Multimedia presentations on blackboard  
Team Paper 1: Situation Analysis Due Feb 9 by 5 pm |
| --- | --- |
Multimedia presentations on blackboard  
Individual Paper 2: "Made to stick" |
Multimedia presentations on blackboard |
• Harvard Business Case: Dove: Evolution of a Brand (Prod. #: 508047-PDF-ENG) (Purchase on Harvard Business Online via course link on blackboard to receive a discount)  
• Multimedia presentations on blackboard  
• Team Paper 2: Consumer Research Due on March 1 |
| Week 9 (Mar 9) | • Post the link of your presentation. Post a constructive critique of the other team presentations. Post a team video response to the feedback  

**SPRING BREAK IS WEEK OF MARCH 16.**

| Week 10 (Mar 23) | • Vaynerchuk, G. (2013). Jab Jab Jab Right hook: How to tell your story in a noisy, social world.  
• Multimedia presentations on blackboard  
• Individual Paper 3: “Jab Jab Right Hook” due at 5:00pm on Mar 23 |
• Multimedia presentations on blackboard |
| Week 12 (Apr 6) | • Pitch your “big creative ideas” for feedback.  
• For inspiration, watch how different agencies present their creative ideas on “The Pitch” [http://www.amctv.com/full-episodes/the-pitch](http://www.amctv.com/full-episodes/the-pitch)  
• Multimedia presentations |
<table>
<thead>
<tr>
<th>Week 14 (Apr 20)</th>
<th>Siu, E. (2015). Ten user generated campaigns that actually worked. <a href="https://blog.hubspot.com/marketing/examples-of-user-generated-content#sm.0001nhswmltejdjkugi1p7v4shzp1">https://blog.hubspot.com/marketing/examples-of-user-generated-content#sm.0001nhswmltejdjkugi1p7v4shzp1</a></th>
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| Week 15 (Apr 27) | Final pitch videos are due last day of class, Thurs, April 27 by noon  
Final reports are due on Wed, May 3 by 11:59pm  
Leadership and Community service papers are due on Mon, May 8 by 5:00pm |