

CMGT 541:
Integrated Communication Systems
(AKA: Introduction to Marketing Communication)
USC Annenberg School of Communication
Spring 2011

(Subject to change – this will give you an idea of the course content.)

Instructor: Professor Andrea Hollingshead
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Office: ASC 101A (west lobby)
Class time: Mon 3:30-6:20p in ASC 331
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. 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 Books:

Barry, P. (2008). *The advertising concept book: A complete guide to creative ideas, strategies, and campaigns*. Thames & Hudson. ISBN: 978-1400064281

Blakeman, R. (2009). *The bare bones: Introduction to integrated marketing communication*. Rowman & Littlefield Publishing Company. ISBN: **9780742555419**

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

Kabani, S. (2010). *The zen of social media marketing: An easier way to build credibility, generate buzz and increase revenue*. ISBN: 9781935251736

Articles will be posted on blackboard under “Class notes” for the week the article is due in class.

Course Requirements and Evaluation:

There are 3 components to the course grade:

1. Individual Response Papers (30%)
2. Team Marketing Communication Plan (50%)

3. Course Blog Contributions (10%)
4. In-class Participation and Leadership (10%)

1. **Individual Response Papers:** There are three individual response papers: 1) Qualitative Research Results; 2) Applying the Lessons in “Made to Stick”; and 3) Social Media Marketing. Guidelines for each response paper will be available on our class blackboard site on the first day of class under “Assignments”. 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. **Course Blog Contributions:** The course blog will be an opportunity to present and discuss current topics in marketing communications outside of class. Everyone will contribute at least two unique posts on a new marketing communication innovation or another topic related to the course, and will make a substantive response to at least five blog posts of other students over the semester (the more the better!). Be creative, and showcase your insights. Your contributions should be concise, insightful and provocative.

Here are two good resources for writing effective blog entries.

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

<http://gilllin.com/blog/2009/12/five-tips-for-effective-blog-writing/>

4. **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 your contributions and those 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, 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 score will receive a failing grade of 0. Any student who receives a high plagiarism 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

Readings for next week:

Blakeman, Chapters 1 & 4

Barry, Chapters 1, 12 & 15

Week 2 Integrated Marketing Communication & Team Projects

Readings for next week:

Seth Goldin Speech to Google Employees (link is on blackboard> Class Notes> Week 2: Listen to entire speech including the Q & A at the end). Be ready to discuss it on Sep 9)

Blakeman, Chapters 2 & 3

Week 3 Brand Strategy

In-Class Case Discussion: Song Airlines

Readings for next week:

Barry, Chapter 2

Heath & Heath, *Made to Stick* (first half)

Week 4 Situation Analysis

Readings for next week:

Heath & Heath, *Made to Stick* (second half)

Week 5 Consumer Research

Readings for next week:

Heath & Heath, *Made to Stick*

Week 6 Consumer Decision Making

Individual Response Paper 1: Made to Stick

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

Week 7 Communication Strategy

Readings for next week:

Barry, Chapters 4-6

Blakeman, Chapters 6 & 7

Week 8 Creative Strategy

Individual Response Paper 2 Due: Qualitative Research Results

Readings for next week:

Barry, Chapters 3, 7, 11, 14* (this one is on presenting your work)

Blakeman, Chapters 5, 8-15

Week 9 Midterm Presentations & Media Strategy I

Readings for next week:

Barry, Chapters 8, 10, 13

Blakeman, Chapters 16-17

Week 10 Creative Strategy II and Team Meetings

Film: *Art and Copy*

Readings for next week:

Barry, Chapter 9

Blakeman, Chapters 14-16

Bernoff & Li (2008). Harnessing the power of the oh-so-social web. *Sloan Management Review*. (on bboard for Nov 4)

Sultan & Rohm (2008). How to market to generation m(obile). *Sloan Management Review*. (on bboard for Nov 4)

Sterne, *Social Media Metrics* (as much as possible)

Week 11 (New) Media Strategy II (Nov 4)

Readings for next week:

Sterne, *Social Media Metrics* (the rest of book)

Week 12 The Future of Marketing Communication & Ethics

Individual Response Paper 3 due: Social Media Metrics

Book Discussion: *Social Media Metrics*

Week 13 Multinational and Global Marketing Communication

Week 14 Final Team Presentations

Week 15 Final Team Reports due by 5pm

Team member ratings due the day after final paper