

UNIVERSITY OF SOUTHERN CALIFORNIA
Marshall School of Business - SPRING 2016
MKT 405 (16470) – Advertising and Promotion Strategy
Monday & Wednesday: 2:00 – 3:50PM HOH 305

Professor: Hank Wasiak
Telephone: 646 236 9014 (Mobile)
E- Mail: hank@conceptfarm.com, wasiak@usc.edu
Office Hours: HOH Rom 300 - Mon & Wed: 9:00 – 9:30AM, 12:30 1:30, 4-5PM

Reasons to Take This Course

This course will provide you with an understanding of how to most effectively plan and develop an Integrated Marketing Communications Program in today’s digital and inter-connected world. You will learn how to create and present an effective Integrated Marketing Communications (IMC) plan built for today’s digital marketplace. The plan will incorporate all of the components of the marketing mix into a cohesive integrated communications plan driven by content marketing. The course will balance theory and best practices with an emphasis on real world, hands on, real time experiences, issues and projects.

Course Description

The very nature of marketing and “advertising” has evolved and is now going through one of its most dynamic and profound periods of change. This course examines the dynamics of these changes and will introduce and reacquaint students with the power and potential of marketing communications in today’s increasingly competitive, digital, mobile & global marketplace. The emphasis will be on the role of integrated marketing communications (IMC) programs in building brands, fueling growth and creating sustainable businesses and organizations. The digital marketing environment has radically changed how effective IMC plans are created and deployed and this will be covered in depth. At their core, however, IMC plans continue to be built on consumer insights that lead to incisive strategies, which enable powerful, creative ideas and executions. *Outstanding* IMC plans also inspire differentiating creativity and ingenuity. The student will study the process by which IMC programs are planned, developed and executed to deliver outstanding performance and results.

During the course, you will learn how to assess and evaluate the quality of different creative endeavors through case reviews, exercises, and class discussions and interactions. You will be challenged to problem solve, apply critical thinking, and use organizational, analytical, and creative skills to write and present in class an effective IMC Plan.

Course Objectives:

Create a dynamic learning environment that includes lecture, group discussions and presentations, case reviews Internet usage, digital applications and immersion in social media.

Enhance the understanding of all the elements of the digitally enabled marketing mix and their connective and collective strengths when used as part of an integrated marketing communications (IMC) program.

Fuel critical thinking and analytical skills relative to setting goals, budgets and evaluation of IMC plans.

Spark creative thinking; encourage innovative solutions to business challenges and opportunities.

Create and deliver an outstanding, written IMC plan for an existing or new product or service that you will be proud of and eager to share with the world.

Major Deliverables:

**Consistently active and vibrant class participation.

****Involvement with and on-going use of digital and social media tools such as Facebook, Twitter, YouTube, Instagram, Interest and blogs.**

**Assigned Books Study, ancillary reference books, marketing newsletters, RSS feeds, etc.

**1 Team Integrated Communications Project: Part 1 (Research & Implications) Part 2 (Marketing Campaign)

**2 quizzes

** Individual Assignment

Assignments:

Each student will be required to submit an individual assignment and also be part of a team and contribute to the development and creation of an integrated marketing campaign. The individual assignment will be reviewed in first class and the following is a brief summary of the team project assignment:

Team Project: Students will form teams of five (5) to conduct research and develop and present an integrated marketing plan that makes effective use of both traditional and digital media. The emphasis will be on utilizing the Internet for research and fact finding and leveraging the entire “digital ecosystem” to deliver an IMC. The assignment will consist of both a written plan synopsis and class team presentation. The project will involve working with the American Heart Association on helping formulate possible communications programs involving e-cigarettes. Full details will be provided the first week of class. (Assignment Documents Are Posted To Black Board)

Learning Outcomes: Students will be able to:

1. Develop a real-world written IMC plan by utilizing key advertising and promotion concepts and professionally presenting these recommendations in class.
2. Understand and appreciate the core components of the digital eco-system driven marketing mix and how to apply these principles to marketing communications.
3. Enhance critical thinking, creative and analytical skills.
4. Appreciate and embrace the importance of marketing communications as a core business practice.

Required Readings/Activities:

We will not using be a formal textbook for the class. The slides presented in class and supplemental material will serve as the textbook. There will be one book assigned as required reading that will be discussed in class and included on tests.

- Supplemental reading materials posted to Blackboard and discussed in class.
- **Each student will be required to have active Twitter, Facebook, Instagram and Pinterest pages and be registered on LinkedIn. Students must immerse themselves in today’s digital communications platforms and tools.**

Recommended or Additional Readings

- *Solis, Brian, (2015) X: The Experience When Business Meets Design (Required)*
- *Advertising Age, Mashable,*
- Selected Blogs and RSS Feeds
- **Hasen, Jeff (2015) *The Art Of Mobile Persuasion***
- **Stengel, Jim (2011) *Grow***

Grade Breakdown

The following 100-point grading system will be utilized for the course:

Topic	Percentage of Grade	Points
Class Participation	10%	10
Individual Assignments	10%	10
Team Integrated Marketing Communications Plan	40%	40
-Research Analysis Observations, Conclusions	10%	10
- Marketing Plan Development & Presentation	<u>30%</u>	<u>30</u>
Quiz (2)	<u>40%</u>	<u>40</u>
Total:	<u>100%</u>	<u>100</u>

This course follows the Marshall School of Business grading policy. For this course, the grading standard is average of 3.3.

Attendance is expected. Your ability to benefit from the course and contribute to the class is largely dependent upon your attendance during class meetings. If you are unable to attend class on any occasion, please notify me in advance. You will be responsible for everything covered or announced in class on that day. If you miss more than two week's worth of class meetings points may be deducted from the final grade.

IMPORTANT

Attendance will be managed and recorded by Arkaive Presence. Students will be asked to check in to the course using any of their mobile devices, including smartphones, tablets & laptops. Students will be able to check and keep track of their attendance throughout the semester. Please visit arkaive.com to sign up & follow the step-by-step instructions. For any troubleshooting issues, contact support@arkaive.com.

Class Format

Class sessions will be devoted to summarizing important marketing communications concepts and programs and then probing, extending and applying these concepts to exercises and interactive class discussion. Traditional and digital campaigns, current events, reviews of blogs and discussions focused on concepts, cases and applications will be utilized to maximize learning and provide a forum to apply theory to real world experiences. It is assumed that all students be prepared for each class and actively contribute to each session to maximize the learning experience. Students will also be required to introduce topics for discussion in class based on current events in marketing communications. You may be called

on in class to explain a concept, answer a question, defend a point or apply some course material to real world applications.

Class Participation

Class participation is an extremely important part of the learning experience of this course because the richness of the learning experience is dependent upon the degree of preparation by *all* students prior to each class session. Additionally, a course focused on core marketing concepts and current in-market platforms requires students to be active and have a point of view. Thus, by definition, class participation is an important part of your grade.

You will offer your opinions in a group setting many times in your business career and evaluating class participation is a tool for preparing you for this dimension of your career. To foster a class environment that has active participation, 10 percent of the course grade will be allocated to class participation.

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 the professor 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 telephone number for DSP is (213) 740-0776.

Academic Integrity

Students are expected to adhere to the standards of academic integrity that govern students registered at USC. The use of unauthorized material, communication with fellow students during an examination, attempting to benefit from the work of another student, and similar behavior that defeats the intent of an examination or other class work is unacceptable to the University. It is often difficult to distinguish between a culpable act and inadvertent behavior resulting from the nervous tensions accompanying examinations. Where a clear violation has occurred, however, the professor may disqualify the student's work as unacceptable and assign a failing mark on the paper.

Returning Graded Paperwork

Returned paperwork, unclaimed by a student, will be discarded after four weeks and will not be available should a grade appeal be pursued by a student following receipt of his/her grade.

Professor/Student Interaction

If at any time during the course you have questions regarding the preparation of assignments or other course-related issues, please do not hesitate to contact me by telephone, e-mail or in person to arrange a mutually convenient time to meet. I will have office hours, which will be provided at the first class session.

My goal is to use my knowledge of marketing communications, advertising and digital marketing as a platform for learning and building your expertise in these areas. We will work together in an environment of open discussion, shared experiences and learning. Additionally I will give you as much feedback as you would like to help you become better digital marketers and achieve your personal objectives for this course.

Course Schedule & Milestonees

The following class schedule provides the thought flow and topic agenda for the course. The course will draw heavily on real time events to add texture and practical application learning. It is likely that the schedule could change and topics rearranged subject to marketplace events and class discussions. Some lectures may utilize digital tools and be delivered via Skype or other remote meeting platforms. You will get the most out of this course if you stay current and immerse yourself in the Internet and digital tools.

Class	Date	Topics	Reading
1	1/11	Introduction to class & Marketing Communications – Super Bowl Discussion	
2	1/13	Assignment Discussion Digital Disruption – Internet Effect	<i>Solis: 1 & 2.1</i>
X	1/18	HOLIDAY NO CLASS	
3	1/20	MARCOM Participants & Roles	
4	1/25,	Setting Objectives & Budgeting	
5	1/27	The Internet Effect & New Marketing Mix	
6	2/1	The Consumer – Ground Zero -	Solis: 6.0
7	2/3	Consumer Behavior – Creating Personas	Solis: 3.0,3.1,3.2
8	2/8,	Path To Purchase	Solis: 5.0
9	2/10	Consumer Experience, Project Discussion/Update	
X	2/15	HOLIDAY NO CLASS	
10	2/17	Brand Experiences	
11	2/22	Positioning – Don’t Leave Home Without It	
12	2/24	Creative Strategy Planning – PROJECT SUBMISSION/DISCUSSION PART 1	
13	2/29	Core Campaign Idea Development	
14	3/2	QUIZ 1	
15	3/7	Digital Ecosystem & Mobile Essential	Solis: 4.0
16	3/9	Social Media & Case Reviews	
X	3/14	SPRING BREAK	
X	3/16	SPRING BREAK	
17	3/21,	Content Marketing	
18	3/23	Content Marketing	
19	3/28	Media Planning & Strategy.	
20	3/30	Traditional Media	
21	4/4	Digital Media	
22	4/6	Promotion & Public Relations	
23	4/11	Case Discussions	
24	4/13	Team Presentations	
25	4/18	Team Presentations	
26	4/20	Team Presentations	
27	4/25	Assignment Roundup & Class Review	
28	4/27	FINAL QUIZ	