**UNIVERSITY OF SOUTHERN CALIFORNIA**

**Marshall School of Business - FALL 2016**

**MKT 405 – Advertising and Promotion Strategy**

**Monday & Wednesday: ROOM: JFF 316**

**Sec 16470 – 12:00-1:50, Sec 16472 2:00-3:50**

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**Office Hours**: Mon & Wed, 9:30-11:30AM,4:00-5PM

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**Perspective**

The essence and nature of marketing has evolved and is now going through a dynamic and profound period of change. Digital communications and empowered consumers are at the epicenter of these changes. Marketing has been digitally disrupted. The explosion of social media, ubiquity of smart mobile connectivity and the resultant data deluge is rapidly transforming marketing communications. Today, all marketing…B2B, B2C, C2C…is in large part driven by digital. This digital transformation has made the importance of having a strong grounding in the core principles and practices of marketing more essential than ever…. the critical cost of entry. This course will provide a thorough best practices marketing foundation and brought to life through the lens and practice of doing business in the digital era.

#### Reasons to Take This Course

This course will provide you with an understanding of how to most effectively plan and develop an Omni-Channel Marketing Communications Program in today’s digital and inter-connected world. You will learn what goes into the development of these plans and be challenged to create one in a team environment. 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 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. Marketing communications have moved beyond Integrated Marketing Communications to the dynamic practice of Omni-Channel Marketing as the path to building brands and creating sustainable businesses and organizations. The digital marketing environment has radically changed how effective communications plans are created and deployed and this will be covered in depth. At their core, however, Omni-Channel plans continue to be built on consumer insights that lead to incisive strategies, which enable powerful, creative ideas and executions. *Outstanding* plans also inspire differentiating creativity and ingenuity. Students will study the process by which programs are planned, developed and executed to deliver outstanding performance and results.

In addition to class lectures, you will learn how to assess and evaluate the quality of marketing communications through monitoring current brand programs, employing social monitoring tools, case reviews, exercises, class discussions and interactions. You will also be challenged to problem solve, apply critical thinking, and use organizational, analytical, and creative skills to write and present in class an effective Omni-Channel Communications Plan.

#### Course Objectives:

Create a dynamic learning environment that includes lecture, group discussions and presentations, case reviews, 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 a full scale marketing communications program.

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

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

Create and deliver an outstanding, written Omni-Channel marketing 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. Contribute in every class!

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

\*\*Study assigned book ancillary reference books, marketing newsletters, RSS feeds, etc.

\*\*1 Team Marketing Communications Plan Project

\*\*2 quizzes

\*\*Supplemental 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 omni-channel marketing campaign. The supplemental assignment will be reviewed in the first class and be included as part of class participation score. The following is a brief summary of the team project assignment:

*Team Project*: Students will form teams of six (6) to conduct research and develop and present a 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 a powerful marketing communications plan. The assignment will consist of both a written plan synopsis and class team presentation. Full details will be provided the first week of class and documents will be posted to Black Board.

#### Learning Outcomes: Students will be able to:

1. Develop a written Omni-Channel marketing 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.

**Solis, Brian*,*** *(2015)* *X:The Experience When Business Meets Design* **(Required)**

Supplemental materials will be posted to Blackboard and discussed in class.

* **Each student will be required to have active Twitter, Facebook, Instagram Pinterest and Snapchat pages and be registered on LinkedIn. Students must immerse themselves in today’s digital communications platforms and tools.**

###### Recommended or Additional Readings

* *Advertising Age, Mashable, Tech Crunch*
* 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** | **%Grade** | **Points** |
| Class Participation & Activities | 15% | 15 |
|  |  |  |
| Team MARCOM Plan | 35% | 35 |
| Quiz (2) 25% Each  Total: | 50%  100% | 50  100 |

**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, please notify me in advance. You will be responsible for everything announced or covered in class. If you miss more than two weeks of class meetings points may be deducted from the final grade.

**IMPORTANT**

**Attendance will be managed and recorded by Arkaive Presence. Students must check in to the course using any of their mobile devices & laptops. Students will be able to check and keep track of their attendance throughout the semester. Please visit**[**arkaive.com**](http://arkaive.com/)**to sign up & follow the step-by-step instructions. For any troubleshooting issues, contact**[**support@arkaive.com**](mailto:support@arkaive.com)**.**

#### Class Format

Class sessions will be devoted to summarizing important marketing communications concepts and programs and then probing and applying these concepts to 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 for real world learning. It is required 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 MARCOM events. You may be called on to explain concepts or apply course material to real world applications.

# Class Participation

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

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.

**Electronics. To encourage participation and enable all students to focus on the class discussions without distraction, I require that students only use electronic devices to take notes (laptops or tablets) Please do not use any other electronic devices unless expressly requested to do so by me. (See Marshall Guidelines for additional details.)**

# 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. 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.

**CLASS SCHEDULE FALL 2016**

**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  2 | 8/22  8/24 | Introduction to class & Marketing Communications  Assignment Discussion Digital Disruption – Internet Effect | *Solis: 1 & 2.1* |
| 3  4 | 8/29  8/31 | MARCOM Participants & Roles  Setting Objectives & Budgeting |  |
| X  5 | 9/5  9/7 | **HOLIDAY NO CLASS**  The Internet Effect & New Marketing Mix |  |
| 6  7 | 9/12  9/14 | The Consumer – Ground Zero -  Consumer Behavior – Creating Personas | Solis: 6.0  Solis: 3.0,3.1,3.2 |
| 8  9  10  11 | 9/19  9/21  9/26  9/28 | Path To Purchase  Consumer Experience, Project Discussion/Update  Brand Experiences  Positioning – Don’t Leave Home Without It  **TEAM PROJECT - DIGITAL AUDIT SUBMISSION** | Solis: 5.0 |
| 12  13 | 10/3  10/5 | Creative Strategy Planning  **QUIZ 1** |  |
| 14  15 | 10/10  10/12 | Core Campaign Idea development  Digital Ecosystem & Mobile Essential |  |
| 16  17  18  19 | 10/17  10/19  10/24  10/26 | Content Marketing  Media Planning & Strategy  Traditional Media & Digital Interaction  Digital Marketing/Role Of Search | Solis: 4.0 |
| 20  21 | 10/31  11/2 | Social Media & Mobile  Social Media – Brand Case Discussion |  |
| 22  23 | 11/7  11/9 | Promotion & Brand Case Discussion  Public Relations & “What’s Next” |  |
| 24  25 | 11/14  11/16 | **Team Presentations**  **Team Presentations** |  |
| 26  X | 11/21  11/23 | **Team Presentations**  **NO CLASS** |  |
| 27  28 | 11/28  11/30 | Assignment Roundup & Class Review  **FINAL QUIZ** |  |