



CMGT 599: Marketing Communication Theory and Application Fall 2018

Location: TBD

Instructor: Courtney Pade, Ph.D.

Office: ASCJ 321J

Office Hours: Before class

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Course Description

This marketing capstone course will build on your previous coursework by bridging theory, research, and practice to explore current issues that are facing marketing communication professionals. Each week will be devoted to a contemporary or emerging topic in the field. Through reading academic research, case studies, book chapters, and popular press pieces, this class will explore how marketers can best understand this rapidly-changing landscape.

This course will fulfill the capstone requirement for CMGT students in their penultimate or last semester. It is designed to illustrate the cumulative knowledge you have gained from prior coursework. While not mandatory, you are encouraged to have taken at least one CMGT marketing class before enrolling in this capstone.

Learning Objectives

- Examine central bodies of research within marketing communications
- Evaluate competing positions in academic debates
- Develop the ability to synthesize research in a productive way
- Understand the broad landscape of the marketing communication field
- Create a dialogue with practitioners through interviews
- Apply key ideas from academic work to specific current examples within marketing communication
- Conduct reviews of academic literature to evaluate the merits of a range of marketing communication literature, and synthesize these findings into a report and oral presentation

Required Readings and Supplementary Materials

Please purchase the following book from your preferred retailer:

Kahneman, D. (2011) *Thinking, Fast and Slow*. Farrar, Straus, and Giroux, New York.

All other readings will be on Blackboard.

Description and Assessment of Assignments

Weekly Application Assignments (25%)

After reading the week's assigned material, you will need to find an example that you think demonstrates the ideas about which you've read. It is also important for your assignment to integrate the ideas from across all your week's readings. If you decide to focus in on one of the readings, be sure that you demonstrate your understanding of how it fits into the broader set of readings. These weekly applications are an opportunity for you to demonstrate that you have engaged with and understand your readings. Your example could take one of three general forms:

1. Academic article: Locate, read, and summarize an academic article that presents a related theory, case example, etc. Draw connections between the ideas in the article and those you read for class.
2. Interview: Talk to someone in the field about something in the reading. Ask them whether their experiences are consistent with the ideas presented in the readings, how the ideas might be useful in their work, etc. (This modality should include your own assessment of what you learned in the interview in addition to reporting the contents of the interview.)
3. Popular press/personal example: Read the newspaper or trade journals (Ad Age, etc) or think through your own experiences and find a story that relates to the week's readings.

During the semester you will post nine assignments, three of each type. One week of your choosing can be used as "freebies" (you don't need to post an assignment those weeks).

The format of the posted assignment could take a variety of forms. It could be several paragraphs of text; it could be a narrated PowerPoint presentation; or it might include audio files or visual examples.

These will be posted on our class Wordpress blog. You are required to comment on two of your classmates' assignments per week.

Midterm Paper (25%)

Conduct a 7-9 page literature review on one of the weekly topics or choose your own topic within Marketing Communication. This should be a topic that is timely and relevant. This will be an in-depth dive into one area of the literature to explore how academic researchers are examining an important issue facing marketing communication professionals today.

Final Paper and Presentation (35%)

For the Final Paper you will revise the midterm paper, and include 5-7 pages of application. You will choose a brand and explain how this brand could benefit from the key ideas set forth in your literature review. The oral presentation is a very important part of the assignment. In many situations, an oral presentation is all that the evaluators see. It should be polished and professional.

Participation (15%)

Class participation is an essential component of this class. We will spend time in class discussing the readings and working through cases that deal with challenges. You will be expected to come to class prepared, having read the assigned readings, with questions/comments prepared on those readings, and with case questions or application examples when requested. If you want to be sure you will receive a high participation grade, you should volunteer your thoughts, ideas, and responses verbally in class each week. This demonstrates both your engagement and your preparation. Sitting quietly does not contribute positively to the class.

Missing class: If you miss a class you will be expected to write a two-page paper on that week's material. You will discuss the topic with the instructor ahead of time and the paper will be due the date of the missed class. Failure to submit a paper will result in lowering the participation score by 10%.

Grading Scale

Letter Grade	Grade Range
A	93-100%
A-	90-92.99%
B+	87-89.99%
B	83-86.99%
B-	80-82.99%
C+	77-79.99%
C	73-76.99%
C-	70-72.99%
D	60-69.99%
F	59.99% or less

Paper Guidelines

All documents should be in Microsoft Word format. Papers must be type-written or word-processed, double-spaced, with 12 point font. Make sure you keep a copy of all submitted papers. Please ensure that each paper is written in APA style. Refer to the APA manual (6th Edition). Finally, typos and spelling errors are unforgivable at this level and reflect poorly on you. All page length requirements are for double-spaced pages, with 1-inch margins, in 12-point Times New Roman font.

Course Schedule: A Weekly Breakdown

	Topics/Daily Activities	Readings	Deliverable
Week 1 8/20	Introduction to the course How does marketing work?	Start reading Kahneman (see Week 2)	
Week 2 8/27	Theories of consumer decision making	<p>READ IN ORDER:</p> <p>Kahneman, D. (2011) <i>Thinking, Fast and Slow</i>. Chapters 1-5.</p> <p>Barden, P. (2013) <i>Decoded: The science behind why we buy</i>. Chapter 1</p> <p>White, K., Lin, L., Dahl, D., & Ritchie, R. (2016). When do consumers avoid imperfections? Superficial packaging damage as a contamination clue. <i>Journal of Marketing Research</i>, 53(1), 110-123.</p>	Application assignment
Week 3 9/3	Labor day		
Week 4 9/10	Role of emotion in marketing communications	<p>Berger, J. (2013). <i>Contagious: Why things catch on</i>. New York : Simon & Schuster Chapter 3</p> <p>Simon, J. (2017). Feel more, click more: The impact of emotion in interactive digital advertising. <i>ESOMAR Conference papers</i>.</p> <p>Sudbury-Riley, L., & Edgar, L. (2016). Why Older Adults Show Preference for Rational Over Emotional Advertising Appeals: A U.K. Brand Study Challenges the Applicability Of Socioemotional Selectivity Theory to Advertising. <i>Journal of Advertising Research</i>, 56(4), 441-455.</p> <p>Shen, F., & Morris, J. (2016). Decoding neural responses to emotion in television commercials: An integrative study of self-reporting and fMRI measures. <i>Journal of Advertising Research</i>, 56(2), 193-204.</p>	Application assignment
Week 5 9/17	Earning loyal customers	<p>Sharp, B. (2010). <i>How brands grow: What marketers don't know</i>. South Melbourne, Vic: Oxford University Press. Ch 2, 7, 11</p> <p>Black, A. (2015). Loyalty exists but not as we knew it. <i>ADMAP</i>.</p>	Midterm Topic Due Application assignment

		Facebook People Insights. (2016). <i>Modern loyalty: Love in a time of infinite choice</i> . https://www.facebook.com/iq/articles/modern-loyalty-love-in-a-time-of-infinite-choice?ref=wpinsights_rd	
Week 6 9/24	Artificial Intelligence and Marketing	How Harley-Davidson Used Artificial Intelligence to Increase New York Sales Leads by 2,930%. (2017). <i>Harvard Business Review Digital Articles</i> , 2-5. Brundage, M. et al (2018). The Malicious Use of Artificial Intelligence: Forecasting, Prevention, and Mitigation. <i>Electric Frontier Foundation</i> . Read Pp. 1-27 Tice, D. & Paige, M. (2017) Alexa, how disruptive are you? <i>ARF Experiential Learning, Audience Measurement</i> . McConnell, T. (2017). Programmatic media and artificial intelligence. <i>WARC</i> .	Application assignment
Week 7 10/1	Mobile	Southgate, D. (2017). The emergence of Generation Z and its impact in advertising: Long-term implications for media planning and creative development. <i>Journal of Advertising Research</i> , 57(2), 227-235. Berman, B. (2016). Planning and implementing effective mobile marketing programs. <i>Business Horizons</i> , 59(4), 431-439. Abromovich, G. (2015). Marketing to Gen Z. <i>Ad Age</i> . http://adage.com/article/adobe-marketing-cloud/marketing-z-mobile-generation/299589/ FIND A MOBILE AD or APP ad and explain how and why you received it	Application assignment
Week 8 10/8	WOM and viral content	Berger, J. (2013). <i>Contagious: Why things catch on</i> . New York : Simon & Schuster intro, chapter 1 Araujo, T., Neijens, P., & Vliegenhart, R. (2015). What Motivates Consumers to Re-Tweet Brand Content? The Impact of Information, Emotion, and Traceability on Pass-Along Behavior. <i>Journal of Advertising Research</i> , 55(3), 284-295. Yuki, T. (2015). What makes brands' social content shareable in Facebook?: An analysis that demonstrates the power of online trust and attention. <i>Journal of Advertising Research</i> , 55(4), 458-470.	Midterm Due
Week 9 10/15	Experiential marketing & augmented reality	Scholz & Smith (2016). Augmented reality: Designing immersive experiences that maximize consumer engagement, <i>Business Horizons</i> . Vickers, J. (2017, October). Get the most from experiential marketing. <i>Admap</i> . Bershtein, R. (2018). Digital marketing in the age of virtual and augmented reality. <i>Forbes</i> .	Application assignment

Week 10 10/22	Multicultural Marketing Communication	<p>Nielsen (2015). The multicultural edge: Rising super consumers.</p> <p>Johnson, G. & Greir, S. (2011). Targeting without alienating: Multicultural advertising and the subtleties of targeted advertising. <i>International Journal of Advertising</i>, 30(2), 233-258.</p> <p>Maheshwari, S. (2017). Different ads, different ethnicity, same car. <i>New York Times</i>. https://www.nytimes.com/interactive/2017/10/12/business/media/toyota-camry-ads-different-ethnicities.html</p>	Application assignment
Week 11 10/29	Brands and Communicating Activism	<p>Oster, E. (2018). Majority of consumers want brands to take a stand on social and political issues according to a new study. <i>Ad Week</i>. http://www.adweek.com/brand-marketing/majority-of-consumers-want-brands-to-take-a-stand-on-social-and-political-issues-according-to-new-study/</p> <p>Weber Shandwick. (2017). CEO activism in 2017: High noon in the c-suite.</p> <p>Bae, M. (2018). Overcoming skepticism toward cause-related marketing claims: The role of consumers' attributions and a temporary state of skepticism. <i>Journal of Consumer Marketing</i>, 35(2), 194-207.</p>	Application assignment
Week 12 11/5	Social Media and Brands in Crisis	<p>Dijkmans, C. Kerkhof, P. & Beukeboom, C. (2015). A stage to engage: Social media use and corporate reputation. <i>Tourism Management</i>, 47, 58-67.</p> <p>Pace, S., Balboni, B., & Gistri, G. (2017). The effects of social media on brand attitude and WOM during a brand crisis: Evidences from the Barilla case. <i>Journal of Marketing Communications</i>, 23(2), 135.</p> <p>Oelschig, M.(2018). Keep calm and carry on: How to manage a social media criss. <i>Market Leader</i>, 1.</p>	Application assignment
Week 13 11/12	Ethics and security in marketing	<p>Confessore, N. (2018). The follower factory. <i>New York Times</i>. https://www.nytimes.com/interactive/2018/01/27/technology/social-media-bots.html?</p> <p>Other readings TBD</p>	Application assignment
Week 14 11/19	Presentations		
Week 15	Presentations		

11/26			
FINAL	Final Paper Due		Date: For the date and time of the final for this class, consult the USC <i>Schedule of Classes</i> at classes.usc.edu .

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 Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. 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>.

Support Systems:

Student Counseling Services (SCS) – (213) 740-7711 – 24/7 on call

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention. engemannshc.usc.edu/counseling

National Suicide Prevention Lifeline – 1 (800) 273-8255

Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. www.suicidepreventionlifeline.org

Relationship and Sexual Violence Prevention Services (RSVP) – (213) 740-4900 – 24/7 on call

Free and confidential therapy services, workshops, and training for situations related to gender-based harm. engemannshc.usc.edu/rsvp

Sexual Assault Resource Center

For more information about how to get help or help a survivor, rights, reporting options, and additional resources, visit the website: sarc.usc.edu

Office of Equity and Diversity (OED)/Title IX Compliance – (213) 740-5086

Works with faculty, staff, visitors, applicants, and students around issues of protected class. equity.usc.edu

Bias Assessment Response and Support

Incidents of bias, hate crimes and microaggressions need to be reported allowing for appropriate investigation and response. studentaffairs.usc.edu/bias-assessment-response-support

The Office of Disability Services and Programs

Provides certification for students with disabilities and helps arrange relevant accommodations. dsp.usc.edu

Student Support and Advocacy – (213) 821-4710

Assists students and families in resolving complex issues adversely affecting their success as a student. EX: personal, financial, and academic. studentaffairs.usc.edu/ssa

Diversity at USC

Information on events, programs and training, the Diversity Task Force (including representatives for each school), chronology, participation, and various resources for students. diversity.usc.edu

USC Emergency Information

Provides safety and other updates, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible. emergency.usc.edu

USC Department of Public Safety – UPC: (213) 740-4321 – HSC: (323) 442-1000 – 24-hour emergency or to report a crime.
Provides overall safety to USC community. dps.usc.edu