

MKT-405 Advertising & Promotion Management
Syllabus – Spring 2020

Section: 16472 (JFF 322)
Professor: Hank Wasiak
Office:
Office Hours: By appointment (before or after class)
Email: wasiak@usc.edu
Phone: 646-236 9014
Website: www.hankwasiak.com, www.thewisdomguy.com

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. Business and marketing has been digitally transformed. The explosion of social media, ubiquity of smart mobile connectivity and the resultant data deluge have transformed 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 brought to life through the lens and practice of doing business in the digital era.

COURSE DESCRIPTION

This course will provide an understanding of how to most effectively plan and develop an Omni-Channel Marketing Communications Program in today's digital and inter-connected world. 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, and global marketplace. Marketing communications have moved beyond Integrated Marketing Communications to the dynamic practice of Omni-Channel Marketing and delivering customer experiences 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 an effective Omni-Channel Communications Plan.

COURSE OBJECTIVES

The following objectives are measurable marketing communications skills and areas of marketing knowledge that students will have mastered by the end of the course. They support the *Marshall School of Business Learning Goals*, as found later in this syllabus. The primary objectives of this course are for you to:

1. Become fluent in the use and understanding of marketing communications concepts.
2. Be able to apply marketing concepts to create/critique marketing communications plans.
3. Research and analyze consumers and identify target markets/consumers to create effective communications plans.
4. Develop a marketing communications plan based on a provided brief.
5. Be able to apply marketing concepts to create/critique marketing/advertising content.
6. Be able to employ critical thinking to make marketing communications decisions.
7. Spark creative thinking and encourage innovative solutions to business challenges and opportunities.
8. 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.
9. Students will apply interpersonal communication strategies when working with their teams.

The above will be achieved via text, discussion of real-time current events/developments, lectures, creative discussion sessions, and creation of a marketing communications program that will provide a firm understanding of marketing communications principles/theory and practice on both an individual and team basis.

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 COURSE MATERIALS

TEXTBOOK: (E-Book version available) *Advertising and Integrated Brand Promotion, 8th Edition* (By: Thomas O'Guinn, Chris Allen, Richard J. Semenik, Angeline Close Scheinbaum)

ADDITIONAL BOOK: (Available on Amazon and USC Bookstore) *Solis, Brian, (2015) X: The Experience When Business Meets Design (Required)*

Each student should 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 Additional Readings

- *Advertising Age, Mashable, Tech Crunch*
- **Selected Blogs and RSS Feeds**
- **Hasen, Jeff (2015) *The Art of Mobile Persuasion***
- **Stengel, Jim (2011) *Grow***
- Access to Blackboard. All course content will be added to Blackboard (<http://learn.usc.edu>) as the class progresses. In addition, all Course Assignments will be posted under “Assignments” on Blackboard for reference. Please contact x03000 (Marshall Help Desk) if you do not know your USC account name and password or if you have any trouble accessing material from this class.
- Access to Marshall Library’s databases and resources.
- Access to industry and business publications such as Advertising Age and ADWEEK.com through the internet.

Prerequisites and Recommended Preparation

- **Prerequisites: BUAD 307, COMM 200, COMM 302, or PR 340 or MKT 385.**
- **Blackboard:** Slides from lectures will be available on Blackboard prior to class. If you have any questions or need assistance with the Blackboard Course Pages, please contact the Marshall HelpDesk at 213-740-3000 or HelpDesk@marshall.usc.edu.

ATTENDANCE POLICY

Attendance is expected and essential. Your ability to benefit from the course and contribute to the class is 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 their mobile devices & 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.

COURSE INFORMATION: GRADING, ASSIGNMENTS, AND SCHEDULE

Course Notes

All class information and slides will be posted to Blackboard. Please note that the class slides may not capture all examples, exercises, or discussion that occur during class. In addition, I have requested classes to be taped, but that is dependent on technology and therefore is not 100% reliable. Taped classes do not substitute for active attendance and participation, which is graded. For acceptable usage, refer to Class Notes Policies.

Grading Policies

Final grades represent how you perform in the class relative to other students. Your grade will not be based on a mandated target or curve, but rather on your performance. Historically, the average grade for this class is a B+. Three items are considered when assigning final grades:

1. Your average weighted score as a percentage of the available points for all assignments (the points you receive divided by the number of points possible).
2. The overall average percentage score within the class.
3. Your ranking among all students in the class.

Points will be based on two tests, three ad hoc team invention sessions (in class), a team marketing plan program created and presented by your formal team, and class participation/contribution. Combined, these have a total of 400 points possible, as shown below.

Assignment	Type	Total Points	% of Grade	Due Dates
Class Participation	Individual	40	10%	See Calendar
3 Invention Sessions	Teams	60	15%	See Calendar
2 Tests	Individual	200	50%	See Calendar
MARCOM Plan	Formal Teams	100	25%	See Calendar
TOTAL		400	100%	

The Marshall School of Business Learning Goals:

Emphasis will be placed on the USC Marshall School of Business learning goals as follows:

Goal	Description	Course Emphasis
1	Our graduates will understand types of markets and key business areas and their interaction to effectively manage different types of enterprises.	Moderate
2	Our graduates will develop a global business perspective. They will understand how local, regional, and international markets, and economic, social and cultural issues impact business decisions so as to anticipate new opportunities in any marketplace.	Low
3	Our graduates will demonstrate critical thinking skills so as to become future-oriented decision makers, problem solvers and innovators	High
4	Our graduates will develop people and leadership skills to promote their effectiveness as business managers and leaders.	High
5	Our graduates will demonstrate ethical reasoning skills, understand social, civic, and professional responsibilities and aspire to add value to society.	Low
6	Our graduates will be effective communicators to facilitate information flow in organizational, social, and intercultural contexts.	High

Course Calendar/Class Sessions

Please refer to the separate Course Calendar.

Assignment Submission Policy

All assignments are due on the date assigned, before class starts, in the specified format(s). Assignments received after class starts, but before the end of class, will be penalized 10%. Assignments received after class, but on the same day, are penalized 20%. A 30% penalty applies to any late exams, projects, or presentations (which must be completed before the next scheduled class period or within 48 hours).

ASSIGNMENT OVERVIEW

Team Invention Sessions (3)

Students will be placed into “marketing consulting teams” in class comprised of 5-6 students per team. The teams will tackle 3 creative marketing challenges to invent new marketing approaches based upon the previous lectures. These sessions are designed to be concentrated work session with intense creative ideation. Each project is worth roughly 20 points, so the 3 assignments total to 60 points and represent 15% of your point total. All but one invention session will be completed in-class so that students do not have to arrange out-of-class meetings. A very brief oral presentation of selected teams' "solutions" will occur at the end of class and a discussion will follow. I will provide any needed materials/forms. A student must be present to be awarded points given to his or her ad hoc team, so please make sure you are in class that day.

Formal Team Marketing Communications Plan Project

This project is the formal team's effort to use the marketing communications principles discussed throughout the semester to develop a comprehensive marketing communications program. Full details will be provided in a separate assignment briefing document. This is worth 100 points (25% of the total grade) and will include two components:

1. **Executive Summary:** A typed written one-page paper single spaced that provides highlights of the category, strategy, target audience, benefit to be delivered via the product/service components, and the financial implications. Basically, this is the topline for the CEO. *5 pts*
2. **Annotated Power Point:** Deck to be delivered in a live 20-minute presentation.

The Executive Summary, Power Point deck and presentation will be graded and contribute to the overall final project grade.

Evaluation of Your Work

You may regard each of your assignments as an “exam” in which you apply what you’ve learned according to the assignment. I will do my best to make my expectations for the various assignments clear and to evaluate them as fairly and objectively as I can. If you feel that an error has occurred in the grading of any assignment, you may, within 2 days of the date the assignment is returned to you, write me a memo in which you request that I re-evaluate the assignment. Attach the original assignment to the memo and explain fully and carefully why you think the assignment should be re-graded. The re-evaluation process can result in three types of grade adjustments: positive, none, or negative.

Tests (2) (Dates Listed in Class Calendar)

There will be two tests during this course worth 100 points each, representing 50% of your total grade. The tests will primarily focus on material covered in class lectures and in-class exercises. The tests are not directly cumulative, but knowledge about marketing communication acquired early in the semester is expected for the second test. Each test consists of multiple-choice questions and brief essays.

Students are expected to take tests at the scheduled times. Consistent with University policy, makeup tests will be given only to students who have written proof of illness or other emergencies. If you cannot take a scheduled test due to an official University activity, it is your responsibility to let me know at least one week prior to the scheduled test and have official documentation. If you fail to attend a test without prior notice and without a medical or other emergency excuse, you will receive a grade of zero for that test.

Class Notes & Materials Policy

Notes or recordings made by students based on a university class or lecture may only be made for purposes of individual or group study, or for other non-commercial purposes that reasonably arise from the student's membership in the class or attendance at the university. This restriction also applies to any information distributed, disseminated, or in any way displayed for use in relationship to the class, whether obtained in class, via email, or otherwise on the Internet, or via any other medium. Actions in violation of this policy constitute a violation of the Student Conduct Code and may subject an individual or entity to university discipline and/or legal proceedings.

No recording and copyright notice. No student may record any lecture, class discussion or meeting with me without my prior express written permission. The word "record" or the act of recording includes, but is not limited to, any and all means by which sound or visual images can be stored, duplicated or retransmitted whether by an electro-mechanical, analog, digital, wire, electronic, or other device or any other means of signal encoding. I reserve all rights, including copyright, to my lectures, course syllabi and related materials, including in class exercises and worksheets, study guides, summaries, PowerPoint's, case paper questions and analysis, project formats, prior exams, answer keys, and all supplementary course materials available to the students enrolled in my class whether posted on Blackboard or otherwise. They may not be reproduced, distributed, copied, or disseminated in any media or in any form, including but not limited to all course note-sharing websites. Exceptions are made during the semester only for students who have made prior arrangements with DSP and me.

ADDITIONAL INFORMATION

Add/Drop Process

If you are absent six or more times prior to the last day to withdraw from a course with a grade of "W", I may ask you to withdraw from the class by that date. These policies maintain professionalism and ensure a system that is fair to all students.

Retention of Graded Coursework

Final exams and all other graded work which affect the course grade will be retained for one year after the end of the course *if* the graded work has not been returned to the student (i.e., if I returned a graded paper to you, it is your responsibility to file it, not mine).

Technology Policy: Important. Be "Present" In Class.

Laptop and Internet usage is not permitted during academic or professional sessions unless otherwise stated by the respective professor and/or staff. Use of other personal communication devices, such as cell phones, is considered unprofessional and is not permitted during academic or professional sessions. ANY e-devices (cell phones, PDAs, I-Phones, Blackberries, other texting devices, laptops, I-pods) must be completely turned off during class time. Upon request, you must comply and put your device on the table in off mode and FACE DOWN. You might also be asked to deposit your devices in a designated area in the classroom. Videotaping faculty lectures is not permitted due to copyright infringement regulations. Audiotaping may be permitted if approved by the professor. Use of any recorded or distributed material is reserved exclusively for the USC students registered in this class.

USC 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” <https://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. <https://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. <http://www.suicidepreventionlifeline.org>

Relationship & 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. <https://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: <http://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. <https://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. <https://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 & Advocacy – (213) 821-4710

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

Diversity at USC – <https://diversity.usc.edu/>

Tabs for Events, Programs and Training, Task Force (including representatives for each school), Chronology, Participate, Resources for Students

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

Students with Disabilities

USC is committed to making reasonable accommodations to assist individuals with disabilities in reaching their academic potential. If you have a disability which may impact your performance, attendance, or grades in this course and require accommodations, you must first register with the Office of Disability Services and Programs (www.usc.edu/disability). DSP provides certification for students with disabilities and helps arrange the relevant accommodations. 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 me (or to your TA) as early in the semester as possible. DSP is located in GFS (Grace Ford Salvatori Hall) 120 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776. Email: ability@usc.edu.

Emergency Preparedness/Course Continuity

In case of a declared emergency if travel to campus is not feasible, the *USC Emergency Information* web site (<http://emergency.usc.edu/>) will provide safety and other information, including electronic means by which instructors will conduct class using a combination of USC's Blackboard learning management system (blackboard.usc.edu), teleconferencing, and other technologies

Course Advisory

Students need to be flexible and open to the learning process. Additional readings and/or assignments may be added at the discretion of the professor. Furthermore, unforeseen circumstances may arise which mandate changes in the content and/or structure of the course.

COURSE CALENDAR/CLASS SESSIONS

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 CALENDAR AND TOPIC/READING SCHEDULE

Date	Topics	Reading/Chapter
1/13	Introduction to class & Marketing Communications	<i>Solis</i> : 1 & 2.1
1/15	Assignment Discussion/Digital Disruption – Internet Effect	
1/20	NO CLASS – MLK HOLIDAY	Text: 1 & 2
1/22	IBP Overview & Industry Structure	
1/27	IBP Overview & Industry Structure	Text: 5
1/29	Invention Session 1 (details provided separately)	
2/3	IBP Consumer – Ground Zero	Text: 5
2/5	Consumer Segmentation – Research – Creating Personas – Value Proposition	Text: 6 & 7 <i>Solis</i> : 3.0, 3.1, 3.2
2/10	Brand Positioning	Text: 6
2/12	Marketing Planning – Developing Marketing Plan	Text: 8
2/17	NO CLASS – HOLIDAY	
2/19	Marketing Planning & Consumer Path to Purchase	<i>Solis</i> : 5.0
2/24	Creating Consumer & Brand Experiences	<i>Solis</i> : 5.1
2/26	TEST 1	
3/2	Creative Planning, Strategy, & Creative Brief	Texts: 10 – 11
3/4	Digital Ecosystem & Creative Content Development	<i>Solis</i> : 4.0
3/9	Invention Session 2	
3/11	Media Planning & Strategy, Role of Mobile	Text: 12

3/16	NO CLASS – SPRING BREAK	
3/18	NO CLASS – SPRING BREAK	
3/23	Traditional Media & Digital Interaction	Text: 14
3/25	Digital & The Role of Search – Brand Case Discussion	
3/30	Social Media	
4/1	Sales Promotion, Point of Purchase, Packaging	Text: 15
4/6	Experiential/Event Marketing, Branded Entertainment, Direct Marketing	Text: 16 & 17
4/8	Invention Session 3	
4/10	Public Relations, Influencer Marketing	Text: 18
4/13	What's Next/Evolution	
4/15	Project Team Presentations	
4/17	Project Team Presentations	
4/22	Project Team Presentations	
4/29	Assignment Wrap Up & Class Review	