

Section: 14836 (Thursdays 2:00 – 3:50 PM Pacific Time)
Professor: Hank Wasiak
Zoom Meeting ID: Found via Blackboard under “USC Zoom Pro Meeting”
Office: ZOOM – Palm Springs, CA
<https://usc.zoom.us/my/hankwasiak>
Office Hours: By appointment – Available any time
Email: wasiak@usc.edu
Phone: 646-236-9014
Website: www.hankwasiak.com, www.thewisdomguy.com,
www.madmanhappyfarmer.com

NOTE: This class will be taught 100% ONLINE using Zoom.

CLASS DAYS AND TIMES

A “lecture” class is reserved on your schedule for Thursdays 2:00 – 3:50 PM, (14836). This time is used for the mid-term, and to reserve the final exam time.

Otherwise, the lecture material will consist of asynchronous (recorded) lecture segments, readings, and exercises posted under “assignments.” Students gain flexibility about when to complete the material each week, but should do so prior to their assigned discussion time, which is live and online. Your assigned discussion time is one of the following:

Thursday

10:00 – 11:50 AM PT (Section 14838)

12:00 – 1:50 PM PT (Section 14840)

Friday

10:00 – 11:50 AM PT (Section 14842)

12:00 – 1:50 PM PT (Section 14844)

2:00 – 3:50 PM PT (Section 14846)

COURSE DESCRIPTION

COURSE CATALOG: “BUAD 307 is a fundamentals course. Emphasis is placed on providing a solid grounding in basic marketing terms and concepts. The course also begins to develop a general management viewpoint in the analysis, development, and evaluation of marketing decisions.”

Among business disciplines, marketing is the primary contact point between a firm and its customers. Marketing is the power tool and driver of business. The essence of marketing is the ability to move people to take action—from purchasing a product or service, to building

communities of like-minded people, to saving lives and everything in between. This class will help you learn how organizations create value by evaluating market opportunities, understanding buyers' needs, attracting purchasers, and building customer relationship. Marketing provides an awesome opportunity (and an even more profound responsibility) to create and build positive momentum.

The essence and nature of marketing has evolved and is going through a dynamic and profound digital transformation. Digital technology and empowered consumers are at the epicenter of these changes. The digital transformation of business has brought about more change to the practice of marketing in last 10 years than the past 45 combined. The old playbooks are being tossed aside. It's exciting to be part of creating new ones. 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 OBJECTIVES

The following objectives are measurable marketing 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.

Upon completion of this course, students should be able to:

1. Apply fundamental marketing terms, concepts, principles, and theories and their effective applications to real-world situations in a global market.
2. Describe how the marketing function is organized and fits into an organization, including the relationships between marketing issues and those of other business disciplines.
3. Make effective marketing decisions in real world settings using critical thinking skills.
4. Effectively communicate marketing analysis.
5. Effectively collaborate to analyze marketing options.
6. Identify and make judgments about questionable marketing practices by applying an ethical decision framework.
7. Identify and evaluate the advantages, disadvantages, opportunities, and tradeoffs involved in different marketing strategies and choices.
8. Address the dual roles of formal analysis and creativity in designing and implementing effective marketing programs.

COURSE FORMAT / BLACKBOARD

This course is taught in a flipped format. All course materials are found in Blackboard (<https://blackboard.usc.edu>) It is expected that students will have completed all required activities and assignments *before* attending their class session each week. Students should ensure that they can access all of the online tools via Blackboard prior to the start of classes.

Please also make sure you installed the Zoom application on your computer and that you are accessing the class link via your USC Blackboard account.

In Blackboard you will see the course listed twice. Section 14836 will be the main class site and contain all course material, including the pre-recorded lecture modules in the "Recorded Modules w/ Slides" folders. You'll also see a discussion section listed, which will only be used to provide Zoom access and the follow-up recordings. At the scheduled time, access the live class by going to the discussion section in Blackboard, clicking on the "USC Zoom Pro Meeting" link (left column), and then joining the session.

Zoom is the platform used for all online sessions and online office hours. A link and instructions to join the Zoom sessions will be posted in the Blackboard Course Pages. For more information about Zoom, go to: [Zoom Support Tutorials](#)

REQUIRED COURSE MATERIALS

Available on Amazon and USC Bookstore

- Dhruv Grewal and Michael Levy (2021), [M: Marketing, 7th ed.](#) McGraw-Hill Irwin, ISBN-13: 9781260260359.

OR...

... the same book (2019), *M: Marketing*, 6th ed, ISBN-13: 9781260587159. (*If a 6th edition is a much better deal, it is 95% similar, and will work fine for our purposes.*)

- Wasiak, Hank (2021), *From Mad Man to Happy Farmer* W. Brand Publishing, ISBN 1950385485. <https://amzn.to/37ChM6J>

COURSE NOTES

Copies of lecture slides and other class information are available through Blackboard.

ATTENDANCE POLICY

Your ability to benefit from the course and contribute to the class is dependent upon your attendance—live and/or asynchronously. Unless accommodated as described below, attendance and active participation is expected at the synchronous Zoom class sessions.

For students who are located in a time zone where the synchronous class sessions or exams fall outside the window of 7:00 AM to 10:00 PM. in your local time zone, please contact me. You will not be penalized for not attending the live Zoom class sessions. The Zoom sessions will be recorded and posted on Blackboard, and you will be responsible for watching the recorded sessions. Exams and other synchronous assessments/assignments will be scheduled for students to be able to complete the assessment between 7:00 AM to 10:00 PM in your local time zone.

The quality and quantity of activity will be factored into the Class Participation grade. Also, if students have questions about any of the lecture material please contact me for discussion and clarification.

ZOOM REQUIREMENTS

- This class will be taught exclusively on Zoom and the sessions will be recorded for those in time zones in which their local time is outside of “reasonable learning hours” of 7:00 AM to 10:00 PM.
- Students are to use their full names on Zoom.
- Students are required to be logged in for the entirety of each session and to have their cameras turned on (you may use a virtual background as long as it is not inappropriate).
- Students are required to be 100% engaged and not to be multitasking with diversions on any social media or assignments for other classes.
- To help inspire engagement, students will be randomly called upon, will be required to participate in polls, chat, breakout rooms, and will be required to provide reactions to marketing elements such as commercials. Quantity/quality of contributions counts toward participation.
- The chat function is for use when communicating to me or everyone; no private chat is allowed.
- Mute microphone when not speaking.
- If you have technical issues, contact support at HelpDesk@marshall.usc.edu or 1-213-740-3000.

All class information and slides will be posted to Blackboard and class sections will be recorded via Zoom for future reference.

COURSE INFORMATION: GRADING, ASSIGNMENTS, AND SCHEDULE

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 around 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.

Combined, these have a total of 400 points possible, as shown below:

Assignments	Type	Total Points	% of Grade	Due Date
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Class Participation	Individual	40	10%	See Calendar
Market Research Participation	Individual	12	3%	See Calendar
2 Exams (Midterm + Final)	Individual	220	55%	See Calendar
Marketing Plan	Formal Teams	108	27%	See Calendar
Certification Training	Individual	20	5%	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.	Moderate
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.	High
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 Course Calendar below or click on the hyperlink.

Assignment Submission Policy

- All assignments (exams, projects, presentations) are due on the date assigned, before class starts, in the specified format(s).
- Assignments received after class starts, but before the end of the class period, will be penalized 10%.

- Assignments received after class, but on the same day (by 11:59 PM PT), will be penalized 20%.
- Late assignments after this point will be accepted if submitted before the next scheduled class period or within 48 hours of the due date with a 30% penalty.

ASSIGNMENT OVERVIEW

CLASS PARTICIPATION (40 pts / 10% of grade)

Each student is expected to attend and actively participate in every synchronous class in a positive and respectful discussion via verbally, using Zoom's chat function and being actively engaged.

Experiential Learning Sessions (ELC)

Each student is expected to participate in these sessions. They will not be graded but your attendance and involvement will contribute to the class participation score. These are excellent hands-on learning opportunities that you will enjoy and learn from. The following are the links for each section that you will use to join the work sessions on the days listed in the calendar.

Section	Time	Zoom Link
14838	Thursday 10:00 AM PT	http://bit.ly/Thurs10AMELC
14840	Thursday 12:00 PM PT	http://bit.ly/Thurs12PMELC
14842	Friday 10:00 AM PT	http://bit.ly/Friday10AMELC
14844	Friday 12:00 PM PT	http://bit.ly/Friday12PMELC
14846	Friday 2:00 PM PT	http://bit.ly/Friday2PMELC

MARKET RESEARCH PARTICIPATION (12 pts / 3% of grade)

All students will be asked to participate in 12 brief online studies sponsored by Marketing Department Faculty, each requiring about 10 minutes (so the total time commitment will be approx. 2 hours).

This is a requirement of the Marketing Department and is beyond the control of the instructor. A separate handout, which will be posted on Blackboard, describes this requirement in more detail. This document will also include instructions on how to register for these studies and explain the process behind this program. Any questions on registering for and participating in research studies should be directed to Brian Huh (huhb@marshall.usc.edu), manager of the

Marshall Behavioral Lab. Please register in the research participation interface at your earliest convenience so that you will receive notifications of ongoing studies.

Should you object to participating in research studies, let me know by January 28th, and I will provide you with topics for which you can write two papers (approx. 3 pages each) in lieu of participating in the studies. Each paper is graded. Please note that this option is not designed as a make-up assignment.

2 EXAMS (220 points / 55% of grade) (Dates Listed in [Course Calendar](#))

There will be two exams (midterm and final) during this course worth 110 points each, representing 55% 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.

FORMAL TEAM MARKETING COMMUNICATIONS PLAN FINAL PROJECT (108 points / 27% of grade)

This project is the formal team's effort to use the marketing principles discussed throughout the semester to develop a comprehensive marketing plan. *Full details are provided in [Appendix A](#).* This will include two components:

1. **Executive Summary (27 points / 25% of assignment):** 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.
2. **Annotated Power Point + Presentation (81 points / 75% of assignment):** Deck to be delivered in a pre-recorded 15-minute presentation that should include the “script” and/or amplification for each slide in the notes and can reference additional material included in the appendix.

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

CERTIFICATION TRAINING (20 points / 5% of grade)

The purpose of this course element is to supplement learning from the class with practical hands-on training in a key MARCOM skill. This will be accomplished by the use of best-

practice knowledge-based training provided by two leading industry resources—*Google* and *HubSpot*. Both offer free training and certification that will build your expertise and your resume.

The courses are self-paced and must be completed by April 15 and you must submit certification via the survey link posted on Blackboard.

Listed below are 3 course offerings from which you can chose—SELECT ONE—that interests you the most and/or which would be helpful in your career. Complete the training, get certified, build your resume, expand your knowledge base, and earn 5% for your final grade. How good is that? Completing the certification is required to earn the grade points.

- **HubSpot Social Media Marketing / Content Marketing Training and Certification**
HubSpot is a well-known inbound marketing and sales platform, and they offer training and certification for various digital marketing promotion strategies. You will complete the HubSpot Academy training and certification for either *Social Media Marketing* OR *Content Marketing*. Information about the training and certification available at the following link: <https://academy.hubspot.com/certification-overview>.
- **Google Ads Search Training and Certification**
Google Ads is the premium paid ad platform online. You will complete the Google Ads Search training and certification exam on your own. Information about the training and certification found at the following link:
<https://skillshop.exceedlms.com/student/path/18128-google-ads-search-certification>.

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 CONDUCTION 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

Counseling and Mental Health - (213) 740-9355 – 24/7 on call
studenthealth.usc.edu/counseling

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

National Suicide Prevention Lifeline - 1-800-273-8255 suicidepreventionlifeline.org

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

Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press "0" after hours – 24/7 on call studenthealth.usc.edu/sexual-assault

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED)- (213) 740-5086 / Title IX – (213) 821-8298

equity.usc.edu, or titleix.usc.edu

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298

usc-advocate.symplicity.com/care_report

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity |Title IX for appropriate investigation, supportive measures, and response.

USC Support and Advocacy - (213) 821-4710 uscsa.usc.edu

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101 diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call dps.usc.edu, or emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call dps.usc.edu

Non-emergency assistance or information.

Office of Disability Services and Programs - (213) 740-0776 dps.usc.edu, ability@usc.edu.
USC is committed to making reasonable accommodations to assist individuals with disabilities in reaching their academic potential. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs. 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 (dps.usc.edu) 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 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.

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 Salvatore 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 schedules provides the thought flow and topic agenda for the course. The course will draw heavily on the textbook, synchronous lectures and be supplemented by 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.

Please note that there are separate schedules for Thursday and Friday classes. All the content is the same, but the Wellness Days had to be taken into account for the midterm exam. This necessitated shifting the midterm date for the Friday sessions from Friday, 3/12 to Thursday, 3/11 (details provided in the calendar).

Almost all of the discussion classes will be a flipped format – synchronous class discussion sessions with asynchronous lecture material and content (pre-recorded video/PDF/content links/text reading) provided in advance of the class. **This content will be used for class discussion/work sessions/breakout rooms, etc. so it is important that you view and absorb the asynchronous materials before class.**

You will get the most out of this course if you stay current, immerse yourself in the internet, digital tools and participate in class discussions. The detailed course calendar follows.

**All details in this schedule are subject to change with adequate notice.*

Please refer to the **first date** if you are registered for a **THURSDAY** discussion session and the **second date** if you are registered for a **FRIDAY** discussion session. Dates in **YELLOW** apply to **ALL SECTIONS**.

Week	Discussion Session	Topic	Pre-Work Reading/Material	Asynchronous Video Modules
1	1/21 or 1/22	Course Introduction, Marketing Strategy	Text CH 1 & 2; MMHF Intro, CH 1 pg. 5-6, CH 2 pg. 19-20, CH 7 pg.103-105	Hank Video
2	1/28 or 1/29	Digital Marketing: Mobile Ecommerce, Social Media, FINAL PROJECT TEAMS IDENTIFIED	Text CH 3; MMHF CH 5 pg. 70-71, CH 16 pg. 268-270	Prof. Lars Perner Videos
3	2/4 or 2/5	ELC ACTIVITY	See Assignment Overview (under “Participation” for description & Zoom link)	
4	2/11 or 2/12	Conscious Marketing & Corporate Responsibility	Text CH 4 & 5; MMHF CH 4 pg. 54-55, CH 17 pg. 286-	Prof. Lars Perner Videos, Hank Video

			287, CH 18 pg. 293-294	
5	2/18 or 2/19	Understanding Consumer Behavior – Marketing’s Ground Zero	Text CH 6 & 7	Prof. Lars Perner Videos
6	2/25 or 2/26	Global Marketing	Text CH 8 pg.155-165, 168-175	Prof. Martin Fleischmann Video
7	3/4 or 3/5	Segmentation Targeting Positioning	Text CH 9 pg. 177-179; MMHF CH 8, CH 11 pg. 179-180	Prof. Rex Kovacevich Videos
8	3/11 (ALL SECTIONS)	MIDTERM (Thurs, 3/11) Thursday sessions: During scheduled discussion time Friday sessions: 2:00 – 3:50 PM PT INTL 9:00 – 10:50 PM PT		
	3/12	WELLNESS DAY – NO CLASS		
9	3/18 or 3/19	Decisions Systems & Market Research, Power of the Idea	Text CH 10; MMHF CH 3 pg. 35-36, CH 9 pg. 142-143, CH 15 pg. 253-254	Prof. D. Proserpio Videos
10	3/25 or 3/26	Product	Text CH 11 pg. 223-230, CH 12 pg. 245-270, CH 13 pg. 273-281; MMHF CH 14 pg. 233-237	Prof. D. Proserpio Videos
11	4/1 or 4/2	Pricing; MARCOM FINAL PROJECT DUE ; TEAM PRESENTATIONS	Text CH 14 pg. 293-317	Prof. Martin Fleischmann Videos

12	4/8 or 4/9	Channels of Distribution; TEAM PRESENTATIONS	Text CH 15 & 16	Prof. Rex Kovacevich Videos
13	4/15 or 4/16	ELC ACTIVITY: WASH AWAY CLEAN; CERTIFICATION TRAINING DUE	See Assignment Overview (under “Participation” for description & Zoom link)	
14	4/22	WELLNESS DAY – NO CLASS		
14 / 15	4/23 or 4/29	Promotion; Wrap Up	Text CH 17 & 18; MMHF CH 6 pg. 85-89, CH 12 pg. 198-200, Epilogue	Prof. Ari Uhalde Videos, Hank Video
15	4/30	WELLNESS DAY – NO CLASS		
	5/6	<u>FINAL EXAM</u> 2:00 – 4:00 PM PT		

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Appendix A
BUAD 307 – Professor Wasiak
Final Assignment: Marketing Program (Team Project)
108 Points – 27% of Total Grade Points
Spring 2021

TEAMS

Students will form teams of six. Each team should designate a team leader to serve as the primary communications interface with me during development. Names of team members must be provided to me by **Discussion Session 2 on 1/28/21 (Thursday) OR 1/29/21 (Friday)**. If students are finding it difficult to join/form teams let me know and I will designate a team.

ASSIGNMENT DETAILS

The final assignment is your team's effort to utilize marketing communications management principles discussed throughout the semester to invent a product/brand concept for a company, or for a new enterprise/brand, and to outline its marketing elements. The business/category selected can be B2B or B2C. The team submission will be in two parts: (1) An executive summary word document and (2) A detailed Marketing Communications Plan and in the form of an annotated PowerPoint deck designed to be delivered in a live 20-minute presentation. This plan should address and include the components shown below. The executive summary and PowerPoint content and presentation will be graded.

1. **EXECUTIVE SUMMARY** – This is the topline for the CEO/decision makers. It is read before review of the plans and recommendations. Make it succinct and smart and no more than one page. It is a brief synopsis of the program that provides highlights of the category, strategy, target audience, benefit to be delivered, financial/business implications, etc. Most importantly it captures the “why” of the recommendation. Spend time crafting it...make every word count. **(16 Points)**
2. **MARCOM RECOMMENDATION (ANOTATED POWERPOINT DECK)** – This will provide all the pertinent details of the recommended program in as much detail as is felt necessary. The annotations will be used in-lieu of a companion word document. They should succinctly describe and/or add relevant context to explain the slides. You can also provide an appendix for more detail, creative executions, etc. **(64 points)**

Situation/Strategic Analysis – A brief overview of the most critical aspects of the current industry (e.g., trends, consumers, the company, competition, unmet needs). Identify the key challenges and opportunities and can include a SWOT analysis if helpful. Where will the product or service fit in the competitive set.

Product/Service – Describe the product/service, its attributes, packaging, etc. Is it a one-off product/service, part of a line and/or brand extension?

- **Distribution:** What are the key intermediaries? Is there a unique distribution point of difference? Is there any relevant information about sales force requirements?

- Pricing: What is the price and how was it derived? Does it reflect your overall strategy and how it fits in the competitive framework?

MARCOM Program – Provides the strategic and implementation details of your plan and recommendations.

- Marketing Objectives. Should reflect Strategic Analysis.
 - Examples: Achieve X% awareness, trial, repeat and sales.
 - Might also be related to what you want your customers to do (e.g., buy for the first time, buy more, buy during a new day part, buy for a new use, change their perceptions, etc.).
- Target audience(s): Beyond demographics. Create persona(s).
- Positioning: What is the unique benefit (emotional/rational), what are the key support points and competitive advantage. Define the brand purpose and include a positioning statement.
- Creative Brief: The key document that directs all creative content development.
- Creative Content and Contact Strategy & Execution:

Content Plan – Describe the overall creative Big Idea. Provide creative examples/executions that describe and demonstrate the various elements...bring the idea to life. (i.e. print ads, videos, social media posts the format and level of finish is up to each team to decide. **IMPORTANT: The content will be judged on the quality and strength of the idea and creative content, not the degree of finish or production values of the executions.**

Contact Plan – What are the proposed delivery platforms (e.g., Digital/mobile, tv, print, radio, social media, pr, direct, sales promotion etc.) and the role each will play in the communications plan. What is the MARCOM budget based upon your revenue/financial objective (below)? It will be difficult for teams to develop precise spending budgets and allocations. However, the recommendations reflect the realities of the business plan and media marketplace.

Goals and Measurement – Indicate what secondary and primary research you should initiate in order to track/confirm/refine and make key marketing decisions regarding your various recommendations.

KEY DATES

January 28 / 29	Formal project teams formed
February 4 / 5	Product/services identified
On-going	Progress check-ins
April 1 / 2	Executive Summary, Annotated PowerPoint, & Presentation due (submit via Blackboard)
April 1, 8 / 2, 9	Plan Presentation

POTENTIAL QUESTIONS TO BE ADDRESSED WHEN DEVELOPING YOUR CONCEPT

Some thought starters and possible discussion points that teams can use as in the development of the product/service concept. A guide that can help teams stay focused and on-point.

- What is your product or service offering?
- Why is there a market for this?
- Who are you reaching and why?
- What are its key benefits and values?
- What are your points of differentiation?
- How can you answer the question “Why Buy Me?”
- How can/will you effectively compete and grow.
 - Price
 - Service Offerings
 - Quality
 - Customer Service
 - Convenience
 - Client Services
 - Other
- What is the current state of the industry in which you are competing?
 - Is it growing and expanding, and if so why?
 - What are the key successes or reasons?
 - Is it stagnant or shrinking, and if so why?
 - What are the challenges or problems?
- Who are your existing and forecasted competitors?
 - What are their key successes and challenges?
- What successful advertising and promotional campaigns are prominent in this category?

WRITE YOUR SHORT AND SWEET ELEVATOR PITCH

This is a very short and focused statement about your product/service idea. Think of meeting a big-time potential investor in the elevator and you have that short ride period of time to peak his or her interest and prompt the response, “Call me, I’m interested in learning more.” This is not a graded component of the project, but it will be helpful in developing recommendations and plans.

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