

Syllabus and Course Outline
Integrated Marketing Communications
MBA 641-50
University of Indianapolis MBA
Spring, 2007

3 Credit Hours

Tuesdays, 5:45 p.m. – 8:45 p.m. (10 minute break sometime between 7:30 — 8:00 p.m.)

Esch Hall, 251

University of Indianapolis

Instructor: Frederick C. Bagg, MBA, ABC, APR, Fellow PRSA
Director, Strategic Planning and Research
St. Francis Hospital & Health Centers
Beech Grove Hospital
1600 Albany Street
Indianapolis, IN 46107



Office Phone: (317) 782-7677
Home Phone: (317) 782-4855
Office E-Mail: fred.bagg@ssfhs.org
Home E-Mail: fredbagg@comcast.net

No office hours — appointments by arrangement

Telephone or e-mail are the best methods for reaching the instructor. I am usually in my office between 8:00 a.m. and 5:00 p.m. weekdays, both the office and home phone are attached to an answering machine and office e-mail will be checked daily on week days, and home e-mail will be checked on the weekend.

Textbooks: Marketing Communications:
Integrated Theory, Strategy and Tactics
James G. Hutton & Francis J. Mulhern
Pentagram Publishing, 2002
ISBN: 0-9709103-0-4

(2nd TEXT)

Integrated Advertising, Promotion & Marketing Co
munications, 3rd ed.

Kenneth E. Clow and Donald Baack
Prentice Hall, 2007
ISBN: 0-13-186622-2



Nature of the Course

The course will include a combination of lecture and practical exercises including student presentations. Current issues in the news relevant to course topics will be examined and writing assignments will be required.

Purpose of the Course

The course will familiarize the student with key concepts of integrated marketing communications and integrated marketing communications management.

Goals and Objectives

I. All students receiving a passing grade in the class will be able to demonstrate a clear understanding of the basic concepts of integrated marketing communications as well as to display a knowledge of key marketing communications components.

- a. Students will be able to understand how integrated marketing communications is used in various organizations and in business as a whole in the United States.
- b. Students will be able to develop a basic integrated marketing communications plan showing applicable target markets, use of the marketing communications mix and an appropriate understanding of market research.
- c. Students will be able to show marketing problem solving skills through case analysis and environmental scanning.
- d. Students will be able to show improved practical oral and written communication skills demonstrating sound critical thinking.
- e. Students will be able to identify key marketing communications elements and show a level of understanding of these elements. These include:
 - the marketing communications process
 - databases and database marketing
 - advertising & media buying
 - public relations
 - promotions and trade promotions
 - internet marketing
 - direct or person-to-person marketing
 - marketing communication evaluation and measurement

II. Students will have fundamental understanding of what it takes to work in marketing communication and include integrated marketing communication as part of the management function.

Grades

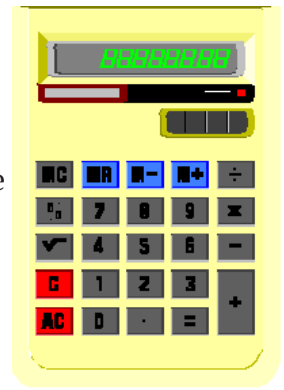
Letter grades will be awarded on the basis of an average of grades earned and points accumulated during the semester and these are weighted according to the following criteria:

Integrated Marketing Communications Plan (200 points)	20%
Short Case/Discussion Papers (25 points each for 100 points total)	10%
Mid-term and Final (Comprehensive) Exam (250 points ea.)	50%
Presentation of "Special Topics" (Group)(100 points)	10%
Participation, attendance, quizzes, class activities (100 points)	10%

Total points = 1000

Numerical scores will be given for each assignment according to the point system reflected above. These scores convert to the U of I Graduate School of Business grading system as illustrated below:

A	940-1000	= 4.0
A-	900-939	= 3.7
B+	875-899	= 3.3
B	840-874	= 3.0
B-	800-839	= 2.7
C+	775-799	= 2.3
C	740 -774	= 2.0
Below 740	= Failing Grade	= 0.0



Grades below C do not receive credit in the MBA program, therefore no grade below C will be given unless it is a failing grade.

Work not submitted on time = 0 points for that assignment.



Mid-Term Exam and Final Exam

Each exam will include short essay questions, multiple guess.. er... multiple choice, and a few true-false and fill in the blank questions. The mid-term exam will be on the 7th night of class and the final exam on the last night of class.

You will be held responsible for all reading **whether or not we discuss it**.

You will also be held responsible for all information discussed in class, any handouts **and any remarks of student presenters or guest speakers we may have**. Some material on the exams may be new, asking for solutions and thought processes similar to things discussed in class or found in readings. Any student found collaborating or cheating on exams will receive an automatic failing grade for the course. **The Mid-Term Exam is scheduled on Tuesday, February 27th . The Final Exam is scheduled on Tuesday, May 1st.**

The Integrated Marketing Communication Plan - Term Paper (200 points)

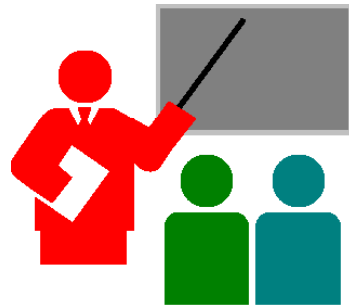
Students will develop an integrated marketing communication plan for a “major” organization, but not one listed in the text. By “major” - we mean an organization that can provide basic sample and research tools such as an annual report, market research, news releases, advertising, articles in the media, etc.

This is to be a “real world” plan.

Your plan will result in a document (due April 24th), as well as a 7 - 10 minute oral report to the class. Keep in mind that the written portion of the report will count for 90% of the project, the oral report 10%. **A one page typed topic proposal is due Tuesday, January 30th .**

The proposal should briefly explain what organization and product or service you have selected, why, and what information resources are available to you for completing this project, e.g., what articles, interviews you can obtain, annual reports, etc. Based on this proposal your instructor will accept, reject, or instruct you to modify your project.

The written report should be organized in the following manner: (page 10 of your Hutton/Mulhern text and handout 1st night of class)



- Executive Summary
- Current Marketing Situation
- SWOT and Market Analysis
- Objectives and Issues
- Marketing Communication Strategy / Positioning Strategy
- Tactics and Action Programs
 - Specific Tactic(s)
 - Message(s)
 - Media
- Budgets
- Evaluation process

Throughout the paper you need to ensure your plan relates to the material learned in class. The instructor will be looking for references to theories and materials from the text. Don't try to take on too big a project. Take a particular focus that can be adequately covered in a student plan. For example, to develop a marketing communication plan for the entire marketing program of Eli Lilly would be too massive, but to develop a specific marketing communication effort surrounding the introduction of a new insulin product for diabetics in the Indianapolis area would be more manageable. A "target" plan length might be between 10 and 15 pages, but format and content will actually drive your plan length.

Any supplemental material, e.g. newsletters, pamphlets, etc. are helpful in adding richness to your project. However, keep in mind that the purpose of this assignment is to allow you to use the concepts you will learn in this course and apply them to a real world situation. Any student designed supplemental materials - news releases, advertising, etc. may be added as appendices.

The evaluation of your plan will be on the quality of the analysis and the application of relevant concepts. That means you should link your observations to theories you have learned in class or from the textbooks. Simply collecting or developing a lot of marketing material does not demonstrate an understanding of marketing communication and the problem solving aspects of integrated marketing communication management.

Case Papers (100 points)

In addition to the term paper (Marketing Communication Plan), each student will prepare four short case papers.

They will be due:

- Case 1 - Week 4, Feb. 6
- Case 2 - Week 6, Feb. 20th
- Case 3 - Week 8, March 6
- Case 4 - Week 10, March 27

The case papers may be tied to video cases shared in class, “Special Topics Presentations,” guest lectures presented in class or to the cases discussed in the text for the chapters discussed during the week in question. During these weeks you will turn in a short written paper discussing the case and its key learning points. You may select from among the cases presented and discussed in each class or you may examine cases or “integrated learning exercises” tied to the chapter objectives and listed in the back of each Clow & Baack textbook chapter (Web site: <http://www.prenhall.com/clow>) and develop a case paper around the cases discussed in the listed Web site links sections of the Clow Web site.

The rules for these short written assignments are as follows:

- 1) They are due at the beginning of the class for which they are assigned. They may not be turned in late, nor made up if you cannot attend a class meeting. They may, however, be turned in early.
- 2) They must be typed.
- 3) They must not be shorter than two pages nor longer than four pages each.
- 4) They must cover the discussion points for each assigned weekly topic.
- 5) You are encouraged to do additional research on the case on the Internet, but if you do, you must provide citations, which include source, date, page (or time for broadcast stories).
- 6) Summaries must be proofed and held to professional writing standards as apply to grammatical, spelling or typographical errors. Two points shall be deducted for each error- (grammatical, spelling, and typographical). Each paper is worth 50 points.

Extra Credit

Students may earn extra credit (up to 10 points per week) by doing current event or internet exercises available on the Clow & Baack textbook Web site. Only one extra credit paper may be turned in during any single week. These would be one-page papers. Students with a grade of B- or below at the end of week 7 may do an extra case paper to attempt to improve their grade prior to the final.

The extra case paper (worth up to 50 points) would be due the same night as the final, May 1st.

“Special Topics” Presentations (100 points)

Depending on the number of students in the class, two-or-three person teams will provide an alternative to lecture by presenting the “Special Topics” covered in Chapters 20 -24 of the Hutton/Mulhern text. Presenters will cover the topic information in the text and may augment that information by their own research and contributions.

The presentations should be made using PowerPoint (or comparable presentation software) and will demonstrate the student’s presentation skills and ability to use this basic business communication tool.

A criteria sheet will be provided for the presentations.

Each team member must participate in the presentation, and all team members will be given the same grade. Team members will be given the opportunity to evaluate their fellow team members, and point deductions may be made for individuals who fail to contribute to the team effort.

Participation, attendance, guest speakers, in-class assignments, etc. (100 points)

The texts are the basis of class discussion. Read the assignment before coming to class. Knowledge of the reading will improve your understanding of the lecture or discussion and prove useful in tackling case problems. Class participation will be observed and will be considered in the determination of the final grade. Student attitude, demonstrated ability to work with the group, enthusiasm, etc. will all be taken into account in this area.

Periodically during the course, there may be homework or in-class activities or tasks. The results of these homework and in-class efforts will be assessed under the participation category. For instance, it is possible that I will ask students to watch a particular TV program and be prepared to discuss the commercials in class. Up to 10 points may be deducted per class where attendance, homework or participation is lacking. Significant absence without a good excuse and discussion with the instructor **PRIOR** to the absence will result in more severe penalties. “Bonus” points may be given for exceptional efforts in participation.

In addition, there may be outside speakers from “the real world” — students will have the opportunity to introduce the guest speakers (volunteers will be called for) and respond to their remarks. Questions for guest speakers and interaction with them will be graded and it is likely that material on the exams will also refer to presentations made by any guest speakers. The text cites numerous resources for additional reading. Outside reading is valuable and, if cited in class, adds to the participation points accumulated

Assignment Schedule/Calendar

- Tuesday, Jan. 16**
Class 1
Course Orientation/Overview, Syllabus
Lecture: Marketing Communications Overview and the Marketing Communications plan
Activities: Introductions, discussion on “what is integrated marketing communications”
Reading for following week (Week 2):
Hutton/Mulhern Text — Chapters 1 & 2;
Clow/Baack Chapters 1 & 4
- Tuesday, Jan. 23**
Class 2
Review: Class 1 lecture — Overview
Lecture: H/M Chapters 1 & 2; CB 1 & 4 Situation Analysis and Opportunity Analysis
Video Case(s): DBD Worldwide; Marriott
Activities: Discussion
Reading for Week 3:
Hutton/Mulhern Text — Chapters 3, 4 & 5 & Clow/Baack Chapters 2 & 3
- Tuesday, Jan. 30**
Class 3
Review: Class 2 lecture —
Lecture: H/M Chapters 3, 4 & 5 C/B Chapters 2 & 3; Branding, Buyer Behaviors, Image
Video Cases: Nivea; Starbucks
Selection of Plan Topic Assignment Due:
Activities: Discussion
Reading for Week 4: Hutton/Mulhern Text - 6 & 7
Clow/Baack Text, Chapters 6 & 8
- Tuesday, Feb. 6**
Class 4
Review: Class 3 lecture: Chapters 3-5, CB 2 & 3; Branding, Buyer Behavior, Image
Lecture: H/M Chapters 6 & 7; C/B 6 & 8 Creativity, Media & Messages
Video Cases: Accenture; American Express
Writing Assignment 1 due: Case Paper on cases due
Reading for Week 5:
Hutton/Mulhern Chapters - 8 & 10
Clow/Baack Chapters 5 & 7
Activities:
- Tuesday, Feb. 13**
Class 5
Review: Class 4 lecture: Chapters 6 & 7, CB 2 & 3; Creativity, Media & Messages
Lecture: H/M Chapters 8 & 10; C/B 5 & 7 - Tactics, Advertising
Video Cases: Motorola; Reebok
Reading for Week 6:
Hutton/Mulhern Chapter 9 -
Clow/Baack Chapter 11, pp 349 - 368

Tuesday, Feb. 20 Review: Class 5 lecture: H/M Chapters 8 & 10; C/B 5 & 7 - Tactics,
Class 6 Advertising
Lecture: H/M Chapter 9, C/B Chapter 11, pp 349-368
Database Marketing & CRM
Video Cases: Eaton Corporation
Review for Mid-Term next week
Writing Assignment 2 due: Case Paper on cases due
Reading for Week 7: - Mid Term Review
Hutton/Mulhern Chapters - 1 - 10
Clow/Baack Chapters 1 - 9

Tuesday, Feb. 27 **MID-TERM EXAM**
Class 7 **Reading for Week 8:**
Hutton/Mulhern Chapters - 8 & 10
Clow/Baack Chapters 5 & 7
Activities: Mid-Term Exam Review

Tuesday, March 6 Review: Mid-Term
Class 8 Lecture: H/M Chapters 11, 19; C/B Chapter 12 - Publicity and PR
Video Case: NFL
Student Presentation(s): Hutton/Mulhern - Chapter 20,
Legal Issues
Writing Assignment 3 due: Case Paper
Activities: Discussion
Reading for Week 9: (March 20)
Hutton/Mulhern: Chapters 13 & 23; Clow/Baack: Chapter
13

Tuesday, March 13 **NO CLASS - SPRING BREAK**

Tuesday, March 20 Review: Class 8 lecture — Publicity & PR
Class 9 Lecture: H/M Chapter 13; C/B Chapter 13 - Internet Marketing
Video Case: eGO Bikes
Student Presentation(s): Hutton/Mulhern - Chapter 23,
Philosophical and Ethical Issues in IMC
Activities: Discussion of Plan Presentations
Reading for Week 10:
Hutton/Mulhern Chapters 14 & 15; 22
Clow/Baack Chapter 11

Tuesday, March 27 Review: Class 9 lecture: Internet Marketing
Class 10 **Writing Assignment 4 due:** Case Paper
Lecture: H/M Chapter 14 & 16; C/B Chapter 11 pp. 336 - 348
Direct Marketing & Personal Selling
Student Presentation(s): Hutton/Mulhern - Chapter 22,
International Issues in IMC

Reading for Week 11:

H/M Chapters 12 & 15; 24, C/B Chapters 9 & 10

Tuesday, April 3
Class 11

Review: H/M Chapters 14 & 16; C/B Chapter 11 pp. 336 - 348

Lecture: H/M Chapters 12 & 15; C/B Chapters 9 & 10 -
Promotions and Point of Purchase

Video Cases: Hasbro; Sony Metreon

Student Presentation(s): Hutton/Mulhern - Chapter 24,
The Future of Marketing & Marketing Communications

Activities: Discussion

Reading for Week 12:

Hutton/Mulhern: Chapter 17; Clow/Baack: Chapter 14

Tuesday, April 10
Class 12

Review: H/M Chapter 12 & 15; C/B Chapters 9 & 10

Lecture: H/M Chapter 17; C/B Chapter 14 -
Word of Mouth; IMC for Small Business

Video Case: Honest Tea

Student Presentation(s): Hutton/Mulhern - Chapter 21,
Distinctions between types of IMC and Marketing

Activities: Discussion

Reading for Week 13:

Hutton/Mulhern: Chapter 18 Clow/Baack: Chapter 15

Tuesday, April 17
Class 13

Review: H/M Chapter 17 C/B Chapter 14

Lecture: H/M Chapter 18; C/B Chapter 15
Implementation and Evaluation; Evaluating IMC

Video Case: Burke, Inc.

Activities: Discussion

Reading for Week 13

None - prepare for final presentations

Tuesday, April 24
Class 14

Presentations

Activities: Review for Final

Reading for Week 15:

H/M - Review All for Final

Clow/Baack - All - Review for Final

Tuesday, May 1
Class 10

