

# WALSH UNIVERSITY – SPRING 2008

## BUSINESS, ECONOMICS AND COMMUNICATION DIVISION

### MBA 671 - INTEGRATED MARKETING COMMUNICATIONS

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**CLASS SCHEDULE:** 6 - 10 p.m.: Jan. 10, 17, 24, 31, Feb. 7, 14, 21, 28  
8 a.m. - 12 noon: Feb. 2, March 1

**REQUIRED TEXT:** Advertising, Promotion, and Other Aspects of Integrated Marketing Communications by Terrence Shimp, Thompson/South Western, 7th edition and other articles as assigned.

**COURSE LEARNING OBJECTIVES:** Upon completing this course, the students will be able to:

1. recognize the elements of integrated marketing communications and appreciate why they are such critical components of modern marketing
2. discuss the organizational challenges that must be overcome to achieve an integrated marketing communications plan
3. develop a comprehensive integrated marketing communications plan that fully integrates the various aspects of managerial decision making such as: objective setting, targeting, and budgeting as they relate to marketing communications strategy and tactics
4. appreciate the role and importance of governmental efforts to regulate marketing communications
5. understand the principle of persuasion in marketing communications.

### MAKE-UP POLICY

Make-ups will only be given for EXCEPTIONAL circumstances and the professor must know ahead of time that you will be missing the exam/assignment.

## **ACADEMIC INTEGRITY:**

The exchange of ideas and sharing of information as part of the educational process is encouraged. Shared views among members of the class can provide an additional element in the process. However, the student is reminded that such sharing of views and other information must remain in the context of academic integrity. A breach of academic integrity is considered a serious matter. "The Division of Business, Economics and Communication subscribes to the Academic Honesty Policy published in the most recent edition of the Walsh University Catalog." The consequences of violating the policy will result in a 0 for the assignment.

## **CLASS PARTICIPATION**

Includes discussion of current events, questions asked in class following case presentations, and class discussion. If a student is not attending class, he/she is not participating in class discussion. On the other hand, a student who attends all classes and never participated in class discussion will not receive a high class participation grade.

Remember, *YOU SHOULD REMAIN AWARE THAT THE DISCUSSIONS IN CLASS MIGHT COMPROMISE PROPRIETARY INFORMATION. Students are expected NOT to discuss course cases/marketing plans with other persons who are not involved with the class.*

## **INTEGRATED MARKETING COMMUNICATIONS IN THE NEWS**

Each student will bring to class for submission and discussion an article from the news media that addresses some facet of IMC. These can come from print publications, websites or television. Print or web documents should be submitted on paper. TV segments should be submitted on DVD. The student will lead the discussion on his/her article.

These will be utilized in every class session except Jan. 10, Feb. 2, Feb. 28 and March 1 and be counted toward the Class Participation grade.

## **NAME THAT BRAND!**

In 25 words or less, describe yourself as a brand without using your name. In other words, when someone who knows you hears your name, how would they describe you. Hand the description in at the beginning of the class on Feb. 7 and the professor will read them to the class to see if your peers can recognize you from your brand profile.

## **INTEGRATED MARKETING COMMUNICATIONS PLAN**

Students will develop an IMC plan for a major organization, but not one discussed in the text. “Major” is defined as an organization about which the student can acquire basic sample and research tools such as (but not limited to) annual reports, market research, news releases, analyst reports, Web content, advertising, product samples, point-of-purchase displays, articles in the media, etc.. This is to be a real world plan.

Your plan will result in a document as well as a 7-10 minute oral report to the class. The oral presentation will include a PowerPoint deck. Keep in mind that the written report will count as 75% of the project; the oral (including PowerPoint deck) 25%. A one page typed topic proposal is due Jan. 24. The proposal should outline what organization and product or service you have selected, why, and what information resources are available to you for completing this project, etc., what articles, interviews you can obtain, annual reports, marketing materials, etc. Based on this proposal, professor will accept, reject or instruct you to modify your project.

The final written report should be organized in the following manner:

- Executive summary
- Background on company
- Background on product/service
- Current marketing situation
- Business objectives
- Target audience analysis
- SWOT and market analysis
- IMC strategy/Positioning strategy
- Tactics and action programs (specific, message, media)
- Budgets/resources
- Evaluation process

Don't try and take on too big of a project. For example to develop an integrated marketing communications plan for the entire Merck organization would be too massive, but you might want to develop a specific IMC effort surrounding the introduction of a new product for diabetics in the Cleveland area. This would be more manageable. A target plan length might be between 10-20 pages, but format and content will actually drive your plan length. Any student supplemental materials – news releases, advertising, etc. may be added as appendices. Your PowerPoint presentation should be submitted on both paper and disk.

## **CASES**

Assigned case studies should be well written and edited papers not exceeding 3 pages. Each response should answer all the questions regarding the case and be well organized and thoughtful. Each case response should be typed, double spaced, with numbered pages employing proper grammar and style guidelines. **LATE ASSIGNMENTS WILL BE PENALIZED.**

Three or four students, working as a team, will lead the class in a discussion of one of the assigned cases. This will be a 15-minute PowerPoint presentation to begin the discussion of the assigned case for that week. The objective is to analyze the case and make recommendations. These discussion-starting presentations should be structured along the following lines and suggested times:

Case overview and major challenges (2 minutes)

Strengths and weaknesses relative to the major challenges (3 minutes)

Recommended objectives, strategies and rationale (10 minutes)

## **EVALUATION**

IMC PLAN	250 points
FINAL EXAM	250 points
CLASS PARTICIPATION	200 points
CASES (3@40, 1@80)	200 points
OTHER ASSIGNMENTS	100 points
TOTAL	1,000 points

## **GRADING**

A	920 or more points
A-	900 – 919 points
B+	880 – 899 points
B	820 – 879 points
B-	800 – 819 points
C+	780 – 799 points
C	720 – 779 points
C-	700 – 719 points
D+	680 – 699: points
D	620 – 679 points
D-	600 – 619 points
F	Below 600 points

## **TENTATIVE COURSE OUTLINE**

- 1/10** Chapter 1: Overview of Integrated Marketing Communications  
Chapter 2: Marcom's Challenges  
Chapter 3: Ethical Regulatory and Environmental Issues in IMC
- 1/17** Integrated Marketing Communications in the News  
Chapter 4: Marcom Targeting  
Chapter 5: Marcom Positioning:  
Chapter 6: Marcom Objective Setting and Budgeting  
Case 1
- 1/24** Integrated Marketing Communications in the News  
Chapter 7: Product Adoption, Brand Naming and Packaging  
Chapter 8: Signage and Point of Purchase  
IMC Topic Proposal
- 1/31** Integrated Marketing Communications in the News  
Chapter 9: Overview of Advertising Management  
Chapter 10: Creating Advertising Messages  
Chapter 11: Selecting Message Appeals and Endorsers  
Case 2
- 2/2** MBA WORKSHOP
- 2/7** Integrated Marketing Communications in the News  
Chapter 12: Assessing Ad Message Effectiveness  
Chapter 13: Analyzing Advertising Media  
Chapter 14: Using Traditional Advertising Media  
Name That Brand
- 2/14** Integrated Marketing Communications in the News  
Chapter 15: Employing the Internet for Advertising  
Chapter 16: Using Other Advertising Media  
Chapter 20: Marketing PR and Sponsorships  
Case 3
- 2/21** Integrated Marketing Communications in the News  
Chapter 17: Sales Promotion and Trade Promotion  
Chapter 18: Consumer Oriented Promotions  
Chapter 19: Consumer Oriented Sales Promotions  
Case 4
- 2/28** Presentations
- 3/1** Final Exam