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MKTG 363.03: Marketing Communications

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Promotions and Integrated Marketing Communications
Marketing 363- Fall 2002
Section 3

Instructor- Nancy King	Classroom: L14
Phone- 243-6148	Class schedule: M-W-F- 11:10am-12:00pm
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Required Text: *Promotion and Integrated Marketing Communications* (2000, Richard J. Semenik, South-Western. Assigned chapters need to be read prior to class.

Companion Website: <http://semenik.swcollege.com> the web site includes links to innovative companies using dynamic promotional strategies; provides interactive quizzes, career connections and Web sighting, as in chapter experiential exercises and real-time cases.

Recommended reading: *The Tipping Point*, Malcolm Gladwell, Little, Brown and Company, 2000; Wall Street Journal-Marketing Section

Course Content: This is a more in-depth study of one of the 4 P's of marketing... Promotion. After completing this course you should have a good understanding of the communications tools available to effectively market products and services.

Course Requirements:

Exams 3	75%
In-class assignments	10%
Participation, discussion	<u>15%</u>
Total	100%

Optional Final (replaces the lowest of the three mid terms exams)

Exams: These will be multiple choice and short answer questions. No late exams or make-ups will be given. Final: (Comprehensive and optional) the score for the comprehensive exam will replace the lowest score of the three mid-term exams should you decide to take it. However, if you score lower on the final than you did on one of the three mid term exams, the final score will still replace your lowest mid-term exam.

Showing up and participating: I consider this extremely important to your overall grade. The text is only half of what you will learn in the lectures. It's my job to provide you with the most current and relevant information possible; it's your job to show up, listen, participate and learn. Take responsibility for being there as if it were your job. There will be a seating chart so make sure you are in the seat you would like for the semester by the second class.

Please read all assignments prior to class in order to maximize your learning effectiveness in class.

Class Assignment:

Find an advertisement that you think is effective at reaching the target market. Write a 1-2 page paper addressing the following:

Attach a copy of the advertisement if it is a print ad, or provide a description of the product if it is a TV, radio or other. State where and when you saw the ad.

- 1) What do you think the positioning statement is for the brand?
- 2) Who is the target audience?
- 3) What messaging strategy did they use? (page 272-recall strategies)
- 4) What is the product benefit?
- 5) Why you thought it was effective.

I will be taking volunteers to do quick presentations in class which will count towards class participation. If I don't get enough volunteers, I will be calling you down at random. I will ask for volunteer during the class period prior to the day of presentations.

Expectations on Assignments:

I will be judging your work products (including participation) by evidence of the following:

- Critical thinking skills (organization of thought)
- Problem solving skills (recognition of a symptom vs. a problem, ability to break a problem down into components, discuss alternatives and recommend solutions)
- Creativity
- Common Sense
- Application of concepts

Note: If you haven't taken Mgmt 360 you have not completed the core requirements; therefore you should not be registered for this class.

Marketing-363- N. King**Course Outline: Note: Changes will be announced along the way.**

Date	Reading Assignment	Chapter
Wed. Sept 4th	Introduction- Promotional Mix and IMC	1
Fri. Sept. 6 th	What is Integrated Marketing Promotions?	1
Mon. Sept 9 th	Advertising and Promotion Agencies	2
Wed. Sept. 11 th	Agency Services and Fee Structure	2
Fri. Sept. 13 th	Planning Strategy-Situational Analysis	3
Mon. Sept. 16 th	Setting Objectives	3
Wed. Sept. 18 th	Creating a Budget	3
Fri. Sept. 20 th	Segmenting	4
Mon. Sept. 23 rd	Targeting	4
Wed. Sept. 25 th	Brand/Product Positioning- Positioning vs. Tag Lines- in class positioning exercises "The Stickiness Factor"-Lecture	4
Fri. Sept. 27 th	Buyer Behavior-decision making process	5
Mon. Sept. 30 th	Power of Social-Cultural Environment in Purchasing Decisions	5
Wed. Oct. 2 nd	Consumer Behavior How Trends are Spread-The Tipping Point Lecture	5
Fri. Oct. 4 th	EXAM	
Mon. Oct. 7 th	Ethical Issues-Areas of Regulation-Advertising, Direct Marketing and E-commerce	6
Wed. Oct. 9 th	Ethical Issues-Sales Promotion , PR, an	6
Fri. Oct 11 th	Integration of Communication in International Markets	7
Mon. Oct. 14th	Advertising Strategy	8
Wed. Oct. 16 th	Media Planning Process-Media Math	8
Fri. Oct. 18 th	Case Study-TBD <i>Advertising- Assignment- Find an ad that moves you and explain why. Recreate the message strategy objectives. See details below.</i>	8
Mon. Oct. 21 st	Internet Advertising and IMC- Article: " At Bertelsmann, Another Blow to Futuristic Media Visions"- WSJ	9
Fri. Oct. 25 th	Database Marketing- YouBet.com case(Lecture)	10

Date	Reading Assignment	Chapter
Mon. Oct. 28 th	Direct Marketing	10
Wed. Oct. 30 th	Direct Marketing	10
Fri- Nov. 1st	EXAM	
Mon. Nov. 4 th	Sales Promotion	11
Wed. Nov. 6 th	Sales Promotion	11
Fri. Nov. 8 th	Sales Promotion	11
Mon. Nov. 11 th	NO CLASS- Veteran's Day	
Wed. Nov. 13 th	Sponsorship, POP and Supportive Communications- Article- <i>"The New ABC's of Branding"</i>	12
Fri. Nov. 15 th	Sponsorship, POP and Supportive Communications- The Tipping Point- Word of Mouth- Article: <i>"Starbucks May Indeed be a Robust Sample"</i>	12
Mon. Nov. 18 th	Public Relations, Corporate Advertising	13
Wed. Nov. 20 th	Public Relations, Corporate Advertising	13
Fri. Nov. 22 nd	Public Relations, Corporate Advertising	13
Mon. Nov. 25 th	Personal Selling	14
Wed. Nov. 27 th	NO CLASS- Thanksgiving Vacation	
Fri. Nov. 29 th	NO CLASS-Thanksgiving Vacation	
Mon. Dec. 2 nd	Personal Selling	14
Wed. Dec. 4 th	Measuring Effectiveness of Promotion	15
Fri. Dec. 6 th	Measuring Effectiveness of Promotion	15
Mon. Dec. 9 th	Measuring Effectiveness of Promotion	15
Wed. Dec. 11th	EXAM	
Fri- Dec. 13 th	Wrap Up and Review	

Tuesday Dec. 17th

**FINAL EXAM-SECTION 3 (11:10AM
section) 8:00am-10:00am**