

MRKT 830
Marketing Communications
MBA Distance Learning
University of Nebraska- Lincoln
Fall 2015
Syllabus

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Prerequisites: GRBA 813 Managerial Marketing

Required Textbook

Terence A. Shimp, (2013), Advertising, Promotion, and other aspects of Integrated Marketing Communications, Ninth Edition, Cengage Learning

ISBN 13 978-1-111-58021-6

Required Articles

These are purchased from the Harvard Business Review website.

Bruce Weinberg, Ekin Pehlivan, Social spending: Managing the social media mix, Kelley School of Business, Indiana University, Business Horizons, (2011) 54, Pgs. 275-282

Andreas M. Kaplan, If you love something, let it go mobile: Mobile marketing and mobile social media 4x4, Kelley School of Business, Indiana University, Business Horizons, (2012), 55, Pgs. 129-139

Elie Ofek, Ryan Johnson, Nike Football: World Cup 2010 (B), Harvard Business Publishing, 2012

Optional reading (HBR articles for purchase):

Elaine Dotson, Robert E. Spekman, Using Social Media in the B2B Context, University of Virginia Darden School, 2009

Arvind Malhotra, Claudia Kubowicz Malhotra, Alan See, How to Get Your Messages Retweeted, MIT Sloan Management Review, Winter 2012, Pgs. 61-66

Donna L. Hoffman, Marek Fodor, Can You Measure the ROI of Social Media Marketing?, MIT Sloan Management Review, Fall 2010, Vol. 52, No. 1

Fareena Sultan, Andrew J. Rohm, How to Market to Generation M(obile), MIT Sloan Management Review, Summer 2008, Pgs. 36-41

Other articles will be posted on the website and listed in the schedule.

Course Description

This MBA course focuses on concepts and problems related to the formulation of integrated marketing communication (IMC) strategies and focuses on application. You will deal with topics related to the entire marketing mix, campaigns, and important portions of campaign plans such as segmentation, media strategy, message strategy, allocation of effort within the marketing communication mix, etc. You will also be introduced to other aspects of IMC, e.g. organization image, public relations, corporate relations and crisis management. These issues will be examined from varied perspectives of product and service, sales and image development. We will also deal with social media and how to use as part of integrated marketing communication. Interviews with professionals in the field will supplement the course material. You will develop at least two components of an integrated marketing communications (IMC) plan for an organization.

This course is designed to prepare students who are pursuing marketing careers and non-marketing students desiring to understand the key concepts of marketing communications.

The textbook will be used to understand the basic concepts and experiential learning will be used through the team project, case study and discussions. Effective media examples will be highlighted. The team projects will be shared and evaluated by fellow classmates to enhance learning.

Course Objectives

- Identify and discuss the Integrated Marketing Communications (IMC) concept and its role in the marketing process.
- Develop an understanding of the communication tools available to marketers and apply them.
- Discuss and apply the concepts of marketing segmentation and positioning in developing an IMC plan
- Understand the role and execution of the most current social media techniques (of course, new ones arise even as we are learning them).

- Develop critical thinking, analysis and communication skills from the management point of view through discussions, written assignments and working with businesses.
- Be able to develop an IMC plan for an organization.

Course Philosophy

One of the key things to remember about marketing is that it is not a science. Research and improvements in processes and systems now give management greater information than ever before on the customer, the competition and a company's internal operations. However, a management team will rarely have all the information they would like to have in order to make the best decisions. It is often unclear which alternatives, among several, are the best ones.

The projects will give you a sense of this ambiguity as you make your recommendations without the benefit of receiving the "right" answer. If you will view your fellow students and instructor as fellow management team members you will receive great value from this course. The goal of applying the information to the "real world" should be foremost on your mind.

Instructor Role and Expectations

This on-line course will consist of readings, written assignments, group discussions and hands-on opportunities. Some assignments involve working with actual businesses. The advantage of an on-line course is that your fellow students and I will be available on a more flexible basis than with fixed class hours. My role is to facilitate learning, deliver content and challenge your thinking. I will do that through discussion boards, evaluation of assignments and periodic conference calls.

While the delivery is different, the assignments and interactions are not that different from face-to-face courses. The course is delivered in 8 modules. It will be critical for you to keep current with the readings and assignments and your active participation on the discussion board is expected and important to the final grade. My expectation is that you will be an active learner with your fellow students and by asking for clarification on the assignments.

Student Expectations

The outcome for this course is designed to be the same as for a face-to-face course. Therefore you must be a good time manager to ensure that all the required work can be completed on time. You will receive the greatest learning from the outside assignments, case studies and discussions with your classmates. You should expect to also help others learn through your thoughtful responses and participation in discussions and by being a reliable team mate on group assignments.

All questions on homework, lectures, etc. should be posted on the discussion board the week of that module. You should help your fellow students with these questions. I will respond if necessary and will be checking the discussion board a couple of times each week. Emails to me should be for personal issues only, such as personal conflicts with exam dates, etc.

Grading Policy

The grading policy for this class will give the greatest weight to papers, posts and the team project which allow you to develop your observation, analytical and communication skills. There will be one exam which will focus primarily on concepts from the textbook. The questions may be multiple -choice, true-false and short-answer and will be open-book. There is no final exam.

The team project will be graded not only on the content but also the effectiveness of its communication and your contribution to the team. There may be a peer review component. There will be points assigned for various components such as the project charter, final paper, and video. You will also be graded on your feedback on the other projects.

Course Evaluation Components

Activities	Points
Discussion board posts (5@40 pts)	200
Nike Football reaction paper	75
Social media article reaction paper	75
IMC Team Project:	
Project charter	50
Final paper	325
Team member video	50
Individual project review	50
Mid-term exam	100
Total	925

Grading Scale

Percent	Grade
98.0%-100%	A+
92.0-97.99	A
90.0-91.99	A-
88.0-89.99	B+
82.0-87.99	B
80.0-81.99	B-
78.0-79.99	C+
72.0-77.99	C
70.0-71.99	C-
68.0-69.99	D+
62.0-67.99	D
60.0-61.99	D-
0-59.99	F

Late Assignment Policy

All assignments (except the final team project due on Friday) are due on Saturday, midnight central time the week of that module. Discussion board posts are due by midnight on Thursday of the assigned week. Responses to classmates, if any, are due by midnight on Saturday of the assigned week. Points will be deducted for late assignments except in the case of bona fide emergencies. I reserve the right to not accept a late assignment.

Course Conduct

"The University of Nebraska-Lincoln, College of Business Administration, is committed to maintaining academic quality, excellence and honesty. Students are expected to maintain the highest ethical standards in all respects regarding the information and materials presented. Plagiarism, falsification of documents or misrepresentation of student work is unacceptable. Any verification of academic dishonesty in examinations or assignments may be grounds for failure in this course and dismissal from the MBA program.

Everyone in this course is expected to conduct him/herself in a professional manner. It is the policy of the University of Nebraska-Lincoln to not discriminate on the basis of gender, sexual orientation, disability, race, color, religion, national or ethnic origin in its educational programs. If you feel that some form of discrimination has been directed at you, contact the instructor or the Dean's Office for Graduate Programs immediately."

Modules

This course will consist of 8 modules. Each module may include: reading assignments, recorded lectures, videos, required discussion board posts, written assignments and projects. I would advise you to look ahead on the schedule as some modules will take more than one week to complete.

Discussion board

There will be several required discussion board posts. There may be more than one required post to receive full credit. There may also be a requirement to respond to posts from your classmates to receive full credit for the module.

Integrated Marketing Communications Team Project

This is a team project- teams will be assigned. You will develop at least two major components of an integrated marketing communications plan for an organization. The organization can be 1) a non-profit (preferable), 2) an organization for which one of you works or 3) a local small business. Use tools and frameworks from the course to assist your development efforts. A project framework will be provided.

The following elements should be included, if applicable:

- Description of the organization's business or purpose.
- Description of the business and marketing strategy of the organization with which the IMC plan aligns.
- Research with organization leadership and customers or target audience.
- Competitor analysis
- At least two components of a Marcom program including the following:
 - Fundamental Decisions:
 - Targeting
 - Positioning
 - Setting Objectives
 - Budgeting
 - Implementation Decisions:
 - Mixing elements
 - Creating messages
 - Selecting media
 - Establishing momentum
- Establishing outcomes such as enhancing brand equity and affecting behavior
- Program evaluation including measuring results and providing feedback
- Specific evaluation of the use of social media (or why not)
- Examples of suggested media and messaging.

The final document should be a minimum of **8-10 pages, double spaced but can be longer, if necessary**. There will also be a required video presentation (including Power Point and/or other creative media) from each team. The team presentation should be divided up so that each team member presents a part of the final project. The team member should appear as he/she would in giving a presentation in-person to the organization's decision-makers. Instructions on producing and submitting the project will be provided.

Teams will be assigned in module 2. A project charter will be required in module 4 (for credit) outlining the project and the timeline. Additional project detail will be provided.

Special note for the team IMC project:

This course is only 8 weeks in length. It will most likely not be possible to develop an entire IMC plan in this length of time. So the modification for this project is as follows:

You will develop a high level IMC plan which identifies all the various media you feel is required for that organization. However, you will fully develop only two of the components. For example, you may determine that the organization should do some local radio spots, industry magazine advertising, Facebook page and a revised website. You would choose two of the elements, such as the Facebook page and website to develop more fully.

You will need to start working immediately (even before class begins) to identify an organization that will give you permission to work with them.

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Schedule of Topics

Module Start Date	Topics Covered	Probable Activities*
Module 1 Oct. 26	Overview of integrated marketing communications Enhancing brand equity and accountability	<u>Read Ch. 1, 2</u> (Narrated lectures) (Guest interview) Course and class introductions Discussion board post- due Oct. 29
Module 2 Nov.2	Brand adoption, brand naming and IP Issues Segmentation, targeting and positioning	<u>Read Ch. 3, 5</u> (Narrated lectures) Nike Football reaction paper due Nov. 7 Discussion board posts- Part A Nov. 5 Part B Nov. 7
Module 3 Nov. 9	Objective setting and budgeting Effective and creative advertising messages	<u>Read Ch. 8, 10</u> (Narrated lectures) (Guest interview)
Module 4 Nov. 16	Message appeals and endorsers	<u>Read Ch. 11</u> (Narrated lectures) Team Project Charter due Nov. 21 Discussion board posts- Part A Nov. 19 Part B Nov. 21
Module 5 Nov. 23	Online and mobile advertising Social Media This is Thanksgiving week unfortunately	Read Ch. 13, 14 (Narrated lectures) (Guest interviews) Social media article reaction paper due Nov. 28 Mid-term exam due Nov. 28
Mid-term exam due Nov. 28	Chapters 1,2,3,5,8,10,11,13,14	1 hr. 20 min. open book exam
Module 6 Nov. 30	Public relations, word-of-mouth influence and sponsorships	<u>Read Ch. 21</u> (Narrated lecture) (Guest interviews) Discussion board posts- Part A Dec. 3 Part B Dec. 5.
Module 7 Dec. 7	Traditional advertising media Sales promotion and the role of trade promotions	<u>Read Ch. 12, 18</u> (Narrated lectures) Final Project due Friday, December 11
Module 8 Dec. 14	Review and critique project presentations	Post project reviews to the designated discussion boards- due Dec. 18 Discussion board post due Dec. 18
	No Final Exam	* Articles and videos will also be assigned. Discussion board posts assigned in modules.