

UNIVERSITY OF MASSACHUSETTS BOSTON  
COLLEGE OF MANAGEMENT  
DEPARTMENT OF MANAGEMENT AND MARKETING

## **MBAMKT 673 – Marketing Communication**

Spring 2012

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Office Hours: Tu: 3:30 – 4:30 pm  
and by appointment

Class Meeting Time:

Tu: 6:00 - 8:45 pm

### **Course Material**

#### *Required material*

Belch and Belch: Advertising and Promotion, 9th ed., McGraw-Hill/Irwin, 2011

Additional course material, articles and links will be posted throughout the semester on the course's web site [mkt673.wordpress.com](http://mkt673.wordpress.com)

#### *Useful further material for understanding and the term project*

The textbook website: [www.mhhe.com/belch9e](http://www.mhhe.com/belch9e) is a valuable resource to help you understand the concepts and to prepare for the test.

The library has available several very useful management databases, including Business Source Premier and Lexus/Nexus: <http://www.lib.umb.edu/databases/>

Daily and weekly Business Newspapers and Journals like e.g. Advertising Week or Brand Week.

### **Course Outline**

Over the last decades it becomes more and more accepted that a successful communication campaign needs to integrate all communication channels used by the company. Integrated marketing communication is a strategic business process used to plan, develop, execute, and evaluate coordinated, measurable, persuasive brand communications programs over time with all relevant targeted audience.

The design of these programs is influenced and driven by the fragmentation of both consumer and business markets, the increasing number of media available to advertisers, the convergence of multiple media, the advent of on-demand media, and management's requirement for greater productivity and accountability from advertising expenditures.

This course has been designed to give you a solid foundation of the traditional methods of advertising planning, execution, and assessment. In addition, we will use it as a chance to look at the opportunities and problems associated with emerging media and communications strategy options, including the importance of integrating message and brand position in all media, old and new.

## Course Structure

The course will be a mixture of lectures, cases, videos, student presentation and class discussions. Formal presentations will be used with the intention of providing a springboard for discussion among class participants. The lecture will be based partly on the material covered in the assigned text but not restricted to that.

Cases provide a means of applying concepts to real world scenarios. Several cases and mini-cases covering a broad range of topics in marketing will be studied. A couple of case-related video materials may be used to show how some of the concepts and techniques are applied and used for solving real business problems. The Internet has become a very important information source. Useful Internet sites will be introduced and discussed.

The intention of the course is to focus on interactive discussion, not on pure formal lectures. Regular class attendance and active, articulate, and insightful participation is necessary for the course to be a worthwhile experience for you and your class members. This should place responsibility on each student to prepare for each class, maintain a consistent record of on-time class attendance, and participate actively in class discussions. Class attendance, participation and professional-quality contribution to the course project will constitute a significant portion of each student's final grade.

You are expected to read assigned material and prepare/complete assigned tasks before class meetings. Additional material will be posted on the course website. Please send your work the day before the next class via e-mail. The success of the course itself, as well as the depth of your understanding, is dependent on your preparation for each class.

Two tests will be used to verify the understanding of concepts as well as their application. Students should not assume that, since much of the discussion focuses on applications, it is not important to be thoroughly familiar with concepts and the assigned texts. There will be the chance to earn extra credit, if students contribute to research projects related to marketing. This will be an add-on for the regular participation grade.

Students will get the chance to present their class projects and homework several times. **Please send your work or slides the day before class via e-mail.** It is important that you take these communication tasks seriously and be able to show the necessary professional attitude through your thoughts and work. Getting practice in presenting work results is an excellent preparation for your job.

Every student has to work in a team project during the term. This project will be an entire integrated marketing communications campaign for a real company or purpose in the Boston Area, supported by a detailed budget, timeline and creative prototypes. The team project will give you experience in developing and presenting a complete marketing communications plan. Please see the attached guideline for the detailed requirements of this project. Beside this, some assignments during the semester will be given to the team to support their project.

Beside this, every student has to prepare at least one topic assigned to present in class. The topic will be related to the class topic of the day. Please send me your slides a day before the presentation. Please see the attached guideline for the detailed requirements of the individual project. The individual assignment will be graded based on the report, the slides, the creativity, the comprehensiveness, the quality and the audience evaluation.

**Course Outline**

Class 673	Topic	Student Topic A	Student Topic B	Chapter
24-Jan	Introduction			
24-Jan	<b>Principles of Marketing Communication</b>			Ch. 1 - 2
31-Jan	<b>The Consumer and the Marketing Communication</b>	Brand Value	CRM tools & IMC	Ch. 4 - 5
7-Feb	Submit Name of Team Members for the Term Project			
7-Feb	<b>The Process and Results of Marketing Communication</b>	Information Processing Models of the Consumer Behavior	Learning Models & IMC	Ch. 5 - 6
14-Feb	Submit topic for the term project			
14-Feb	<b>Creative Strategy &amp; Execution</b>	Encoding in IMC	Ethnography for IMC	Ch. 8 - 9
21-Feb	<b>The Role of the Internet</b>	Viral Marketing	Blogging as channel for IMC	Ch. 15
28-Feb	<b>The Role of Publicities &amp; PR</b>	PR & Social Media	Crowd Sourcing for IMC	Ch. 17
6-Mar	Mid-Term – Test			
6-Mar	Group Meeting			
13-Mar	Happy Spring Break			
20-Mar	<b>The Role of Broadcast Media</b>	Product Placement	Advocacy Advertising	Ch. 11
27-Mar	<b>The Role of Print Media</b>	New Digital Print Media - A Business perspective	The Art of Copy Writing	Ch. 12
3-Apr	<b>Support Media for Marketing Communication</b>	Gurilla Marketing	Cause related Marketing	Ch. 13
10-Apr	<b>Targeting by Media Planning</b>	Promotional Effectiveness	Internet Media Metrics	Ch. 7 + 10
17-Apr	<b>Partners in the Marketing Communication</b>			Ch. 3
24-Apr	Final - Test - MKT 673			
1-May	Final submission – Individual project			
7-May	Submit group project - MKT 673			

## Course Evaluation

<b>Class participation</b>	25%
<b>2 Test each 10 %</b>	20%
<b>Individual assignment</b>	20%
<b>Team project</b>	35%
	100%

## Course Goals

- Develop a fundamental knowledge of Marketing Communication and understand the processes of a Marketing Communication Campaign
- Develop insights into the specific challenges of new communication forms and the influence of the new information and communication technology
- Consider the importance of the integration of all communication efforts by the company.
- Get experience in planning and presenting a comprehensive, integrated communications program.
- Improve your analytic and communication skills and obtain practice in team development of an integrated communications plan.
- Obtain practice in formal presentation, both orally and in writing, of a communications plan.
- Understand career issues and opportunities in the broad field of advertising/marketing communications.

## MBA Program Learning Objectives

- Master business communication skills
- Master relationship building skills
- Integrate business disciplines to generate innovative solutions
- Apply critical thinking and analytical competence to complex business problems
- Incorporate diversity as well as regional and global awareness into business analysis
- Exercise teamwork and leadership skills
- Define and defend your own ethical compass

## ADMINISTRATIVE NOTES

- Regular attendance is only one part of the grade for class participation. Active, articulate, and insightful participation in the classroom as well as conscientious fulfillment of assigned exercises is highly necessary.
- Assignments need to be completed on their respective due-date unless previous arrangements have been made. Please send your work or assignment the day before the next class via e-mail. Late papers will incur a penalty ( $\leq 24$  hours  $\rightarrow$  minus one grade) or they may not be accepted for credit. Exceptions can only be made with proven evidence. There is no make-up available for in-class exercises.
- Class communication is necessary. You should be reachable by your given preferred e-mail address at least once a day.
- You are encouraged to bring your own laptop to class. This will help you summarize your group results from class assignments at the end of the lesson. Also, we can use the web for our in-class

activities.

- Individual projects and assignments should be submitted by email (**Don't use webCT for this**). For every submitted assignment you will receive a confirmation e-mail, as proof for you, that the submission is completed. Please use standard formats for your attachments (i.e. .doc, .ppt, .pdf, .xls). If additional hardcopies are necessary; there will be an announcement in class.
- Professional consistence is an important grading basis. If you don't have much experience in preparing a professional slide presentation, you can download PowerPoint templates for business presentations online.
- **The course is governed by the UMASS regulations and procedures regarding Academic Standards, Cheating, Plagiarism, and the Documentation of Written Work. Students caught cheating or plagiarizing will fail the course and will have a description of the incident attached to his or her academic records. Please familiarize yourself with the policies on [http://www.management.umb.edu/undergrad/undergrad\\_code\\_of\\_conduct.php](http://www.management.umb.edu/undergrad/undergrad_code_of_conduct.php) (especially Section IV A).**
- **All papers must be carefully prepared and proof-read. If outside sources are used, they must be cited in the paper when necessary and a complete bibliography must be included as specified in the Style Guide. The Style Guide contains easy to follow examples, as well as tips on writing, grammar, and how to document your sources properly. You will find the format at [www.management.umb.edu/undergrad/undergrad\\_writing.php](http://www.management.umb.edu/undergrad/undergrad_writing.php). Proper documentation is the best and easiest way to avoid being penalized for plagiarizing. Submitted slides will also be judged by this rule. A short management report is always encouraged; the criterion is whether you have covered all items thoroughly.**
- **If you have a disability and feel you will need accommodations in order to complete course requirements, please contact the Ross Center for Disability Services (M-1-401) at (617) 287-7430. For more information see: [www.rosscenter.umb.edu/](http://www.rosscenter.umb.edu/)**

## INTEGRATED MARKETING COMMUNICATIONS PLAN -- TEAM

- The Project:** Prepare a complete plan for executing and evaluating an integrated marketing communications campaign for a real company or purpose in the Boston Area, supported by a detailed budget, timeline and creative prototypes (see Outline).
- The Team:** 3-4 persons. Each team assigns a person to be their team captain (i.e. this person serves as a contact person. No special power attached ;-). **Submit team members by February 7.**
- The Process:** Choose a product, service, event, or cause and get instructor approval no later than **Feb 14**. The team is encouraged to find a real “business”, that will “play” the role as a “client” for the team. This can be a small local business or non-profit organization. A sense of the communications objectives will be helpful in approving the project. Issues of confidentiality can be handled in a variety of ways but should be specified from the beginning.
- The Format:** A written report (around 20 pages plus supporting material is reasonable.) A classroom presentation of key strategy and program elements supported by PowerPoint slides and creative prototypes **due on May 7 via e-mail**. The hardcopy can be submitted later in class
- The Scope:** The purpose of this assignment is to give you an opportunity to develop a complete integrated marketing communication program, as outlines on the next page. An integrated program implies multiple media and a series of steps to be carried out over time. It may also imply numerous creative executions, some of which may be dependent on prior steps.

## OUTLINE – AN INTEGRATED MARKETING COMMUNICATIONS PLAN

1. Overview of the company or purpose
2. *Review of existing organizational guidelines*  
(e.g. *Overall Corporate Statements/SBU Objectives/ marketing plan*)
3. Promotional Situation Analysis
  - External view  
(e.g. *Business Environment, Competition, Customer Market Segments*)
  - Internal view  
(e.g. *Past Experience and Performance in Similar Programs, Resources*)
4. Analysis of the Consumer (s. *Chapter 4+5+6*)
  - Consumer Need
  - Consumer Attitude Formation Process
  - Basic problem or issue the advertising must address
5. The Communications Strategy (s. *Chapter 8+9*)
  - Advertising and communications objectives
  - Target audience
  - Major selling idea or key benefits to communicate
  - Positioning / desired brand image
6. Develop integrated marketing communications programs (s. *Chapter 7+10-19*)
  - Creative strategy statement
  - Channel selection
  - Media plan
  - Budget & Timeline
  - Evaluation Criteria & Controls
  - Supporting information and requirements
7. Creative Prototypes & Explanation

### Project Notes

- E-mail communication with the instructor is encouraged as you work through the steps of your part of the project. This is a way to maintain momentum on the project as well as to ask specific questions as they come up.
- It is also highly recommended that you make the group process easier by heavy use of e-mail and instant messaging. This will not completely eliminate group meetings to make some of the important decisions. It is, however, an unsurpassed way to get work done. Cyber meetings (Google groups, Live Mesh) also eliminate the friction caused by the difficulty of scheduling meetings in the physical world.
- ***Consistent and productive attention to your duties as a team member is expected of each person. Each team member will evaluate it own performance and the performance of the other team members at the end of the project.***

## Individual Project

- Topic:** Please sign up for one topic in the assignment table. Every topic can only be assigned one time.
- Process:** Please **research your topic early** and **prepare** for a small presentation (10-15 Minutes) for the assigned day. Use other textbooks and the Internet. Do a little bit of research. Please use different sources of information for your report (at least five) and cite the work adequately.
- Content:** Please cover in your report the following aspects:
- What is the topic? Explanation? Definitions?
  - Provide and explain some examples and applications for the topic.
  - What is the relationship to IMC?
  - Advantages/Disadvantages that need to be considered
  - Recommendations to today and for the future
- Presentation:** Please send me your slides a day before your scheduled presentation. I plan to build on your presentation for my part of the class sessions. The final submission of the written material (final report and revised slides) is due to May 1<sup>st</sup>.
- Think about engaging technique to integrate your student colleagues. We will use your part as jumpstart for a discussion about the topic.
- Format:** Every student has to hand in a **report** about his assigned topic (about. 8 pages text) plus associated PowerPoint **slides**. The individual assignment will be graded based on the report, the slides, the creativity, the comprehensiveness, the quality and the audience evaluation.