



Integrated Marketing Communications: XCPD525 - Fall 2009

Class Dates: November 3, 10, 17, 24; December 1, 2009

6:00-9:15 PM

Location: Claredon Campus Room 240

1.6 CEs

Faculty: Susan Nickbarg, MBA

SVN2@georgetown.edu

Required Text:

Integrated Advertising, Promotion and Marketing Communications, 4/E by Kenneth Clow & Donald Baack, ©2010 | Prentice Hall | Published: 12/28/2008, ISBN-10: 0136079423 | ISBN-13: 9780136079422. **Purchase latest edition, 2010 not 2007.** Read chapters 1, 4, 15 before the first class.

This textbook can be purchased online. For those buying directly from the publisher, Pearson Education, go online and you will be granted 15% off the order and free shipping if you use this link: <http://www.mypearsonstore.com/bookstore/product.asp?isbn=0136079423>.

The textbook reading and other assignments will be provided the first day of class.

Required Cases: Order online:

Product #: MKTG150: Nike's "Joga Bonito Marketing Campaign," 2006
<http://www.icmrindia.org/casestudies/catalogue/Marketing/MKTG150.htm>

Product #: MKTG198: Kleenex: The Saga of a Super Brand." 2008
<http://www.icmrindia.org/casestudies/catalogue/Marketing/MKTG198.htm>

Additional Supplemental Handouts: Will be furnished by the Instructor. Various handouts and readings will likely be assigned depending on the course pace.

Invited Industry Guest Speakers¹:

11/10/09: John Mullin, SVP, RTC Relationship Marketing, a Young and Rubicam affiliate company

11/17/09: Keri Shoemaker, Director Capitol Region, PRR, a social communications services firm

11/24/09: Jonathan Halls and Associates, Principal, speaker, writer, and media futurist

¹ *Dependent on speaker availability, substitutions may occur.*

COURSE SYLLABUS

INTRODUCTION: Welcome to Integrated Marketing Communications!

Definition: Integrated Marketing Communications (IMC) is the coordination and integration of all marketing communication tools, avenues and sources within a company into a seamless program that maximizes the impact on consumers/customers and other stakeholders¹ at a minimal cost. The IMC includes all channels, customer, external communications and internal communications.

¹ *Includes but is not limited to customers, employees, NGOs, analysts, shareholders, consumers, and suppliers.*

Who the course is designed for: This course is designed for students who want to understand integrated marketing communications and relate it to their organization and/or be able to be strategic thinkers and decision makers in almost any company concerned with consumer/customer communications: advertising, public relations, promotion, Internet, direct marketing, Web site, digital and social media, and associated media (event marketing, point-of-purchase, other alternative media and understanding how all forms of communications work together to achieve organizational objectives and contribute to the “brand.”

What you will learn: This course provides a broad introduction to IMC within a framework of communications strategy planning that may be universally applied to different types of organizations and industries.

The course is structured to mimic the “real world” as much as possible through use of in class exercises, participation, cases, teaming with class-mates and as applicable guest speakers from industry. In order to learn IMC, you must analyze and deconstruct examples and cases. From these exercises you will begin to get insights into WHY things happen or don’t happen. Ideally, it will also foster an appreciation that integrated marketing communications is a professional discipline.

For the last class assignment, by doing an individual in-class presentation, you will put into action a framework and use it to develop and present a strategic communications plan.

Format: Active class participation is a critical element of the course. A combination of lectures, discussions, interaction, in-class assignments, field trip, and readings, as well as presentation of assignments to the class will be common throughout the class sessions. It should be clear that your proactive participation in this course determines the extent to you will benefit from the knowledge and practice that the course offers.

COURSE OBJECTIVES:

- Gain a broad understanding of the principles and elements of strategic communications planning and how execution will vary based on the life stage of a business or product life cycle, type of industry and channel, and forms of media being deployed.
- Learn to identify and develop the elements of a marketing communications plan: business and marketing objectives, marketing strategies, marketing tactics, budgets, and measurement as well as target audiences, segmentation, positioning and messaging, and the alignment of marketing communications strategies applied across media: advertising, sales promotion, direct, public relations, e-active, alternative, and personal selling.
- Understand that technology, the product value proposition, ethics, and corporate responsibility has significant impact on integrated marketing communications.

In addition, this course is purposefully developed for interactive and team work involvement to help you to further develop the skills necessary to cooperate as productive members of work teams, and to provide you with opportunities to further develop you analytical skills, critical thinking skills, and oral presentation skills.

NOTE: Examples will be illustrated from the instructor’s personal experience. In addition, guest speakers and industry experts were invited to present in order to enhance topics covered in the class and showcase emerging trends in the marketing industry. Assuming there is no last minute cancellation, we will have a real-world demonstration of advertising and integrated marketing communications campaigns from industry experts, followed by discussion of how they worked.

COURSE EVALUATION:

You will have several opportunities to demonstrate your knowledge of the principles taught in this course. Much of the learning is actually achieved in class. In lieu of tests and term papers you will have “light homework” and be expected to complete certain assignments in class as well as before class, to turn them in when due, participate in all in-class activities, make short, in-class presentations, and work collaboratively. The grading system is pass or fail. To receive a pass you must comply with the following:

- 100% attendance, note, complete attendance sign-in for each class
- Completion of in-class activities (exercises and presentations) *
- Completion of homework assignments (including field trips, written evaluations, and assigned case readings evaluations) *
- Class participation and collaboration

** It is expected that you will give critical thought to assigned activities. In the instance where you are to speak and present your work to the class, it is expected you will do so in a professional and collaborative manner. Any written assignments will be short using PowerPoint and/or a typed, double-space paper under 5 pages.*

Most of the topics that will be covered in the course will be presented in three parts: lectures of core concepts followed by interactive discussion and either case study and/or in-class activity exercises and presentations. During the lecture the strategic and conceptual aspects of the course will be presented. Lectures are aimed at emphasizing the key concepts. Please anticipate several assigned text chapters readings before your first class and for each subsequent class. **You will not be quizzed on the textbook, but you are expected to be familiar with the concepts in it.** Familiarity with the text will better enable you to complete your homework/cases.

COMMUNICATION:

Email will also be used as a means of communication in both directions. You are also encouraged to make individual appointments with the instructor whenever it is of benefit to you.

FACULTY: Susan Nickbarg, Principal, SVN Marketing, LLC

Across more than 15 years experience, Susan Nickbarg has successfully launched new businesses and developed global brands in Fortune 500 companies, technology start ups, and nonprofits drawing on expertise in marketing strategy, communications, brand management, product development and launch, partnerships, and corporate responsibility and sustainability. Susan has held management positions at Discovery Communications, Inc., IBM’s former Edmark software subsidiary, Novartis, Sara Lee, and BBDO Advertising. She is presently Principal of SVN Marketing, a marketing and corporate responsibility and sustainability consultancy working with F1000 business, government, and nonprofit clients.

She is a published author, university lecturer, and featured contributor for *PR NEWS* on sustainability and communications topics. Susan is chapter co-author of “Developing a Sustainability Chapter” in the recently published *The Sustainable Enterprise Field Book: When it All Comes Together*.

Susan is a nominee and graduate of Leadership Montgomery and has served on the board of the American Marketing Association, DC Chapter, the leadership team of Women in Technology, on the Maryland Business Roundtable in Education, and is a founding board member of the Sustainable Business Network of Washington DC.

Susan holds an MBA from the University of North Texas, a BA in Economics from the State University of New York, and an International Relations certificate from New York University.