

## MCS 3620: Marketing Communications

Section 01, Tuesday and Thursday, 11:30 am – 12:50 pm; MACS, Room 121

Department of Marketing and Consumer Studies  
College of Management and Economics  
University of Guelph  
Winter 2012

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### Required Textbook and Readings

- *Integrated Marketing Communications: Strategic Planning Perspectives* (3rd Edition) by Keith J. Tuckwell.

### Course Description from the 2011-2012 Undergraduate Calendar

#### **MCS\*3620 Marketing Communications F,W (3-0) [0.50]**

This course covers concepts of communication management as practiced by organizations in all economic sectors. Communication management principles are applied to the design and evaluation of communication programs.

*Prerequisite(s):* 10.00 credits including [MCS\\*1000](#), [MCS\\*2600](#)

*Restriction(s):* This is a Priority Access Course and some restrictions may apply during some time periods. Please contact the department for more information.

## Course Objectives

This course is designed to provide undergraduate students with an opportunity to gain a further understanding about the nature and scope of marketing communications. Upon completion of this course, students should be familiar and knowledgeable about key terminology that is used within the marketing communications discipline; topics to be covered in this course include integrated marketing communication (IMC), market segmentation, branding strategy, advertising planning, event marketing and sponsorship, ambush marketing, celebrity endorsements, product placement, public relations, sales promotion, and social media. Students are expected to develop analytical skills in analyzing actual business situations and problems, in which recommended courses of action will be proposed. Consideration will be given to the marketing and promotion of goods and services that affect both domestic and international markets.

A second objective of the course is to build awareness about some key ethical issues and social criticisms of marketing including the use of Native mascots and nicknames in the context of sports teams, tobacco and alcohol sponsorship, gender representation in advertising and the media, and celebrities as role models.

Classes usually take the form of lectures (i.e., the combined use of PowerPoint slides, props to serve as examples, and videos), case analyses, and class discussion. Formal lectures will typically be given during one class per week, while the second class will commonly be dedicated toward case analyses, which provide an opportunity for students to actively participate and to hopefully see the practical application of marketing communications theory previously introduced. Additionally, an effort will be made to have one or two guest speakers during the term. For example, it is anticipated that a guest lecture will be given by Michelle Slater, who is a Senior Marketing Manager, Social Media at the Royal Bank of Canada. This will be an opportunity for you to meet interesting, skilled marketing professionals, and to see how the marketing concepts discussed in class have practical relevance. Please note that the dates of the guest lectures may be altered to more suitably accommodate the schedules of the guest speakers.

## Grading/Evaluation

Assignments (2)	20%
Midterm	20%
IMC Plan Presentation	10%
IMC Plan	25%
Final Examination	<u>25%</u>
	100%

**Assignments.** There will be two homework assignments during the term; each assignment is worth 10% of your final grade. Assignments are to be completed by groups of *two* people. Submissions should be no more than 3 pages (not including title page), typed, double spaced, and use 12 point font with one inch margins. Please submit your assignments on standard white paper, stapled together at the top left-hand corner (do not use fancy coverings or binders). Grammar and spelling is an important criterion of evaluation. The assignments are due at the beginning of class. ***Late submissions will not be accepted.***

**Assignment 1.** Keeping in mind how branding is defined - that is, the use of a brand name and symbol - select one of Canada's NHL teams (i.e., the Toronto Maple Leafs, Ottawa Senators, Montreal Canadiens, Winnipeg Jets, Calgary Flames, Edmonton Oilers, or Vancouver Canucks) and evaluate the branding strategy. Your response should include commentary about whether the branding strategy of the selected sports team demonstrates the common characteristics of a good brand name and logo. Please attach a figure showing the professional sports team logo that is being assessed.

**Assignment 2.** Select an advertisement from a magazine that depicts a celebrity endorser. Identify the likely target market. Discuss whether the objective of the promotion is to inform, persuade, or remind. What is being communicated in the promotion? What images of the represented celebrity are likely transferable to the promoted product or service? In responding to this last question, you should incorporate and cite either the McCracken or Kamins and Gupta article that have been assigned as reading. Be sure to identify the source of the advertisement (title of magazine, date of issue) and attach the advertisement to your assignment.

**Examinations.** The midterm exam will cover material from class 1 through class 11. The format of the midterm exam will consist of both multiple choice and short answer questions (and potentially include one question that is based on a case).

The final exam will cover material from the entire course, although roughly two-thirds of the questions will deal with content from class 13 through class 24. The final exam will also consist of multiple choice, short answer, and case analysis questions. All assigned readings and in-class discussion are testable.

**Note:** *Appropriate medical or compassionate documentation is required to receive academic consideration for being unable to take a midterm or final exam at the designed time, and you must notify the professor **at least one day in advance** that you will be unable to attend. Consideration with regard to the final exam will involve taking a make-up exam that you will arrange with your Academic Advisor.*

***IMC Plan and Presentation.*** This project involves having 4-member student teams develop an integrated marketing communications plan for a product or service of their choice. Teams build their plan throughout the term. The objectives of this project are to have you apply the course material and develop an appreciation for the process that a brand manager, account executive, or marketing communications manager goes through in developing a complete IMC plan.

In selecting the product or service that your team will develop an IMC plan for, be sure to pick an organization that has at least one competitor (in the case of a for-profit company) or another similar agency that also has a communication plan (in the case of a not-for-profit organization). You should focus on existing products or services that currently have a marketing communication campaign in place that you can readily access. You should also select a product or service organization that you feel could significantly improve their communication efforts.

Each team will submit one collective IMC plan document. A more detailed outline for the IMC plan, to help organize your submission, will be provided in class as a handout. The IMC plan must be typewritten and include page numbers, an executive summary, headings and sub-headings to enhance readability, and a complete bibliography. You must be explicit and thorough with endnotes; all information taken from another source, whether quoted verbatim or merely summarized, must be properly acknowledged in the body of the document. The IMC plan submission should be no longer than 30 pages (including exhibits and appendices).

Please note that each team is strongly advised to meet with the instructor to discuss their proposed project and to gain approval to proceed. In discussion, it would be useful to be mindful about: (1) a description of your product/organization and your rationale for selecting it; (2) a brief analysis of the product market/category you will be dealing with (name, size, environmental influences affecting the market); (3) a list of the key competitors in this product category (including your product!), along with their positioning strategies; and (4) your assessment of why your product's current communication efforts are weak or could be further improved. Also, clearly establish each of your group members.

Additionally, each team will make a 10 minute presentation, which will be based on the subject matter of the IMC plan document being prepared. Five minutes will also be designated for questions. Presenters will be provided with feedback that is meant to be helpful toward their IMC plans that are due on Monday, April 9, 2012 (***late submissions of the IMC plans will be deducted 10% per day***). Presentations should be supported by audiovisual aids (e.g., PowerPoint slides), and presenters are expected to submit an abstract or executive summary (roughly 200 words), an outline of their PowerPoint slides, and a one-page bibliography handout that constitutes key references of their IMC plan document.

Overall, this course follows the University grading scheme outlined in the University Calendar:

A+	90-100%	<b>Excellent:</b> An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
A	85-89	
A-	80-84	
B+	77-79	<b>Good:</b> A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
B	73-76	
B-	70-72	
C+	67-69	<b>Acceptable:</b> An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
C	63-66	
C-	60-62	
D+	57-59	<b>Minimally acceptable:</b> A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
D	53-56	
D-	50-52	
F	0-49	<b>Fail:</b> An inadequate performance.

**General Expectations.** The size of the class admittedly poses a challenge, but informed discussions are critical to learning in this course. Try to come to class with enthusiasm. You are encouraged to share stories in class that relate to the topics we are learning, and to point out any issues that seem confusing. Your participation is particularly expected when we do case analyses.

A D2L or Desire to Learn site for MCS\*3620 has been established that is password protected and accessible only to those enrolled in the course (see <http://courselink.uoguelph.ca>). PowerPoint slides used during the lectures will be posted, but please note that copies of class handouts will not be provided on the website. Students should also check the MCS\*3620 website regularly for course-related news and announcements.

**Academic Dishonesty.** Every student who is registered in this class is expected to have read and understood the rules regarding student academic dishonesty which are stated in the 2011-2012 Undergraduate Calendar. Each student is expected to know the rules regarding plagiarism (including the reuse of papers or assignments previously used in other courses, submitting academic work that is not your own, as well as not citing other people's work where appropriate), and to know that ignorance of these rules cannot be used as a defence against a charge of academic dishonesty. The University's policy on plagiarism is outlined at <http://www.academicintegrity.uoguelph.ca/>, along with possible punishments for violations.

## SYLLABUS

### Course Introduction and Syllabus, Integrated Marketing Communications (IMC) Defined

Class 1, Tues. Jan. 10      Assigned reading: Chapter 1

### Strategic Planning Principles: Market Segmentation (Identify Target Audience), the Marketing Environment, and SWOT Analysis

Class 2, Thurs. Jan. 12      Assigned reading: Chapters 1 and 2

Class 3, Tues. Jan. 17      Case 1: “Generation X Video Store”

Class 4, Thurs. Jan. 19      Assigned reading: Chapters 1 and 2

Class 5, Tues. Jan. 24      Case 2: “Harley-Davidson Motor Company”

### Branding Strategy

Class 6, Thurs. Jan. 26      Assigned reading: Chapter 3

Class 7, Tues. Jan. 31      Case 3: “Miami University—The Redskins Name Controversy”

Class 8, Thurs. Feb. 2      The Super Bowl as a Branded Spectacle

Assigned reading: Dewhirst, Timothy and Matthew Farish (2005, February 10), Super Bowl XXXIX: Branded Patriotism, *The StarPhoenix*, p.A11.

### Advertising Planning: Creative and Traditional Media

Class 9, Tues. Feb. 7      Assigned reading: Chapter 4

Class 10, Thurs. Feb. 9      Case 4: “Barton Advertising Agency”  
**Assignment 1 due at the beginning of class**

Class 11, Tues. Feb. 14      Assigned reading: Chapter 5

Class 12, Thurs. Feb. 16      **Midterm Exam**

**Feb. 21, 23      Reading Week: No Classes**

The Communications Mix

Class 13, Tues. Feb. 28

Sponsorship-Linked Marketing  
Assigned reading: Chapter 10

Class 14, Thurs. Mar. 1

Case 5: “Stratford Festival of Canada”

Assigned reading: Chapter 8 “Image Transfer in Global Sport Sponsorship: Theoretical Support and Boundary Conditions” by Kevin Gwinner; from Amis, John and T. Bettina Cornwell (Eds.) (2005), *Global Sport Sponsorship*, Oxford, UK: Berg Publishers.

Assigned reading: Chapter 11 “Ambush Marketing: Research and Management Implications” by Janet Hoek; from Amis, John and T. Bettina Cornwell (Eds.) (2005), *Global Sport Sponsorship*, Oxford, UK: Berg Publishers.

Case 6: Olympia Pizza: Creating and Protecting Your Brand

Class 15, Tues. Mar. 6

Celebrity Endorsers I

Assigned reading: Kamins, Michael and Kamal Gupta (1994), Congruence between Spokesperson and Product Type: A Matchup Hypothesis Perspective. *Psychology and Marketing*, 11, 569-586.

Class 16, Thurs. Mar. 8

Celebrity Endorsers II

Assigned reading: McCracken, Grant (1989), Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process, *Journal of Consumer Research*, 16, 310-321.

Class 17, Tues. Mar. 13

Public Relations (including Product Placement)  
Assigned Reading: Chapter 9

Assigned Reading: George, Lianne (2005, February 21), Beyond Ads and Product Placement... TV’s New Tricks to Sell You Stuff, *Maclean’s*, pp.30-35.

Class 18, Thurs. Mar. 15

Internet and Online Marketing Communications,  
Direct Marketing, and Sales Promotion

Assigned Reading: Chapters 6, 7, and 8  
**Assignment 2 due at the beginning of class**

Class 19, Tues. Mar. 20

Video Screening of *Art & Copy*  
Bring popcorn!

Class 20, Thurs. Mar. 22

**No class scheduled**

Developing an IMC Plan

Class 21, Tues. Mar. 27

Class Presentations of IMC Plans

Class 22, Thurs. Mar. 29

Class Presentations of IMC Plans

Class 23, Tues. Apr. 3

Class Presentations of IMC Plans

Class 24, Thurs. Apr. 5

Class Presentations of IMC Plans

**IMC Plan is due on Monday, April 9, 2012**

**Final Examination: Friday, April 20, 2012 (2:30 pm – 4:30 pm)**