

MCS*3620 ADVERTISING MANAGEMENT

Fall 2010 Section 01 Course Outline

Instructor: **Deepak A. Mehmi**

Office: **MINS 255**

Phone: **(519)824-4120 ext. 52141**

Email: **dmehmi@uoguelph.ca**

TA : TBA

Lectures: **Mondays & Wednesdays | 8:30 -10:00am | MCKN 225**

Office Hrs: **Mondays 10:00-11:00am**
Consultation by appointment

Course Description:

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.

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, and social marketing. Students are expected to develop analytical skills in analyzing actual business situations and problems, in which recommended courses of action would be proposed. Consideration will be given to the marketing and promotion of goods and services that affect both domestic and international markets.

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 discussions and, 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.

Required Readings:

- Keith J. Tuckwell, *Integrated Marketing Communications: Strategic Planning Perspectives*, Pearson Prentice Hall – 2nd or 3rd editions are adequate
- Other readings will be provided as needed either in hardcopy or through URL.

D2L Course Site:

A D2L or Desire to Learn (formerly Blackboard) 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>). Bare bones PowerPoint slides will be posted on D2L but further detail will be added in class. Also, please note that all copies of class handouts may not be provided on the website. Students should also check the MCS*3620 website regularly for course-related news and announcements. We will try to leverage the site for ongoing discussions and participation.

Student Evaluation:

Individual Submissions

- | | |
|-------------------------------------|-----|
| • Mid-term exams (2 @ 20% each) | 40% |
| • Participation (In-class & Online) | 10% |

Group Submissions

- | | |
|---------------------------|-----|
| • IMC Written Proposal | 05% |
| • IMC Situation Analysis | 10% |
| • IMC Plan Presentation | 15% |
| • IMC Plan Written Report | 20% |

* No extensions will be granted for any test or assignment unless medical or compassionate documentation is provided. Note: Appropriate medical or compassionate documentation is required to receive academic consideration for being unable to take a midterm or final exam at the designated time, and you must notify the professor at least one day in advance that you will be unable to attend.

Mid-term Tests:

The mid-term tests will consist of multiple-choice and short answer questions. Students are responsible for all information covered in the text, in lectures, in seminars, and by guest speakers. For regulations on alternate exams, refer to the Undergraduate Calendar. There will be two (2) tests each worth 20%. These tests will account for 40% of your final grade.

Participation:

Your participation grade is based on evaluating 4-5 presentations during the term. A schedule of evaluation responsibilities will be set up following the determination of the presentation schedules. As well, the amount you discuss, post, comment and interact with the D2L site will have an impact on your participation grade. Participation grades will account for 10% of your final grade

Integrated Marketing Communications Plan:

This project involves selecting 4-member student teams to develop and present 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 product 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.

The Integrated Communications Plan is broken up into four major parts:

- IMC Written Proposal
- IMC Situational Analysis
- IMC Plan Presentation
- IMC Plan Written Report

A) Written Proposal

Your group will submit a 2-page typewritten and double-spaced, project proposal in order to obtain approval to proceed. It should include:

- A description of your product/organization and your rationale for selecting it
- A brief analysis of the product market/category you will be dealing with (name, size, environmental influences affecting the market)
- A list of the key competitors in this product category (including your product!), along with their positioning strategies
- Your team's assessment of why your product's current communication efforts are weak
- Don't forget to include the names of each of your group members in your submission

These proposals are due in-class during week 3 and are worth 5% of your final grade.

B) Situational Analysis:

Your group will be required to submit and present in-class a situational analysis of the key Strengths, Weaknesses, Opportunities and Threats facing the brand and/or corporation you've selected. Key questions, to be answered, should include:

- What are the competitors doing?
- What are the areas our brand can dominate?
- What has our brand done successfully in the past?
- What is the essence of our brand?
- Where is the market heading?
- What does the future hold for our brand?
- How can we communicate with our clients?
- What does success look like?

This is a research-heavy exercise and teams will be asked to submit written documentation on the day of their in-class presentation. Presentations will occur during weeks 7 and 8. The situational analysis is worth 10% of your final grade.

C) Integrated Marketing Communications Plan Presentation:

The IMC Plan Presentation should be a synopsis of your overall strategic plan. Each presentation will be a maximum of 10 minutes long and will be followed by 3-5 minutes of questioning by the graders and the audience. Your group will be graded on both the presentation and how you handle the Q & A period.

You must keep the severe time restrictions in mind in making your presentations, and focus on communicating just enough information to allow the audience to grasp the key components of your situation or your plan and to make comments on them. If you go over the time limit, you will not be allowed to continue with your presentation.

Recommended presentation content/order:

- Marketing Objectives and Strategies
- Communication Plan Objectives
- Creative Strategy
- Creative Executions
- Media Strategies
- Project Plan in Flow Chart

Any feedback you receive on your presentations can and should be used to improve your final written submission. This in-class, oral presentation accounts for 15% of your grade. Presentations will be scheduled during weeks 11 and 12.

D) Integrated Marketing Communications Plan Written Report:

Each team will submit one plan document. The outline for the written plan document is provided as an Appendix. The following instructions, in combination with Appendix 2, will help you organize your submission:

- The plan must be typewritten and include page numbers.
- You must provide a table of contents and include sub-headings to enhance readability
- You must be explicit and thorough with footnotes; all information taken from another source, whether quoted verbatim or merely summarized, must be properly acknowledged in the body of the document.
- Provide a complete bibliography including web site references at the conclusion of the document.
- The plan submission should approximately 30 pages. There is no limit on the number of exhibits that you include in the document. However, avoid putting information in appendices. If information is critical to the understanding of the plan, it **MUST** be included in the body of the document. Material included in appendices is considered optional reading and it may not be graded.

The IMC Plan Evaluation Sheet is attached as an Appendix and is provided for your reference in preparing your write-up. Each member of the group must individually submit a peer evaluation form within one week after the submission of the IMC Plan. Please note that peer evaluation can substantially alter the grades received by members of a group. You must refrain, where possible, from allowing personal differences/biases to influence your evaluation. The peer evaluation form you must use is provided as an Appendix. The project will not be graded until peer evaluations are received from all group members.

*** ANY CHANGES IN THE REQUIREMENTS FOR THIS COURSE OR THIS PROJECT WILL BE ANNOUNCED IN CLASS AND POSTED ON D2L.**

Course Grading Standards:

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

A+ A A-	90-100% 85-89% 80-84%	Excellent: 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.
B+ B	77-79% 73-76%	Good: A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability

B-	70-72%	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.
C+ C C-	67-69% 63-66% 60-62%	Acceptable: 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.
D+ D D-	57-59% 53-56% 50-52%	Minimally acceptable: 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.
F	0-49%	Fail: An inadequate performance.

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 2009-2010 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 defense against a charge of academic dishonesty.

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.

READINGS & SCHEDULE

MCS*3620 – Key Readings & Dates

It is the expectation and understanding that each student will be prepared for each class with requisite materials and readings completed.

Date	Topic	Reading	Notes
Class 1 - Mon, Sept. 13	Intro to Syllabus & Overview of IMC	Tuckwell, <i>Integrated Marketing Communications: Strategic Planning Perspectives</i> – CH. 1 pp. 2-29	
Class 2 – Weds, Sept. 15	Segmentation & Targeting	Tuckwell, <i>Integrated Marketing Communications: Strategic Planning Perspectives</i> – CH. 1 pp. 2-29 (Cont)	
Class 3 – Mon, Sept. 20	Strategic Planning Principles	Tuckwell, <i>Integrated Marketing Communications: Strategic Planning Perspectives</i> – CH. 2 pp. 30-62	Groups for IMC must be selected and submitted today in-class.
Class 4 – Weds, Sept. 22	Situational Analysis & IMC Overview	Tuckwell, <i>Integrated Marketing Communications: Strategic Planning Perspectives</i> – CH. 2 pp. 30-62 (Cont)	
Class 5 – Mon, Sept. 27	Intro to Branding	Tuckwell, <i>Integrated Marketing Communications: Strategic Planning Perspectives</i> – CH. 3 pp. 64-93	
Class 6 – Weds, Sept. 29	Packaging & Brand Building	Tuckwell, <i>Integrated Marketing Communications: Strategic Planning Perspectives</i> – CH. 3 pp. 64-93 (Cont)	IMC Written Proposal due and submitted in-class.
Class 7 – Mon, Oct. 4	MID-TERM TEST # 1 – In-class		
Class 8 – Weds, Oct. 6	Intro to Advertising Planning & Creative	Tuckwell, <i>Integrated Marketing Communications: Strategic Planning Perspectives</i> – CH. 4 pp. 96-126	
Class 9 – Mon, Oct. 11	THANKSGIVING HOLIDAY – No Classes Scheduled – Make-up Class will be on Thursday, December 2 nd , 2010		

Class 10 – Weds, Oct. 13	Positioning Strategy	Tuckwell, <i>Integrated Marketing Communications: Strategic Planning Perspectives</i> – CH. 4 pp. 96-126 (Cont)	
Class 11 – Mon, Oct. 18	Advertising Planning & Traditional Media	Tuckwell, <i>Integrated Marketing Communications: Strategic Planning Perspectives</i> – CH. 5 pp. 127-161	
Class 12 – Weds, Oct. 20	SITUATIONAL ANALYSES PRESENTATIONS – In-class (Schedule to be set-up and communicated on D2L)		
Class 13 – Mon, Oct. 25	SITUATIONAL ANALYSES PRESENTATIONS – In-class (Schedule to be set-up and communicated on D2L)		
Class 14 – Weds, Oct. 27	SITUATIONAL ANALYSES PRESENTATIONS – In-class (Schedule to be set-up and communicated on D2L)		
Class 15 – Mon, Nov. 1	Planning for Direct Response Communications	Tuckwell, <i>Integrated Marketing Communications: Strategic Planning Perspectives</i> – CH. 6 pp. 162-187	
Class 16 – Weds, Nov. 3	Planning for Interactive Communications	Tuckwell, <i>Integrated Marketing Communications: Strategic Planning Perspectives</i> – CH. 7 pp. 188-218	
Class 17 – Mon, Nov. 8	Sales Promotion, Public Relations & Experiential Marketing	Tuckwell, <i>Integrated Marketing Communications: Strategic Planning Perspectives</i> – CH. 8 pp. 220-250 CH. 9 pp. 251-279 CH. 10 pp. 281-313	
Class 18 – Weds, Nov. 10	Evaluating Marketing Communications	Tuckwell, <i>Integrated Marketing Communications: Strategic Planning Perspectives</i> – CH. 12 pp. 342-366	
Class 19 – Mon, Nov. 15	GUEST SPEAKER – In-class		
Class 20 – Weds, Nov. 17	Marketing & Advertising’s Social Effects	“e-Ticket to Nike Town”, S. Collins. New York University. Counterblast: <u>e-Journal of Culture and Communication</u> , v.1, n.1 (November 2001) - http://www.nyu.edu/pubs/counterblast/issue1_nov01/pdf_files/collins.pdf	

		“The Culture Industry: Enlightenment as Mass Deception”, T. Adorno & M. Horkheimer. (1944) – http://www.mariabuszek.com/kcai/PoMoSeminar/Readings/AdornoHork.pdf	
Class 21 – Mon, Nov. 22	Evaluating Creative & IMC Overview	Tuckwell, <i>Integrated Marketing Communications: Strategic Planning Perspectives</i> – CH. 12 pp. 342-366 (Cont)	Class will function as a review
Class 22 – Weds, Nov. 24	MID-TERM TEST # 2 – In-class		
Class 23 – Mon, Nov. 29	FINAL IMC PLAN PRESENTATIONS – In-class (Schedule to be set-up and communicated on D2L) – Attendance is Mandatory		
Class 24 – Weds, Dec. 1	FINAL IMC PLAN PRESENTATIONS – In-class (Schedule to be set-up and communicated on D2L) – Attendance is Mandatory		
Class 25 – Thurs, Dec. 2	FINAL IMC PLAN PRESENTATIONS – In-class (Schedule to be set-up and communicated on D2L) – Attendance is Mandatory		
Class 26 – Mon, Dec. 6	FINAL IMC PLAN WRITTEN REPORTS – Hardcopies and peer evaluations to be dropped off in my office by 11am.		

* Please note that readings and dates may change as the semester progresses.

APPENDIX 1

MCS*3620 – IMC Written Report Structure

1. **GENERAL INTRODUCTION** – this is a brief summary of your company/brand’s history and/or status in the marketplace; it should include a brief assessment of the key problem(s) that the company/brand is facing and that your IMC plan will address.

2. **BACKGROUND (or SITUATION ANALYSIS)**
 - a) **MARKET ANALYSIS** – this section should include info such as the market definition, current market size, overall market trends during the last 2-5 years, anticipated overall future trends, plus any other key info you have found about the market that might impact communication planning
 - b) **MARKET ENVIRONMENT** – this section should include key demographic/socio-cultural, economic, political/legal, technological factors impacting all of the key market players – you should focus on factors that might impact communication planning now or in the near future
 - c) **CONSUMER ANALYSIS** – this is a profile of primary users of this product category (demographics, psychographics, geographics, usage patterns), and a review and explanation of what is known about their consumer behaviour (with regard to this or related products)
 - d) **COMPETITOR ANALYSIS (INCLUDING YOUR OWN PRODUCT)** – for each one, review and analyze recent past/present marketing and communication plans plus known factors (such as distribution) that will impact marketing planning now or in the near future

3. **SWOT** – this is a summary of the prioritized issues facing your brand based on the above situation analysis and clarification of which ones your IMC plan will address
 - a) **STRENGTHS**
 - b) **WEAKNESSES**
 - c) **OPPORTUNITIES**
 - d) **THREATS**
 - e) **KEY ISSUES TO BE ADDRESSED IN IMC PLAN**

4. **IMC PLAN** – REMEMBER: rationales must be provided throughout
 - a) **MARKETING OBJECTIVES** – the overall business goals the communication plan will help achieve
 - b) **MARKETING STRATEGIES** - if different from current, how and why?
 - c) **BASIS FOR SEGMENTATION**
 - d) **TARGET MARKET**
 - e) **POSITIONING**
 - f) **COMPETITIVE APPROACH**
 - g) **TARGET AUDIENCE**
 - h) **PROPOSED BUDGET** – IMC Plan spending target and rationale
 - i) **OVERALL COMMUNICATION OBJECTIVES** – what communication effect/response is the plan designed to achieve?
 - j) **OVERALL CREATIVE STRATEGY** – what is the primary campaign message? What is the support for this message?

- k) **CREATIVE EXECUTIONS** – mock-ups for each communication method to be used (can be as simple as line drawings)
 - l) **MEDIA STRATEGIES** – which communication methods will be used? Desired media characteristics? Coverage? Duration & continuity? Reach & effective frequency targets?
 - m) **FLOW CHART/ACTIVITY SCHEDULE** – summary chart of specific media/vehicles planned each month during the plan year
5. **PLAN ASSESSMENT AND EVALUATION** – why will your IMC plan be effective? How does it address your key issues? How will you determine whether all or parts of your plan will work? This can involve tests conducted before the plan is fielded or after the campaign is over.
6. **BIBLIOGRAPHY** – summary of sources used for the project (NOTE: these should have already been cited in the document).
7. **APPENDICES** – these are optional; however, anything of key importance should be put in the body of the document – use this section for supplementary info of potential interest to the plan evaluators – any appendices provided should be referenced in the plan document.

APPENDIX 2

MCS*3620 – In-Class Presentation Evaluation Sheet

Product:

Presenting Group:

- 1.
- 2.
- 3.
- 4.
- 5.

Grading Criteria	Poor	Fair	Good	Very Good	Excellent
Completeness of material covered					
Clarity of issues or proposed objectives & strategies					
Creativity in thinking/analysis/planning					
Organization of material/flow					

Please grade the following:

Completeness: /4 marks
 Clarity: /4 marks
 Creativity: /4 marks
 Organization: /3 marks

TOTAL /15 marks

COMMENTS:

APPENDIX 3

MCS*3620 – IMC Written Plan Rubric

Product:

Group:

- 1.
- 2.
- 3.
- 4.
- 5.

Grading Criteria	Poor	Fair	Good	Very Good	Excellent
Thoroughness, quality and relevance of situation analysis					
Quality of rationale and strategies; strategic consistency of plan					
Creativity of plan and recommended tactics					
Organization of material – completeness, ease of understanding					

Please grade the following:

Situation analysis	/5 marks
Rationale and strategic consistency	/5 marks
Creativity of plan and tactics	/5 marks
Presentation (clarity & completeness)	/5 marks
Style and structure (grammar, logic & spelling)	/5 marks
TOTAL	/25 marks

COMMENTS:

APPENDIX 4

MCS*3620 – Group Participation | Peer Evaluation

Your Name:

Your Signature:

Product:

Evaluation: Assign points to each member of the group other than yourself. If everyone made an equal contribution, assign each member 100 points. If contribution was unequal, assign more than 100 points to members who contributed more to the project (both the in-class presentation and the written IMC Plan) and less than 100 points to members who contributed less. The points you assign should total to 100 times the number of students that you are personally evaluating. For example, if you are evaluating 3 people, the points you assign should add to 300 in total.

Name	% Contribution	Rationale
2. Member A:		
3. Member B		
4. Member C:		
4. Member D:		

REMEMBER THAT YOUR EVALUATION CAN SUBSTANTIALLY AFFECT THE GRADES OF THE OTHER MEMBERS OF YOUR GROUP.

PLEASE COMPLETE AND HAND THIS IN INDIVIDUALLY. PEER EVALUATION IS NOT A GROUP DECISION.