

University of Guelph
Department of Marketing and Consumer Studies

MCS*3620 MARKETING COMMUNICATIONS
Fall 2011 Course Outline

Professor:

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Lectures Section 01: Tuesdays and Thursdays 08:30-10:00 am
Lectures Section 01: Tuesdays and Thursdays 04:00-05:20 pm

Prerequisites: 9 course credits including MCS*1000 and MCS*2600

Course Description:

This course teaches students about the principles and concepts of marketing communication as practiced by organizations in various sectors. As students learn about marketing communication through lectures and discussion, they design, present and evaluate their own and others' integrated marketing communication plans.

Course Format:

This course involves lectures, discussions, guest speakers, a major project and two in-class presentations. A detailed schedule is provided on page 4 of this outline.

Required Reading:

Keith J. Tuckwell, *Integrated Marketing Communications: Strategic Planning Perspectives*, Pearson Prentice Hall, 2005

D2L:

The D2L site for MCS*3620 is the source of course material such as the Powerpoint lecture notes. Students are required to print their own copies as, generally, no handouts or articles will be provided in class. Students should also check the MCS*3620 D2L (formerly BLACKBOARD) website regularly for course-related news and announcements. Please note that the course evaluation to be completed at the end of the term will be handled via D2L.

Student Evaluation:

Individual

Mid-term exams (2 @ 20% each)	40%
Participation	<u>10%</u>
	50%

Group

Situation Analysis & SWOT Presentation	15%
IMC Plan Presentation	15%
Full Written Report	<u>20%</u>
	50%

No extensions will be granted for any test or assignment unless medical or compassionate documentation is provided.

Mid-term Tests:

The mid-terms will consist of multiple choice 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 2011-2012 Undergraduate Calendar.

Participation:

The 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.

Project Presentations and Report:

A full explanation of these course requirements is provided on pages 5-13 of this course outline. Any changes in these course requirements will be announced in class and posted on D2L.

Course Grading Standards: Consistent with University Policy:

- **80 - 100 (A) 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.

- **70 - 79 (B) Good.** 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.
- **60 - 69 (C) 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.
- **50 - 59 (D) 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.
- **0 - 49 (F) Fail.** An inadequate performance.

Appeals Procedure:

Refer to the 2011-2012 Undergraduate Calendar

Drop and Add:

Refer to the 2011-2012 Undergraduate Calendar

Academic Misconduct:

Refer to the 2011-2012 Undergraduate Calendar. Please note that independent work is required on all individual assignments.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Winter 2011 SCHEDULE
(Subject to Change)
Advertising Management MCS 3620

WEEK OF	READING	TUES 8:30-10:00 TUES 11:30-01:00	THURS 8:30-10:00 THURS 11:30-01:00
Week 1 Sep 13	Handouts & Ch.1 (pp. 2-12)	Review of Course Outline & Project Introduction to Marketing Communications and IMC Client and Agency Perspectives on IMC Planning	
Week 2 Sep 20	Ch. 2	Strategic Planning Situation Analysis	
Week 3 Sep 27	Ch. 2	SWOT The Marketing Plan & Marketing Objectives The IMC Communication Plan & Communication Objectives Project Proposal Due	
Week 4 Oct. 4	Ch. 1 (pp. 13-33)	Segmentation & Targeting	MIDTERM #1
Week 5 Oct. 11	Ch. 3	Branding Strategy	Branding & Positioning
Week 6 Oct. 18	Ch. 4	Communication Theory Creative Planning	
Week 7 Oct. 25	Ch. 12 (pp. 331-347)	Creative Evaluation	In-class presentations: Situation Analysis & SWOT
Week 8 Nov. 1		In-class presentations: Situation Analysis & SWOT	
Week 9 Nov. 8	Chs. 5, 6, 7	Advertising Media Direct Response Online Interactive	
Week 10 Nov. 15	Chs. 8, 9, 10	Sales Promotion – Consumer & Trade Public Relations & Event Marketing Guest Speaker: TBA	
Week 11 Nov. 22	Ch. 12 (pp. 347-356)	IMC Plan Evaluation MIDTERM #2	In-class presentations: IMC Plan
Week 12 Nov. 29		In-class presentations: IMC Plan	
Week 13 Dec. 6		Final Project Report – –	

THE MCS*3620 IMC PLAN PROJECT

This project involves having 4-member student teams 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 (i.e. they definitely have a chink in their armour!).

- **Project Proposal due in Week 3 (note: these outlines are REQUIRED – they are not graded, but the grade for your final written report will be reduced by 5 marks if this step is missed)**

You will submit a 2-page typewritten project proposal in order to obtain approval to proceed. It should include: (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. Don't forget to include the names of each of your group members in your submission.

- **Situation Analysis and SWOT in-class presentation in Week 7 or Week 8**
- **In-class Presentation of your IMC Plan to be made in Week 11 or Week 12**

Each group will make two presentations during the above weeks. These presentations are each worth 15% of your final grade. Important things to keep in mind:

1. Situation Analysis and SWOT presentation:
 - 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.
 - Not every group member has to present!
2. Presentation of IMC plan:
- Each presentation will be a maximum of 5 minutes per presenter 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.
 - Every group member has to present!
→if your group consists of 5 people, the presentation is 25minutes long
3. 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.
4. Recommended presentation content/order:

First presentation:

- * Explanation of Market and Competitive Situation
- * SWOT Summary and Priorities

Second presentation:

- * Marketing Objectives and Strategies
- * Communication Plan Objectives
- * Creative Strategy
- * Creative Executions
- * Media Strategies
- * Block Chart

5. Any feedback you receive on your presentations can and should be used to improve your final written submission. Feedback will involve some on-the-spot comments by the graders as well as handwritten comments which can be picked up at MINS 200 within 3 days after your presentation. **The In-Class Presentation Evaluation Sheet is attached as Appendix 1.**
6. Remember that you are presenting to the entire class as well as to the graders, so you must project your voices enough so that everyone can hear and you should use visual aids that are large enough for everyone to see.
7. This course employs peer evaluation of this group project. Assignment of responsibilities is up to each group and should be taken into consideration in peer evaluation assessments.

- **Your written IMC Plan is due the week after classes end**

The written IMC Plan is worth 20% of your final grade. Each team will submit one plan document. **The outline for the written plan document is provided as Appendix 2.** The following instructions, in combination with Appendix 2, will help you organize your submission.

1. The plan must be typewritten in Times New Roman, 12 point, double-spaced with 1 inch margin on each side and include page numbers.
2. You must provide a table of contents and include sub-headings to enhance readability.
3. You must be explicit and thorough with references; all information taken from another source, whether quoted verbatim or merely summarized, must be properly acknowledged in the body of the document. Please use APA style for citations.
4. Provide a complete bibliography including web site references at the conclusion of the document.
5. The plan submission should be no longer than 20 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 Appendix 3 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 Appendix 4. 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

APPENDIX 1

MCS*3620 – IN-CLASS PRESENTATION EVALUATION SHEET

Product:

Presenting Group:

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

Presentation: Situation Analysis/SWOT or IMC Plan

Grading Criteria	Poor	Fair	Good	Very Good	Excellent
Completeness of material covered (4 pts)					
Clarity of situation & issues or proposed objectives & strategies (4 pts)					
Creativity in thinking/analysis/planning (4 pts)					
Organization of material/flow (3 pts)					

Completeness	/4 marks
Clarity	/4 marks
Creativity	/4 marks
Organization	<u>/3 marks</u>

TOTAL	/15 marks
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COMMENTS:

APPENDIX 2

MCS*3620 - OUTLINE FOR IMC PLAN

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 (aka 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 SWOT's 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?*
 - 1. **BASIS FOR SEGMENTATION**
 - 2. **TARGET MARKET**
 - 3. **POSITIONING**
 - 4. **COMPETITIVE APPROACH**
 - c. **TARGET AUDIENCE** – *same as TM or not?*
 - d. **PROPOSED BUDGET** – *IMC Plan spending target and rationale*
 - e. **OVERALL COMMUNICATION OBJECTIVE(S)** – *what communication effect/response is the plan designed to achieve?*
 - f. **OVERALL CREATIVE STRATEGY** – *what is the primary campaign message? what is the support for this message?*
 - g. **CREATIVE EXECUTIONS** – *mock-ups for each communication method to be used (can be as simple as line drawings)*
 - h. **MEDIA STRATEGIES** – *which communication methods will be used? desired media characteristics? coverage? duration & continuity? reach & effective frequency targets?*
 - i. **FLOW CHART/ACTIVITY SCHEDULE** – *summary chart of specific media/vehicles planned each month during the plan year*
5. **PLAN ASSESSMENT AND EVALUATION** – *why is your plan a good IMC plan? How does it address your key SWOT's? how will you determine whether all or parts of your plan will work? – 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** – *optional; 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 3

MCS*3620 - FINAL IMC PLAN EVALUATION SHEET

Product:

Group:

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

Grading Criteria	Poor	Fair	Good	Very Good	Excellent
Thoroughness, quality and relevance of situation analysis (5 pts)					
Quality of rationale and strategies; strategic consistency of plan (5 pts)					
Creativity of plan and recommended tactics (5 pts)					
Organization of material – completeness, ease of understanding (5 pts)					

Situation analysis	/5 marks
Rationale and strategic consistency	/5 marks
Creativity of plan and tactics	/5 marks
Presentation (organization, clarity, completeness, spelling etc.)	<u>/5 marks</u>

TOTAL /20 marks

COMMENTS:

APPENDIX 4

PEER EVALUATION - MCS*3620 IMC Plan Project

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
1. Self	You cannot evaluate yourself, only your group members	-----
2. Member A:		
3. Member B		
4. Member C:		

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 OR ASSIGNMENT!