

**CMGT 541:
Integrated Communication Systems
Annenberg School of Communication**

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Course Description:

This is an introductory course on marketing communication and is an overview of marketing communication principles and strategies. The course will focus on key concepts and useful frameworks for creating and managing an integrated marketing communication plan. Topics that will be discussed include brand positioning, campaign objectives, creative strategy, promotion strategy, media strategy, campaign management, and marketing communication research. Industry experts in marketing communications will serve as guest speakers. Students will learn to evaluate marketing communications in the current marketplace; and will create their own marketing communications plan. Special attention will be given to current trends and new innovations.

This course is for students with little or no previous work experience or course work in marketing communication. It is designed to provide the foundation for the other marketing communications courses in the Communication Management Masters Program.

Required Course Readings:

TEXTS:

Anderson, C. (2006). *The Long Tail: Why the Future of Business Is Selling Less of More*. Hyperion.

Rossiter, J. R. & Bellman, S. (2005). *Marketing Communications: Theory and Applications*. Pearson Education.

Underhill, P. (2000). *Why We Buy: The Science of Shopping*. Simon & Schuster

ARTICLES:

Assigned weekly readings will be available on course blackboard: totale.usc.edu. Check the announcement page every day for announcements, assignments, readings, class notes etc.

In addition, read the Monday Business Section of the New York Times. This is the day dedicated to coverage of the media industry.

Course Format:

This course is interactive, experiential and analytical. In addition to discussions on course readings, we will use simulations, class exercises, case studies, guest lectures and videos to explore marketing communication.

Course Requirements and Evaluation:

There are 3 components to the course grade:

Individual Response Papers (40%)

Marketing Communications Team Project (50%)

Mini-Assignments (10%)

Presentation (20%)

Final Report (20%)

Class Participation (10%)

Individual Response Papers: There will be three papers designed for you to apply course concepts and readings. The individual response papers will be 5-7 double-spaced pages long and will be worth a total of 40% of your final grade.

Paper Topics will include:

- 1) Why We Buy: Observing Consumer Decision Making at the Point of Purchase (10%)
- 2) Integrated Marketing Communications: Successful and Unsuccessful Campaigns (20%)
- 3) The Long Tail: Implications for Marketing Communications of the Future (10%)

I expect these papers to be on-time and professionally done. I do not accept late papers without a pre-approved extension. Extensions will be granted only under very special circumstances. Late papers even with a pre-approved extension will be subject to a penalty of at least one letter grade (depending on the length of extension). Students are eligible for at most 1 extension during the semester.

Marketing Communications Team Project. The “final” project in the course is designed to be a capstone experience and will give you experience in all aspects of marketing communications. You and a team of no more than 3 other students will do a marketing communications project in which you will create an integrated marketing communication plan from beginning to end.

There will be 3 mini-assignments so that your group can receive feedback from me along the way. If your group completes all assignments on time, you will receive full credit for the mini assignments. The more time and effort you put into these mini-assignments, the better and more detailed feedback you will get from me. I expect that your final team project will address my comments and suggestions, so use these team assignments to your advantage.

Your team will present a summary of its integrated marketing communication plan (along with sample creative executions) in a 20 min presentation (15 min, 5 min Q & A). Your team will also prepare a written report (approx. 15-20 double-spaced pages) that details your analysis and

presents the detailed rationale for your plan. The written report is due one week after the final presentations. There will be no extensions given for the mini-assignments, group presentations or final reports.

Most of the work on the team project will be done outside of class. Your team will have a group space on blackboard (totale.usc.edu) to communicate, exchange ideas and share files. I will give you 30 min at the end of 5 class periods for group project meetings.

I expect all members to contribute equally to the team project. The highest possible individual grade is the group project grade. If you contribute less than other members, your individual grade will be lower than the group grade. At the end of the semester, you will have the opportunity to evaluate the performance of your team members.

Specific guidelines for the marketing communication team project will be distributed later in the semester.

Class Participation

This is a fun and rewarding course, especially for students who attend every session, keep up with the assigned readings and actively participate in class discussions. Although attendance is not an explicit component of your final grade in the course, your class participation grade is very likely to be positively correlated with your attendance.

There will be times during the semester when you will be asked to make a presentation to the class either individually or as part of a group. For example, I may ask you to prepare a brief comment on one of the readings, to bring in an example that illustrates a topic that we will discuss in class or to present a summary of your group's analysis at the end of an in-class group activity. These presentations count toward your participation grade, and I will be evaluating and keeping track of the frequency and quality of these contributions.

Academic Integrity Policy:

The Annenberg School for Communication is committed to upholding the University's Academic Integrity code as detailed in the SCampus Guide. It is the policy of the School of Communication to report all violations of the code. Any serious violation or pattern of violations of the Academic Integrity Code will result in the student's expulsion from the Communication degree program.

It is particularly important that you are aware of and avoid plagiarism, cheating on exams, fabricating data for a project, submitting a paper to more than one professor, or submitting a paper authored by anyone other than yourself. If you have doubts about any of these practices, confer with a faculty member.

Resources on academic honesty can be found on the Student Judicial Affairs Web site (<http://www.usc.edu/student-affairs/SJACS>.)

"Guide to Avoiding Plagiarism" addresses issues of paraphrasing, quotations, and citation in written assignments, drawing heavily upon materials used in the university's writing program;

“Understanding and avoiding academic dishonesty” addresses more general issues of academic integrity, including guidelines for adhering to standards concerning examinations and unauthorized collaboration.

The “SCampus” (<http://www.usc.edu/scampus>) contains the university’s student conduct code and other student-related policies.

Disabilities Policy:

Students requesting academic accommodations based on a disability are required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP when adequate documentation is filed. Please be sure the letter is delivered to me as early in the semester as possible. DSP is open Monday-Friday, 8:30-5:00. The office is in Student Union 301 and their phone number is (213) 740-0776.

Tentative Topics

Week 1	Course Overview and Syllabus
Week 2	Brand Positioning
Week 3	Consumer Decision Making
Week 4	Brand Strategy and Development
Week 5	Emotional Branding
Week 6	Campaign Objectives and Target Audiences
Week 7	Marketing Communication Research
Week 8	Developing and Implementing Creative and Message Strategy
Week 9	Evaluating Creative Communications
Week 10	Media Selection & Product Placement
Week 11	Other Marketing Communications (Promotions, Events, Sponsorships, Direct Marketing and Personal Selling)
Week 12	Social Marketing and Ethics
Week 13	Global Marketing Communication
Week 14	The Future of Marketing Communications
Week 15	Group Presentations