



Georgetown University, MPS PR/CC | Fall 2016

## **MPPR-760-01: Integrated Marketing Communications**

**Class Meets:** Monday, 8-10:30pm

**Class Location:** 640 Massachusetts Ave, NW, Washington, DC 20001 | Room: C222

**Professor:** Jennifer M. Motruk

### **COURSE DESCRIPTION**

Coming out of this course, students will emerge with a practical perspective on today's definition of integrated marketing communications (IMC), enabling them to apply IMC concepts to any industry, market sector, company or organization. Through class lessons, real world examples and client engagement, students will gain an understanding of: campaign research, planning, market segmentation, targeting, creative strategy, creative execution, Omni-present channels, measurement techniques and evaluation. In addition to building a foundation for continued study of application of IMC, students will also understand how to address tactical challenges in a campaign and enhance their problem solving skills as it relates to today's global marketing challenges.

### **COURSE + LEARNING OBJECTIVES**

Upon the conclusion of this course, students shall expect to be able to:

- Understand and explain the concept of Integrated Marketing Communications with wide-ranging perspective.
- Gain an understanding of the essential planning process and the most effective tools to successfully build a cross-platform strategy.
- Identify current opportunities, as well as potential pitfalls, pain points, and problems within the IMC strategy.
- Develop informed baseline comparisons, benchmarks and awareness.
- Address a client's marketing needs via IMC strategy by first understanding their customers/guests, and by determining the most suitable and effective means of connecting with them in alignment with brand, timeline, and other concerns.
- Understand requirements and restrictions of timelines, budgets, problems, issues, and outside influences that affect a successful IMC strategy.
- Apply the concepts and processes of IMC to create a customized IMC Strategy/Plan for an actual client, based on careful research and utilizations of appropriate tactics based on current conditions.

### **ATTENDANCE**

In-class attendance, discussion, and practice are essential to mastering the content of this course. Students are expected to attend every scheduled class, and to arrive on time. If you are detained from attending a class or from arriving before it begins, you are responsible for notifying me via email prior to the start of class.

Missing more than two (2) classes will result in a final grade reduction of one level (for example, an A will be converted to an A-). Absences from classes, beyond the initial two, will result in further reduction of the final grade. If you are absent for more than four classes, you will be in danger of failing this course. I understand work/life conflicts; I understand that things come up that must be addressed. Let's work together to make sure you keep pace with learning objectives.

### **COURSE POLICIES + CLASSROOM ETIQUETTE**



- I am available before or after class sessions by appointment, and at other times during the week as possible. Please schedule appointments at least 48 hours in advance, by emailing me. I will do my best to reply within 24 hours.
- Please silence phones while in class. You may check it or make calls during the 10-minute break of each class session.
- Please keep the volume on your laptop turned OFF during class.
- In order to be prepared to participate, it is recommended to have the weekly class outline handy, as well as your notes and/or questions.
- As we are all colleagues in a professional setting, with professional standards, please arrive to class prepared with necessary devices, materials, readings, and attitude.
- Incomplete grades are not offered, except in the most exceptional, unforeseeable circumstances. Job requirements do not qualify for missing classes or assignments; consider your time in the classroom as part of your job and plan accordingly.
- You are responsible for classroom information and instructions, whether you are present in class or not. If you must miss a class, it is your responsibility to make arrangements to obtain class notes. Class outlines will be provided ahead of each session, and in-session presentation notes will be available afterwards via Blackboard.
- You are highly encouraged to ask questions during class; chances are if you're wondering about a topic or a concept, at least one of your colleagues is as well. Your feedback will be helpful for enriching the discussions.

## REQUIRED READINGS

The resources for this course include articles, book excerpts, case studies, multimedia, RFPs and two key books. The readings are chosen to give you a solid foundation for understanding and internalizing the coursework.

All articles, book excerpts, cases, and multimedia listed on the course schedule will be distributed in advance, via the class Blackboard group. Readings not included in the initial syllabus will be provided later in the semester, so we can review real-time cases and current events.

Belch, G., & Belch, M. (2014). *Advertising and promotion: An integrated marketing communications perspective* (10th ed). New York, NY: McGraw-Hill.  
ISBN: 9780078028977

Godin, Seth (2009) *Purple Cow, New Edition: Transform Your Business by Being Remarkable*  
New York, NY: Penguin Books  
ISBN-13: 978-1591843177 | \$12.95

## Recommended Readings

Subscribe to two of the following digital resources / SmartBrief publications below for weekly updates covering marketing, communications, digital marketing, and topics relevant to this course. Lectures and/or group discussions will likely reference an article seen or shared through these resources; you'll want to get used to adding to your arsenal of information and knowledge insight in this way.



[SmartBrief Marketing & Advertising](#) - The website provides various newsletters and insights targeted for leadership, B2B, financial news and web marketing with aggregated articles, papers, case studies, and industry knowledge to be in the know and get ahead.

[Content Marketing Institute](#) - CMI works to advance the practice of content marketing. The site is full of practical, how-to guidance, insight and advice from the experts, and an active community for discussing the latest news, information and advances that are moving the industry forward.

[International Association for Measurement and Evaluation of Communication \(AMEC\)](#) - AMEC acts as the voice for communications research and measurement providing a forum and International network for sharing knowledge and best practice about communications research, media intelligence and insights.

[Customer Experience Insight](#) - the latest news, advice, and insights to help manage and optimize the customer experience from marketing to sales to service. Used by marketing, sales, customer service and c-level executives for latest trends and practical information to drive revenue and customer loyalty.

## **LIBRARY RESOURCES + OTHER TOOLS**

<http://guides.library.georgetown.edu>

<http://guides.library.georgetown.edu/prcc>

[IAB.net](#) - The Interactive Advertising Bureau (IAB) empowers the media and marketing industries to thrive in the digital economy. It is comprised of more than 650 leading media and technology companies that are responsible for selling, delivering, and optimizing digital advertising or marketing campaigns. Together, they account for 86 percent of online advertising in the United States.

[Marketingbinder.com](#) - a reference and educational site for small to mid-sized business (SMB's) owners and marketers, and marketing and IMC students. Focused on providing insights on marketing and tips on creating marketing communications collateral, with a current dictionary for common terms and phrases; and a marketing calculator for determining actionable tactics, return value and ROI.

## **ASSIGNMENTS**

You are expected to submit graduate-level assignments on the stated deadlines. Please refer to the course schedule and plan your timetable for completing assignments in advance. Thoroughly review the assignments and requirements before you begin, and submit or ask questions prior to submitting any assignment. We will also discuss these in class, to review parameters, guidelines, and requirements.

As long as you submit your assignments for review (with a specific question in mind) at least three business days before the assignment is due, I will make the time to review your specific question and discuss it with you. Feedback on all final assignments will be provided in a timely manner; no more than one week after the assignment was turned in. All grading criteria, including page length and essential content, will be distributed in advance and discussed in class.

All assignments should meet the Georgetown University standard of excellence and these minimum requirements:

- Include student name, course number, and assignment title
- Written in 11-point size, using Times New Roman or Georgia font only, please
- Use 1-inch margins, single-spaced work
- Use a business standard language style, not academic style
- Please site all references, and refer to the APA Style for Electronic Media ([www.apastyle.org](http://www.apastyle.org))
- I prefer all links hyperlinked and embedded in the linking word or phrase



- Presentation and formatting is an important measure of your assignment. Take the time to make your assignment reflect the creativity of the discussion, include: images, charts, infographics and screen clips (with copyright credit)
- Bring one hard copy of your assignment to class on the due date and send one email copy to me at: [jm2831@georgetown.edu](mailto:jm2831@georgetown.edu)

There are three independent assignments and a group/team client engagement, which will include a written portion/plan, and a final group/team oral presentation to a client. Assignments will be given at least three weeks ahead of due date, with the exception of the Final Individual Paper assignment. Your course grade will be based on the following assignments and possible points:

**10 points      Class Participation, Colleague + Team Interaction**

A critical part of learning is hearing what others have to say, be it in a lecture, with a guest speaker, or amongst colleagues in class with open discussions and brainstorming. Active individual participation is key to understanding, asking questions, sharing insights, and gaining information not found in books. Colleagues and teammates depend on each other, and particularly in group/team assignments, collaboration, cooperation, support of each other and sharing of knowledge helps everyone.

### INDIVIDUAL ASSIGNMENTS

**10 points      Case Study (#1)**

This is a combination research, written, and oral presentation assignment to demonstrate an understanding of basic IMC concepts as they apply to a real-world company or organization.

**20 points      Mid-Term (#3)**

This is an independent written assignment to test your understanding of class concepts and practices, based on an assessment of a company or organization's IMC or multi-channel approach.

**25 points      Final Individual Paper (#5)**

The culmination of learning objectives and coursework, the final paper assignment will be delivered four weeks before the last evening of class and will be due on the last day of class. Papers should be no more than ten pages in length, and students are encouraged to seek feedback or seek an outline or thesis statement review with me at least three weeks before the last day of class/due date.

### CLIENT TEAM-BASED ASSIGNMENTS

Each team will be assigned to a client, from different DC-based operations/enterprises. Assignments will be made after clients are introduced, to share their marketing challenges/needs/concerns and particular issue to address with an IMC solution. Teams will provide goals and objectives early in the process, and then will present a comprehensive recommendation and IMC strategic plan developed by the team, on the last day of class, to the clients.

**10 points      Client Assessment + IMC Plan Outline – Team (#2)**

To help gauge team progress on the client IMC plan development, a brief, written update and outline to demonstrate basic strategy development process, and an understanding of the client goals and objectives.

**25 points      Presentation of Client IMC Solution - Team project (#4)**

Students will deliver a final deck and presentation to pitch to their clients.



## GRADING / SCALE

Graduate course grades include A, A-, B+, B, B-, C and F. **There are no grades of C+, C- or D.** Students have the opportunity to earn a total of 100 points this semester based on the below scale. Mid-semester alerts will be provided to any student appearing to track towards a poor final grade.

<b>A</b>	<b>100 - 93</b>	<b>B+</b>	<b>89 - 88</b>	<b>B-</b>	<b>82 - 80</b>
<b>A-</b>	<b>92 - 90</b>	<b>B</b>	<b>87 - 83</b>	<b>C</b>	<b>79 - 70</b>
				<b>F</b>	<b>69 and below</b>

## UNIVERSITY RESOURCES

Georgetown offers a variety of support systems for students that can be accessed on main campus or at the downtown location:

- MPS Writing Resource Program  
202-687-4246  
<http://writingcenter.georgetown.edu>
- Counseling and Psychiatric Services  
202-687-6985  
<http://caps.georgetown.edu>
- Academic Resource Center  
202-687-8354 | [arc@georgetown.edu](mailto:arc@georgetown.edu)  
<http://academicsupport.georgetown.edu>
- Institutional Diversity, Equity & Affirmative Action (IDEAA)  
(202) 687-4798  
<https://ideaa.georgetown.edu>

## STUDENTS WITH DISABILITIES POLICY

Students with documented disabilities have the right to specific accommodations that do not fundamentally alter the nature of the course. Students with disabilities should contact the Academic Resource Center (202-687-8354; [arc@georgetown.edu](mailto:arc@georgetown.edu); (<http://academicsupport.georgetown.edu>)) before the start of classes to allow time to review the documentation and make recommendations for appropriate accommodations. If accommodations are recommended, you will be given a letter from ARC to share with your professors. You are personally responsible for completing this process officially and in a timely manner. Neither accommodations nor exceptions to policies can be permitted to students who have not completed this process in advance.

## GEORGETOWN HONOR SYSTEM

All students are expected to maintain the highest standards of academic and personal integrity in pursuit of their education at Georgetown. Academic dishonesty in any form is a serious offense, and students found in violation are subject to academic penalties that include, but are not limited to, failure of the course, termination from the program, and revocation of degrees already conferred. All students are held to the Honor Code. The Honor Code pledge follows:

*In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown University Honor System: To be honest in any academic endeavor, and To conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together.*

## PLAGIARISM

Stealing someone else's work is a terminal offense in the workplace, and it will wreck your career in academia, too. Students are expected to work with integrity and honesty in all their assignments. The Georgetown University Honor System defines plagiarism as "the act of passing off as one's own, the ideas or writings of another." More guidance is available through the Gervase Programs [HERE](#). If you have any doubts about plagiarism, paraphrasing and the need to credit, visit [Plagiarism.org](http://Plagiarism.org).



**COURSE SCHEDULE + PLAN**

Please NOTE: The syllabus is subject to change to accommodate discussion of emerging topics, learning opportunities, or a change in guest speakers. Also, the schedules of guest speakers or instructor may require some shifting of the agenda.

- Reading assignments are to be completed before the next class; i.e. reading assignment in Week 1 should be completed for Week 2.
- Godin readings are for page counts, and do not appear in sequence necessarily; we will skip a week, and/or skip around in the ‘Purple Cow’ way.
- Class participation is important and a short presentation will be given each class. The in-class presentations are labeled below with A: for “Answer.” You are expected to give a brief 2-3 minute presentation as a response to the question below.
- Every effort will be made to provide ample advance notice for any alterations to the course schedule.
- A survey will be sent via BlackBoard PRIOR to the first class so we can get to know each other better; please complete it at least 24 hours before the first class so I’ll have updated information to refer to.

DATE/TOPIC	LECTURE/ READING AHEAD	BENCHMARKS/IN-CLASS PRESENTATIONS	IN-CLASS LEARNING OBJECTIVES
Week 1 Wednesday, Aug 31*  <b>Intro/Overview</b> <b>Syllabus review</b> <b>Materials review</b> <b>Defining IMC</b>	Lecture: IMC perspectives  Reading: Purchase books; read the prologue/intro plus  Belch Ch 1: Intro to IMC Godin pages 1-12	<b>B:</b> Setting the successful tone for the semester  <b>A:</b> Introduce yourself to the class. What brought you to this class? What type of work do you do? Where do you live? What do you hope to get out of this class?	<u>Discussion:</u> Definitions and experiences in marketing.  Role and equity of IMC
Week 2 Monday, 09.12  <b>Overview of 4P’s</b>	Lecture: Role in Marketing,  Reading: Belch Ch 2 Godin pages 13-27	<b>B:</b> Marketing strategy, segmentation, decisions  <b>A:</b> Marketers continue to increase their promotional efforts toward specific segments. Identify a company that has clearly segmented its target market, either culturally, by gender, or in some other manner. Explain its segmentation strategy/strategies and provide at least two specific message examples where the brand is reaching out to a specific segment.	<u>Discussion:</u> defining need, selecting target audience, market positioning
DATE/TOPIC	LECTURE/ READING AHEAD	BENCHMARKS/IN-CLASS PRESENTATIONS	IN-CLASS LEARNING OBJECTIVES



<p>Week 3 Monday, 09.19</p> <p><b>IMC Agencies, Determining Consumer Behavior</b></p>	<p>Lecture: Types of IMC firms, Consumer decision-making process</p> <p>Reading: Belch Ch 3-4 Other: TBD</p>	<p><u>B:</u> Examples of brand integration</p> <p><u>A:</u> Assignment #2 review Teams assigned for project</p> <p>Please detail a brand that has built a good relationship with you. Share how the company or organization has used an effective marketing communications approach to develop that relationship over time.</p>	<p><u>Guest Speaker:</u> Clients</p> <p><u>Discussion:</u> Roles and responsibilities in the IMC process, consumer decision making</p> <p>Describe the marketing communications functions used and messages that have helped build and sustain the relationship. Are you loyal to the brand? Explain.</p>
<p>Week 4 Monday, 09.26</p> <p><b>Communications Process &amp; Channels</b></p>	<p>Lecture: How to Communicate about a brand? Methods &amp; Means</p> <p>Reading: Belch Ch 5-6 Godin pages 28-38</p>	<p><u>B:</u> Company/organizational /civic business differences</p> <p><u>A:</u> Assignment #1 due Clients assigned for project</p> <p>What was your favorite Super Bowl advertisement? From the IMC perspective, how do you think traditional advertising is changing?</p>	<p><u>Presenters:</u> Clients if necessary</p> <p><u>Discussion:</u> oral presentations of Assignment #1</p>
<p>Week 5 Monday, 10.03</p> <p><b>Objective setting, budgeting</b></p>	<p>Lecture: Advertising</p> <p>Reading: Belch Ch 7 Godin pages 39-54</p>	<p><u>B:</u> Traditional methods &amp; means/ relevant action</p> <p><u>A:</u> Team breakouts/work on team assignment #2</p> <p>One reason many companies fail to set specific objectives for their IMC campaigns is that they don't recognize the value of doing so. Choose an airline and write an IMC objective for them to increase sales before Spring break. What are the key components you must include in the objective? Be prepared to present the objective and explain why it is written as you have it.</p>	<p><u>Discussion:</u> kicking off IMC planning, process, gaining insight on clients</p>
<p>NO CLASS 10.10 – GU IS CLOSED FOR COLUMBUS DAY</p>			



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Week 6 Monday, 10.17  <b>Creative Strategy</b>	Lecture: Creative process, Creative strategy and execution  Reading: Belch 8-9	<u>B:</u> consumer behavior  <u>A:</u> #2 Assignment due / client goals & objectives  Your IMC plan will require a creative approach to break through the clutter and differentiate the brand. As IMC professionals, how can we generate creative ideas? What source material can we use to stimulate our thinking? How can we encourage and reward the kind of risk-taking behavior necessary for the creation of brilliant, original ideas in the teams we lead?	<u>Guest Speaker:</u> Consumer Behavior Specialist  <u>Discussion:</u> Creativity process, planning, execution by tactic
Week 7  Monday, 10.24 <b>Paid Media Planning &amp;            Strategy</b>	Lecture: Media Planning & Evaluation  Reading: Belch Ch 10-11 Other: TBD	<u>B:</u> options available in paid media strategy & evaluation  <u>A:</u> review Assignment #3  Research a household product and uncover where they advertise. Select one of the media outlets, visit the website and download the media kit. What advertising options are available? Which vehicle would you choose to promote this product? (Please print out the media kit and bring it to class).	<u>Guest Speaker:</u> Magazine publisher and ad execs  <u>Discussion:</u> options, balance, maximizing outcomes
Week 8 Monday, 10.31  <b>Evaluation of Print            Media, Out-of-Home            Media</b>	Lecture: Print media & new advertising options  Reading: Belch Ch 12 & 13 Godin pages 63-78 Others: TBD	<u>B:</u> understanding potential application of promotion and types of new media  <u>A:</u> group work / questions  Select an advertisement currently running on traditional media (billboard, radio, out-of-home or print) that you believe effectively breaks through the clutter with its message, design or placement. Please describe the ad in detail and the	<u>Discussion:</u> Advantages/disadvantages of print media, definitions of new media opportunities





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<p>Week 9 Monday, 11.07</p> <p><b>Direct marketing segmentation, strategy</b></p>	<p>Lecture: Role of Direct marketing</p> <p>Reading: Belch 14 Godin pages 79-103</p>	<p><u>B</u>: Direct marketing tactics of past and today</p> <p><u>A</u>: #5 final paper and Team project/presentation details</p> <p>Describe an effective direct marketing appeal that captured your attention. Describe the offer, database, response and fulfillment components. Tell us how it impacted your purchase decision. What advantages and disadvantages are there for companies such as your client to use direct marketing in their IMC campaigns?</p>	<p><u>Discussion</u>: Growth of direct marketing in today's interconnected world, how it affects consumer behavior</p>
<p>Week 10 Monday, 11.14</p> <p><b>Interactive Media &amp; Growth Areas</b></p>	<p>Lecture: Planning process in depth – steps to success</p> <p>Reading: Belch Ch 15 Godin pages 104-121</p>	<p><u>B</u>: translating messages into the right creative options / marketing mix</p> <p>China, India and the United States lead the list of <a href="#">top 20 countries</a> with the highest number of Internet users. Web 2.0 is a multi-faceted version of the Internet. How have organizations been forced to rethink their sales/marketing efforts for the Internet? Provide an example of a company that has changed their digital strategy and how were they able to measure success?</p>	<p><u>Guest Speaker</u>: Creative Agency</p> <p><u>Discussion</u>: Integrating direct marketing tactics, growth areas in IMC channel segments</p>



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Week 11 Monday, 11.21  <b>Sales Promotion</b>	Lecture: Consumer & trade oriented sales promotion  Reading: Belch Ch 16 Godin pgs 122-135	<u>B:</u> understanding frameworks, elements and integration  <u>A:</u> Stores all across the country will soon host some of their biggest sales of the year for Memorial Day. Big box retailers take one approach to sales promotion with deep discounts. Give an example of sales promotion that moved you to make a purchase during one of these "annual" sales and why?	<u>Discussion:</u> Integrating with other IMC channel segments
Week 12 Monday, 11.28 <b>Public Relations</b>	Lecture: Traditional definition of PR, Planning, Strategy, Execution & Evaluation  Reading: Belch Ch 17 Godin pgs 136-145	<u>B:</u> tracking tools for plan results  <u>A:</u> Search for a media story about a new product launch. In addition to the story placement itself, what other traditional PR (earned media) and digital/social (owned media) public relations tactics were used to introduce this product to the market? What PR tactics could have been used that were not?	<u>Guest Speaker:</u> PR Executive  <u>Discussion:</u> recap and feedback on plan reviews in class
Week 13 Monday, 12.05  <b>PR &amp; Social Media</b>	Lecture: Today's trends & growth areas in social media  Reading: Belch Ch 18-21	<u>B:</u> social media in group project  <u>A:</u> client teamwork  Provide an example of a client/current employer/previous employer that has embraced social media and describe how they have integrated it into their overall IMC strategy. How can social media be used to boost traditional media advertising, improve customer engagement and serve as a customer service platform?	<u>Guest Speaker:</u> Social Media Trends  <u>Discussion:</u> client or project related concerns / breakout



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Week 14 Wednesday, 12.07 VIRTUAL LECTURE <b>Measurement,            Evaluation, Regulation            &amp; Ethics in IMC</b>	Distance Learning/ Virtual Lecture: Types of measurement testing, variations in testing by tactic, ethics and regulation	<u>B:</u> clarity through final project  <u>A:</u> client teamwork and remote questions / feedback on presentations	<u>Discussion:</u> client or project related concerns teamwork finalizing presentations
Week 15 Monday, 12.12 <b>FINAL CLASS</b> <b>Group Project</b> <b>Presentations</b>	Plan Presentations 15 mins for each team  Feedback from clients, reflections for future	<u>B:</u> Everyone listens, everyone presents. Good luck!  <u>A:</u> apply what you've learned~	<u>Discussion:</u> Client feedback and questions.