MPPR-760-01: Integrated Marketing Communications
Georgetown University: MPS-Public Relations & Corporate Communications
Mondays | 8:00 – 10:30 pm | Spring 2015 Syllabus
Downtown Campus, C121

Instructor: Kathy Baird
Office hours: By appointment

Course Overview
Every student regardless of career path or discipline should understand how to position, market, communicate and sell his or her organizations products, services, or charitable causes in today's media saturated, commoditized marketplace. Integrated Marketing Communications brings together all aspects of branding, messaging and media that is required to capture the attention of a consumer and persuade them to choose your value proposition above other options. This course will present up to the minute examples and relevant case studies that build real understanding and the practical knowledge required to apply what you learn in your chosen field.

Course Objectives
By the end of this course, students can expect to be able to:

• Understand the context within which marketers (B2B, B2C, government and nonprofit) operate to position, communicate and sell their product, service, candidate or cause.

• Identify an audience across all of the key dimensions to best communicate with the appropriate message, media, frequency and timing.

• Develop an integrated marketing communications plan that effectively achieves the business and marketing objectives of an organization.

• Become more persuasive in presenting ideas, concepts and themselves by learning how to better align an audience, a relevant value proposition and the appropriate creative execution of the message.

• Apply the key learnings and principles to their own career interests and professional pursuits.

Required Reading:
• Larry Percy, Strategic Integrated Marketing Communications (Routledge, 2014)
• Johnah Berger, Contagious; Why Things Catch On (Simon & Schuster, 2013)
• David Ogilvy, Ogilvy on Advertising (Vintage Books, 1985)

Attendance
Attendance is extremely critical to your success in this class. Each class will build to the next class and it will be difficult to catch up should you miss a session. That said, I
understand that life and/or work events come up and we will do our best to work around conflicts. We will work in both a cohort and teams where each student’s work is critical to our projects. Your classmates will be depending on you. As the class has an emphasis on practical application, relying on other students’ notes will not be enough to gain the full learning.

In the event that you must miss class, please notify me as soon as possible. I will advise you that unless there is an excused emergency. Missing more than two classes will result in a final grade reduction of one level (for example, an A will be converted to an A-). Absences for 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.

**Contacting Me**
I will not hold regular office hours, however I am available before or after class by appointment, as well as at other scheduled times during the week. The best way to reach me is by cell phone or email (kathymbaird@gmail.com). I will do my best to get back to you within 24 hours.

**Being Polite**
Please turn your phones off before class starts. We will have a 10-minute break during class to include a media check. We will also on occasion, have clients and guest speakers who will appreciate your focus and attention while they are visiting us.

**Class Participation and Working with Your Peers:**
To gain the full benefit of this class, your attention and active participation is critical. As our work this semester requires individual contributions and significant teamwork. We will have materials and lectures for discussion and a significant focus on the practical application of integrated marketing communications strategies. Teamwork, collaboration with your peers and active dialogue in class is a requirement.

**Assignments**
There are three writing assignments for this class and two oral assignments. The three writing assignments are individual papers, including a Campaign Case Study, a Mid-Term and a Final Project. There are also two oral presentations: one individual and one group presentation. Your assignments should meet Georgetown University’s standard of excellence. Please follow these guidelines for your work:

- Include student name, course number and assignment title
- Use 12-point font and 1-inch margins
- Single spaced work
- Write for business and not for academia
- Cite references; refer to APA Style for Electronic Media ([www.apastyle.org](http://www.apastyle.org))
- Bring one hard copy of your assignment to class the day it is due and send one email copy to kathymbaird@gmail.com

Late work will not be accepted.

**Campaign Case Study**
Each student will deliver one oral and written case study during the program to demonstrate that you are up to speed with concepts we are learning in class. Assignments will be given two weeks before they are due.

**Mid-Term:**
A written mid-term will be assigned during the course as an individual assignment. You are welcome and encouraged to talk with your classmates as you prepare your work. However, the written portion must be done as an individual. The mid-term assignment will be provided two weeks before it is due and will consist of a case study.

**Team Project:**
The team projects will consist of a presentation to a client. Client assignments will be introduced to the class, and teams will be responsible for delivering a presentation to the clients at the end of the semester. Your presentations will provide recommendations you have developed with your team, and will be 30-minutes in duration with time for client questions.

**Final Individual Paper:**
A final project assignment will be delivered 4 weeks before your final evening of class and your assignment will be due the last day. Papers should be no more than 10 pages in length and more instructions will be provided.

**Reading Review:**
To ensure we are gaining the full benefit of the readings, on several nights throughout the semester we’ll have a reading discussion, similar to a book club. This will be approximately 15 minutes and 4-5 students at random will be called on to discuss a highlight of their reading experience. It’s best to stay up to speed with the readings – it will only help you navigate your projects, provide citations and credibility for your research and help you be smart and informed about the work you are doing.

**Client Engagement**
During the course of the semester, each student will be assigned to a client team. The clients will be announced on the third night of class will visit our class two times during the semester – once in the beginning and again at the end to hear final presentations.

You are expected to be a fully contributing part of your team. Each team will be responsible for leading the engagement of their team’s assignment, facilitating client contact and coordinating across their team and our class to formulate final recommendations. The Presentation Team is responsible for the following:

- Providing client coordination
- Developing and delivering a creative brief
- Teamwork and collaboration throughout the semester
- Development of findings and recommendations in a presentation
- Presentation of the findings and recommendations in person

We must present our work and ourselves as polished, professional marketing consultants and we bring the reputation of Georgetown University with us in our consulting efforts.
Grading
10 points – Class Participation
15 points – Campaign Case Study (Oral and Written Presentation)
25 points – Mid-Term (Written Assignment)
20 points – Team Assignment (Oral Presentation)
30 points – Final Individual Project (Written Assignment)
100 points Total

A 100-93
A- 92.99-90
B+ 89.99-88
B 87.99-83
B- 82.99-80
C 79.99-70
F 69.99-0

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

- **Academic Resource Center**: If you believe you have a disability, please contact the Academic Resource Center (Leavey Center, Suite 335; 202-687-8354; arc@georgetown.edu; http://ldss.georgetown.edu/index.cfm) before the start of classes to allow their office 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 University Writing Center**: Please contact the Writing Center for support in preparing your written assignments. The Writing Center staff can be reached in Lauinger Library, 217A or at 202-687-4246 or http://writingcenter.georgetown.edu/.

Students with Disability 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; http://ldss.georgetown.edu/index.cfm) 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 journalism, 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 at http://gervaseprograms.georgetown.edu/honor/system/53377.html. If you have any doubts about plagiarism, paraphrasing and the need to credit, check out http://www.plagiarism.org.

Syllabus Modification
The syllabus may change to accommodate discussion of emerging topics. Also, the schedules of guest speakers may require some shifting of the agenda. The instructors will make every effort to provide as much advance notice as possible for any alterations.

Schedule
*Please note this schedule is subject to change depending on client and instructor conflicts. **Reading assignments are expected to be read by the next class. For instance the reading assignment listed for Week 1 should be completed by Week 2.
Week 1 – Wed Jan 7
• Introductions
• Overview of Syllabus and Course
• Materials Review (Required Texts)
• Defining Integrated Marketing Communications
• Lecture: IMC Strategic Planning
• Working with Clients
• Reading: Buy books and read Prologue/Intro and Chapter 1 of Percy, Ogilvy and Berger

Week 2 – Mon Jan 12
• Lecture: Building Brands
• Working with Clients and and Discovery Process
• Campaign Case Study Assignments Delivered
• Reading: Chapters 2-3 of Percy and Ogilvy; Continue Chapter 1 of Berger

NO CLASS – Mon Jan 19
MLK Day

Week 3 – Mon Jan 26
• Client Meet and Greet
• Class Debrief and Takeaways
• Campaign Case Study Oral and Written Assignments Due
• Reading: Chapters 4-5 of Percy and Ogilvy; Chapter 2 of Berger

Week 4 – Mon Feb 2
• Lecture: Audience Targets and Segmentation
• Reading: Chapter 6-7 of each text of Percy and Ogilvy; Chapter 2 of Berger

Week 5 – Mon Feb 9
• Guest Speaker
• Assignment: Mid-Term distributed
• Reading: Chapters 8-9 of each text of Percy and Ogilvy; Chapter 3 of Berger

NO CLASS – Mon Feb 16
President’s Day

Week 6 – Mon Feb 23
• Mid-Term assignments due
• Lecture: Message Development and Positioning
• Reading: Chapters 10-11 of Percy and Ogilvy; Chapter 4 of Berger

Week 7 – Mon Mar 2
• Lecture: Corporate Identity, Image and Reputation
• Individual Project Check-ins
• Reading: Chapters 12-13 of Percy and Ogilvy; Chapter 5 of Berger
Week 8 – Mon Mar 16
- Guest Speaker
- Readings Review Night
- Reading: Chapter 14-16 of Percy and Ogilvy; Chapter 5 of Berger

Week 9 – Mon Mar 23
- Lecture: Advertising and Promotion
- Campaign Case Study due (written assignment)
- Reading: Chapter 17-20 of remaining text; Chapter 6 of Berger

Week 10 – Mon Mar 30
- Lecture: Digital and Social Media
- Final Project Assignments Delivered
- Team Working Sessions

NO CLASS – Mon Apr 6
Spring Break

Week 11 – Mon Apr 13
- Guest Speaker
- Readings Review Night

Week 12 – Mon Apr 20
- Lecture: Public Relations and Earned Media
- Team Working Sessions

Week 13 – Mon Apr 27
- Lecture: Creative Execution and Finalizing the IMC Plan
- Team Working Sessions

Week 14 – Mon May 4
- Client Presentations
- Final Assignments Due

Week 15 – Make Up Class – Date TBD
Visit to Ogilvy