**MKTG 420: Marketing Communications**

Summer 2012

**Instructor**: Elizabeth (Stickel) Minton

**Email**: stickel@uoregon.edu **(preferred contact)**

**Office**: 292A Ansett (office hours 291A)

**Office Hours**: Tuesdays 10:30-11:30am, Wednesdays 1-2pm, or by appointment

**Phone**: 541-346-9090 (only voicemail)

**Class Website**: https://blackboard.uoregon.edu

**Class Meetings**: T/TH 8:00-10:20; LIL 232

**Course Description:**

This course is an examination of contemporary theory and research on the topic of marketing communications. This course will cover media planning, ethical considerations, advertising, sales promotions, public relations, and personal selling as well as emerging communications media.

**Course Objectives:**

1. Develop a broad exposure to integrated marketing communications (IMC) from both a theoretical and managerial perspective.
2. Develop an understanding of how marketing communication tools and strategies integrate with marketing principles, consumer behavior, and overall marketing strategy.
3. Identify and understand the different purposes, advantages and disadvantages, and integration of a variety of marketing communication options.
4. Develop concrete, applicable tools and skills frequently used in marketing communications.

**Required Text:**

* Advertising and promotion: An integrated marketing communications perspective (8th ed.)by Belch & Belch. ISBN# 0073381098. *NOTE: This is an older edition to save you money (less money? Yes, this is awesome); lecture will cover more current material.*
* Articles and other materials posted on Blackboard or handed out during class

**Helpful Links:**

* Textbook companion website: http://highered.mcgraw-hill.com/sites/0073381098
* Blackboard course site: https://blackboard.uoregon.edu *(NOTE:* ***Check ASAP*** *as this is where notices are posted and assignments are due)*

**Course Format:**

This class will consist of interactive lectures and class discussions, videos, and individual and group exercises. You are responsible for reading the required material *before* class in order to contribute to the class discussion. In addition, you will complete outside assignments, which apply what you learn in class to more “real world” marketing situations.

**Grade Breakdown:**

Participation 10% *(of which 2% is subject pool participation)*

Mini Ad Presentation 10%

Group Project Deliverables 30%

Exams (2 @ 25% each) 50%

Total 100%

**Grade Scale:**

Grades will be assigned using the standard grading scale below.

A 93% and above B – 80% to 82% D+ 67% to 69%

A – 90% to 92% C+ 77% to 79% D 63% to 66%

B + 87% to 89% C 73% to 76% D- 60% to 62%

B 83% to 86% C - 70% to 72% F Below 60%

**Participation:**

You are expected to come to class prepared and contribute to the discussions. Participation also includes in-class exercises, occasional out of class activities, and required participation in the marketing research subject pool. I have the right to “bump up” final grades of active participants.

**Subject Pool Participation:**

A requirement of MKTG 420 is participation in a one-hour research study OR the completion of an alternative written assignment. This is worth 2% of your final grade. See Blackboard for more details.

**Mini Ad Presentation:**

This is a short 5 minute presentation, including verbal analysis, of an ad from sometime in 2012. More details are provided on Blackboard.

**Group Project:**

You will work in small groups, which I will assign, to analyze the current marketing communications for a company/brand and also develop new marketing communications. Instead of a large final project, this project will be turned in through a series of deliverables. More details are provided on Blackboard.

**Exam:**

There are two in-class, non-cumulative exams (midterm and final). The exams will have both multiple choice and short answer components. I write most of my own exam questions. All material covered in the text, other reading assignments, and in-class discussions are fair game. There will be NO make-up exam without prior arrangement with me.

**Class Policies:**

Do not text during class. Use computers responsibly. It is obvious when you are not actively participating in class. Treat this class as your job; act as you would want an employer to see you.

**Schedule** (subject to change)**:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Day** | **Date** | **Topic** | **Reading** | **Assignment Due** |
| Week 1 | Tuesday | 6/26 | Introduction to IMC; Review Intro Mktg & CB | Ch. 1, 2, & 4\* |  |
| Thursday | 6/28 | Ad Agencies,  Communication Process | Ch. 4-5 | Introduce yourself survey & selection of mini ad presentation date due on Blackboard by 5pm |
| Week 2 | Tuesday | 7/3 | Source/Message/Channel,  Objectives & Budgeting | Ch. 6-7 |  |
| Thursday | 7/5 | Creative Strategies | Ch. 8-9 |  |
| Week 3 | Tuesday | 7/10 | Media Planning | Ch. 10 | Deliverable #1 Due |
| Thursday | 7/12 | Measuring Effectiveness | Ch. 19 |  |
| Week 4 | Tuesday | 7/17 | **Midterm Exam**  (ch. 1-10 & 19) |  |  |
| Thursday | 7/19 | TV & Radio | Ch. 11 |  |
| Week 5 | Tuesday | 7/24 | Print | Ch. 12 | Deliverable #2 Due |
| Thursday | 7/26 | Direct Marketing/  Personal Selling | Ch. 14 & 18 |  |
| Week 6 | Tuesday | 7/31 | Internet & Interactive | Ch. 15 |  |
| Thursday | 8/2 | Support Media | Ch. 13 |  |
| Week 7 | Tuesday | 8/7 | Sales Promotion/  Public Relations | Ch. 16 & Tylenol case\*\* |  |
| Thursday | 8/9 | Group Project Deliverable #3 Presentations |  | Deliverable #3 Due |
| Week 8 | Tuesday | 8/14 | **Final Exam – 8am**  (ch. 11-18) |  | Deliverable #4 & peer eval forms Due |
| **Friday** | 8/17 @ 8am | **Email me if you still want to take the final on Friday** |  |  |

\* Just skim chapters 1, 2, &4 based upon how fresh mktg311 is and if you have had mktg435 (CB).

\*\* Instead of reading chapter 17 (public relations), read the Tylenol case (one of the best examples of PR ever) – we’ll discuss it in class. Available on blackboard under “class slides”.

NOTE: Assignments are DUE before class on the day they appear on the schedule, unless otherwise noted. Additional readings may be assigned and posted on Blackboard.

**Accommodations:**

*Disabilities*.The University of Oregon is working to create inclusive learning environments. Please notify me if any part of the instruction or design of this course results in disability-related barriers to your participation or learning at the beginning of the course. You may also contact Disability Services at 164 Oregon Hall at 346-1155 or disabsrv@uoregon.edu.

*Students for whom English is a Second Language.* If you are a non-native English speaker and think you may have trouble in this course due of language difficulties, please see me as soon as possible to make special arrangements.