

The Peter F. Drucker and Masatoshi Ito
Graduate School of Management
Claremont Graduate University

MGT 322 - Advertising Practicum

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Required Text: *Advertising and Promotion: An Integrated Marketing Communications Perspective* by George E. Belch and Michael A. Belch, 8th Edition (Irwin/McGraw Hill)

Course Packet: Available at Huntley Bookstore

Course Description

This course is designed to introduce you the field of integrated marketing communications (IMC). The emphasis will be on the role of advertising and other promotional mix elements in the integrated marketing communications program of an organization. The development of an integrated marketing communications programs requires an understanding of the overall marketing process, how companies organize for advertising and other promotional functions, customer behavior, communications theory, and how to set goals, objectives and budgets. Attention will be given to the various IMC tools used in contemporary marketing including advertising, direct marketing, Internet and interactive marketing, sales promotion, publicity and public relations. We will examine the process by which integrated marketing communications programs are planned, developed and executed as wells as the various factors and considerations that influence this process. We will also consider the environment in which IMC programs including the impact of regulatory, social, and economic issues.

Student Learning Outcomes

- You will be able to describe how integrated marketing communications has evolved, how it differs from traditional media advertising, and its role in the marketing program
- You will be able to evaluate the way marketers organize for integrated marketing communications and describe the role and function of advertising agencies, media specialist companies, and other marketing communications organizations
- You will be able to describe the consumer decision making process and the role consumer behavior plays in the development of integrated marketing communication programs
- You will be able to explain the process of developing and implementing media strategies and identify the advantages and limitations of various media including print, broadcast, and alternative media
- You will be able to explain the various promotional tools and the role they play in an integrated marketing communications program including advertising, sales promotion, public relations, direct marketing, the Internet, personal selling and other IMC tools
- You will be able to explain how organizations measure the effectiveness of their integrated marketing communication programs and ways of determining return on investment
- During case analyses and discussions you will be able to identify and evaluate integrated marketing challenges facing companies and recommend solutions and courses of action

Preparation for Class:

The course will be a combination of lectures and case discussions. All students are encouraged to actively participate in class discussions by asking and answering questions and by offering ideas and suggestions. It is important that you READ and THINK ABOUT the assigned material prior to each class. It is imperative that you read and analyze the assigned case before coming to class and are fully prepared to participate in the discussion of the case. Focal questions for the cases are available on blackboard and should be used to guide you in your reading and preparation of the cases.

Course Requirements and Evaluation

- **Final Examination (50%)** - a comprehensive, take-home exam covering the course material and its application.
- **Case Analysis (30%)** - a detailed analysis of one of the assigned cases. The analysis **should not** exceed 7 pages and must be turned in on the day the case is discussed. Options for the written analysis include any of the cases on the topic outline.
- **Class Participation (20%)** – regular class attendance and participation in class activities and case discussions.

TOPIC OUTLINE

<u>Date</u>	<u>Topic Area</u>	<u>Text Reading Assignment</u>
Friday Sept. 11 (evening)	Course Overview	
	Introduction to Integrated Marketing Communications	Chapter 1
	The Role of IMC in the Marketing Process	Chapter 2
	Organizing for Advertising and Promotion: The Role of Advertising Agencies and Other Marketing Communication Organizations	Chapter 3
	Case: Mini USA: Finding a New Advertising Agency	
Saturday Sept. 12 (morning)	Perspectives on Consumer Behavior: Implications for Advertising and Promotion	Chapter 4
	The Communications Process and Models of Communication Effects	Chapter 5
	Communications Theory: Source, Message and Channel	Chapter 6
Saturday Sept. 12 (afternoon)	Budgeting and Setting Objectives for the IMC Program	Chapter 7
	The Role of IMC in Branding and Positioning	
	Video Case: Under Armour	
Saturday Sept. 19 (morning)	Creative Strategy: Planning and Development	Chapters 8
	Creative Strategy: Implementation and Evaluation	Chapters 9, 19
	Case: Charles Schwab & Co.: “The Talk to Chuck” Campaign	
Saturday Sept. 19 (afternoon)	Media Planning and Strategy	Chapter 10
	Evaluation of Print and Broadcast Media	Chapters 11, 12
	The Internet and Interactive Media	Chapter 15
Saturday Oct. 3 (morning)	Sales Promotion	Chapter 16
	Public Relations, Publicity	Chapter 17
	Regulation of Advertising and Promotion	Chapter 21
	Social, Ethical and Economic Aspects of IMC	Chapter 22
	Case: Dove – Evolution of a Brand	

Final Exams are due by Monday October 12 at 6:00 p.m