

MARKETING 372 INTEGRATED MARKETING COMMUNICATIONS SPRING 2022

Dr. Wayne D. Hoyer

Office: CBA 7.244
Phone: 471- 1128
E-mail: wayne.hoyer@mcombs.utexas.edu
Hours: MW 10- 11 AM or by appointment

COURSE ORIENTATION

The objective of MKT 372 (Integrated Marketing Communications) is to provide an overview of the components and considerations involved in marketing communications strategy decisions. In order to accomplish this goal, one must first understand the situation from the consumer perspective (or the recipient of the communication efforts). Thus, the first part of the course will consider the basic principles underlying consumer information processing and how marketing communication efforts can influence this process. The second part of the course will focus on the individual elements of the marketing communications mix (advertising, digital media, social media, sales promotion, and public relations) and how these elements are combined into an integrated promotional campaign.

CLASS SESSIONS

We will begin the first two weeks of class in Internet mode via Zoom. The Zoom links for class will be posted in Canvas. After that time, barring other developments, we will transition to in-person classroom instruction (CBA 4.324) beginning the week of January 31.

READINGS

Available (either hard copy or electronically) from UT Copy, McCombs School of Business (GSB 3.136) or <https://utlinestore.utexas.edu/>.

GRADING AND EVALUATION:

There will be a midterm exam and several quizzes covering the material from class and the readings. Each student will also be required to participate in group mini-project assignments and a related final group project. You will be assigned early in the course to groups. You are free to form your own groups, but the final decision will rest with the instructor. In addition, class participation is considered very important and will involve taking an active part in class

discussion. In particular, it is important to ask insightful questions and provide constructive and useful feedback during group presentations. The grading breakdown is as follows:

Midterm Exam	35%
Short Quizzes	10%
Group Project	30%
Mini-Group Projects	15%
Class Participation	<u>10%</u>
	100%

SYLLABUS

<u>Date</u>	<u>Day</u>	<u>Topic</u>	<u>Reading Assignment*</u>
Jan 19	W	Course Introduction	
24	M	Communication	
26	W	Information Processing	Hoyer, MacInnis, & Pieters- Ch. 3
31	M	Information Processing	
Feb 2	W	Information Processing	
7	M	Central Route Cognitive Processing	<u>Group Project Proposals Due</u> Hoyer, MacInnis, & Pieters- Ch. 4 (p. 100- 111)
9	W	CR Cognitive Processing/Message Development	Hoyer, MacInnis, & Pieters Ch. 5
14	M	Central Route Hedonic Processing	
16	W	Peripheral Route Processing	Hoyer, MacInnis, & Pieters Ch. 6
21	M	Peripheral Route Processing	
23	W	PR Processing/Message Development	
28	M	PR Processing/Message Development	
March 2	W	Defining the Target Market /Positioning	
March 7	M	<u>MIDTERM EXAM</u>	
9	W	Project Work	
14- 18		SPRING BREAK	
21	M	Media Strategy	

	23	W	<u>Guest Speaker- TBA</u>
	28	M	<u>Project 1: Message Strategy</u>
	30	W	Digital Media
April	4	M	Digital Media/Social Media
	6	W	Social Media
	11	M	<u>Project 2: Digital Media/Social Media</u>
	13	W	Sales Promotion
	18	M	Public Relations
	20	W	<u>Project 3- Sales Promotion/ Public Relations</u>
	25	M	Group Presentations
	27	W	Group Presentations
May	2	M	Group Presentations
	4	W	Group Presentations

***Note: This schedule is tentative and subject to change (with the exception of projects and exams).**

MKT 372
DR. HOYER
PROJECT 1: MESSAGE STRATEGY

The goal of this project is to analyze and critically evaluate your proposed message strategy for your group project in terms of the topics discussed in class. Thus, the group's task is to evaluate this strategy in terms of the following questions. Please summarize your analysis in 3 or less typewritten pages. Please provide a summary description of the message strategy (you do not have to produce the actual ads at this time).

- (1) Who is your target market? Why is this market appropriate?
- (2) What is the positioning strategy for the product or service? How does this compare to the major competitors? Why is this an effective positioning strategy? **IMPORTANT:** This should consist of one or two words (i.e., OWN A WORD)
- (3) How will you generate attention and reception?
- (4) What type of decision process is involved for this product/service? Is it central route (cognitive or affective) or peripheral route (cognitive or affective) processing? How will you try to influence this decision process?
- (5) What type of attitude change or message strategy does this message employ? Why is it appropriate for the product/service and target market? What are the objectives of this strategy?
- (6) What traditional **advertising** media (if any) do you plan to employ and why or why not?

This project is due and will be discussed in class on **Monday, March 28.**

MKT 372
DR. HOYER
PROJECT 2: DIGITAL AND SOCIAL MEDIA

The goal of this project is to analyze and critically evaluate any digital and social media efforts as well as direct mail, infomercials, or home shopping networks. You should employ as many of these tools as you feel necessary but should have at least **three**. Please evaluate your proposed efforts in terms of the questions below. Please summarize your analysis in 4 or less typewritten pages. Also, please provide a brief description of your proposals.

- (1) What are the objectives of each effort (i.e., what kind of impact do you think these efforts will have on consumer information processing and decision making)?
- (2) How are the campaigns effective in generating attention and reception?
- (3) Are these efforts more likely to generate central route or peripheral route processing (cognitive or affective)? Is it a good match for the type of product/service and target market?
- (4) What would be some advantages of this these efforts (relative to other communications)? What would be some disadvantages? How could these be addressed?
- (5) Is the message being portrayed by these efforts consistent with the product/service message being portrayed in the other communications in the mix? If not, why? How will these efforts affect the 'image' of the product/service?
- (6) How do the digital/social media marketing efforts compare to what some of the major competitors are doing? Do they provide the product/service with a competitive advantage? Why or why not? If not, how can they be improved to do so?

This project is due and will be discussed in class on **Monday, April 11.**

MKT 372
DR. HOYER
PROJECT 3: SALES PROMOTION/ PUBLIC RELATIONS

The goal of this project is to analyze and critically evaluate your any sales promotion or public relations efforts that will be part of your campaign. Thus, the group's task is to identify which of the different types of sales promotions you plan to implement for your marketing communications plan. You should have *at least two* promotions, but are encouraged to propose more. In terms of PR, the group's task is to identify which of the different types of public relations and publicity you plan to implement for your marketing communications plan. You should have *at least two PR* efforts, but are also encouraged to propose more. Evaluate all of these efforts in terms of the following questions. Please summarize your analysis in 5 or less typewritten pages. Please also provide a summary description of your promotions and PR efforts.

- (1) What are the objectives of each promotion or PR effort (i.e., what kind of impact will these communications will have on consumer information processing and decision making)? How will these objectives will be achieved?
- (2) Are these promotions or PR efforts more likely to impact on central route (cognitive or affective) peripheral route (cognitive or affective) processing and why?
- (3) What are the strengths and weaknesses of these promotions or PR efforts?
- (4) Is the 'message' being portrayed by these communications consistent with the product/service message being portrayed in advertising for the product/service? If not, how could promotional/PR efforts be altered? How will these communications affect the 'image' of the product/service?
- (5) How do these promotions or PR efforts compare to what some of the major competitors are doing? Do they provide the product/service with a competitive advantage? Why or why not? If not, how can they be improved to do so?

This project is due and will be discussed in class on **Wednesday, April 20.**

MKT 372

GROUP PROJECT ASSIGNMENT

Overview

The purpose of this assignment is to give students experience in applying course concepts to the development of an integrated marketing communications campaign. Each group will develop a marketing communications plan for a product or service of their choosing. We will develop this plan throughout the semester, first in terms of mini-projects which will address various subsections of the overall plan. Then, at the end of the semester, each group will make an oral presentation of their entire campaign to the class. As a part of the presentation, each group will make a video or storyboard of a proposed television and/or internet campaign and show the ads to the class. In addition, the group will be required to submit a 17-to-21 page written report which details the rationale and strategy underlying the campaign. You are encouraged to **use your creativity** and **have fun** with this assignment.

Selection of Project or Service

Each group will be given the flexibility to select a product or service which interests them. However, two factors must guide the selection of a product or service. First, the group should select a brand or service which they feel could improve its market position by changing the marketing communications strategy. In other words, the market leader in a product category should be avoided. Second, the product or service should be one which normally includes video (which can be shown on television the internet) as an important part of the campaign.

Each group will be asked to submit a 1 page proposal which discusses the product or service selected and the general approach which will be taken. This proposal must be submitted at the beginning of class on **Monday, February 7**. The instructor reserves the right of final approval for all projects.

Project Guidelines

Mini- Projects

Rather than having one large project occur at the end of semester, we will develop the plan over the course of the semester through a series of mini projects. These mini- projects will ask each group to carefully analyze and develop a strategy for each of the main strategic areas of the communications plan: **Message Strategy (Project 1)**, **Digital and Social Media (Project 2)**, and **Sales Promotion/ Public Relations (Project 3)**. During the class periods for these projects, a subset of the groups will be asked to present their plan as a basis for class discussion. A critical part of these sessions will involve class members providing useful feedback to the groups presenting. The quality of the feedback and the usefulness of the questions will be a critical component of the class participation grade.

Integrated Marketing Communications Plan

At the end of the semester, each group will submit an integrated marketing communications plan which brings all the key areas together. This plan and written report must address each of the following areas:

1. **Situation Analysis**--What are the general dynamics of the industry and market which have an important influence on your promotional strategy? In particular, what is the nature of the consumer behavior in the product category and what is the nature of the competitive situation?
2. **Target Market Analysis**--How is the target market defined and why? What are the important characteristics of the target market?
3. **Positioning Strategy**--What positioning strategy will be employed and why? (**REMEMBER:** Own a Word)
4. **Message Strategy**--What message will be communicated to the consumers and why? How will this be communicated (i.e., what is your message strategy?)? Also, you should address the key points from **Project 1**.
5. **Media Strategy**--Which media will be employed to get the message across and why? (**REMEMBER!!** One of the media must involve a video which can be shown either on television or on the internet). How will the message be executed in each media? What levels of reach and frequency do you hope to achieve?
6. **Digital Media**-- What types of digital (earned) media will you employ as part of your campaign and why? What are the objectives of these efforts? Also, you should address the key points from **Project 2**.
7. **Social Media**- What types of social media efforts will you employ as part of your campaign and why? What are the objectives of these efforts? Also, you should address the key points from **Project 2**.
8. **Sales Promotion**--What type of sales promotion will be employed and why (i.e., what are the objectives)? In general terms, what proportion of the budget will be devoted to sales promotion relative to advertising and why? Also, you should address the key points from **Project 3**.
9. **Public Relations**—Please indicate any public relations activities you would engage in and why. Also, you should address the key points from **Project 3**.
10. **Integration**- How are your different types of communications integrated to achieve objectives? How do you plan to influence the different stages of the consumer decision making process? (**NOTE:** Be sure to relate your analysis to a key chart which will be provided in class)

ADDITIONAL NOTE: In terms of providing a formal **budget** for your plan, it is very difficult (and beyond the focus of this class) to get exact numbers and costs for all of your activities. Therefore, I would like to focus more on the creative and strategy aspects of your plan. Nevertheless, I would like you to suggest a plan that is at least reasonable in terms of budget constraints (i.e., most companies have a restricted budget so don't include everything 'under the sun.')

IMPORTANT

In writing each of these sections, it is critical to emphasize the **justification** for each action recommended. Grading will be weighted heavily in favor of papers which refer back to or reference class notes, readings, or any other outside sources. *I am more interested in the reasoning behind the strategy than the actual plan itself.*

As mentioned previously, each report should be 17 to 21 double-spaced typewritten pages (excluding exhibits and figures) and should be handed in prior to the start of the oral presentation.

Oral Presentations

Each group will make a 25 to 30 minute presentation of their plan to the class on a date which will be assigned at a later point in time (actual dates are April 25, 27, May 2 and 4). The group should provide a summary of each of the main points in the written report. In making the presentation, the use of visual aids (e.g., Powerpoint, handouts, ads, charts, etc.) is highly recommended. **Each group member must have some speaking part in the presentation.**

An important part of the presentation is the showing of an integrated marketing communication campaign developed by the group. The group may select any combination of ad types (e.g., television, digital, social media, radio, print, billboard, etc.), but a video which can be shown either on television or on the internet must be a part of the campaign. The group must develop **at least two video ads** as part of the campaign. This is important because companies rarely produce only one ad; they think in terms of a *campaign or series* of ads. Note that other types of ads (e.g., digital, social media, magazine, newspaper, radio, etc.) should be considered as part of a complete campaign as well. But **at least two** video ads must be produced.

In producing the video ads, students can use their own video equipment (including Smart phones). There are also basic video editing capabilities in Windows 10 (<https://www.google.com/amp/s/www.howtogeek.com/355524/how-to-use-windows-10s-hidden-video-editor/amp/>) and in Quick Time (Apple). It is important to stress that I do not expect professional quality videos. It is the underlying idea that is critical. Rough videos are perfectly fine. The purpose of this aspect of the assignment is to present information to the class in an interesting and entertaining way. **Further, students must turn in copies of the videos.** It is important to note that I do not expect professional quality advertisements from the groups.

Copies of *all* advertisements, social media, digital ads, sales promotion, and public relations efforts must be turned in at the end of the class period. In other words, please provide actual examples of things that can be *reasonably* produced (e.g., video ads, digital ads, print ads, coupons, social media messages, etc.). Materials that would be difficult to reproduce (e.g., product placement in a movie or TV show, premium, etc.) can simply be described.

Class Evaluation

The class will anonymously evaluate each group following the presentation. This will provide important and useful feedback to the group. Oral feedback (i.e., questions and comments) provided during the class discussion of the presentation is a critical element in the class participation grade. Also, students in each group will anonymously rate fellow group members in terms of effort on the project in order to ensure that everyone gets the grade they deserve.

STUDENTS WITH DISABILITIES

“Any student with a documented disability (physical or cognitive) who requires academic accommodations should contact the Services for Students with Disabilities area of the Office of the Dean of Students at 471- 6259 (voice) or 471- 4641 (TTY for users who are deaf or hard of hearing) as soon as possible to request an official letter outlining authorized accommodations.”

COURSE ENVIRONMENT

Each student should take personal responsibility for helping create a positive, productive class environment. In the online classroom environment, this includes refraining from interruptions and other distractions. Please do your best to get the most out of each class session by avoiding multi-tasking, checking email, messaging, etc.

Use of personal digital devices (i.e., laptops, tablets, smartphones, etc.) will be allowed in class. However, use should be limited to activities that support the course’s learning objectives – taking notes, researching/providing information relevant to class discussions (assuming it does not take time and attention away from class activities), and accessing class material on Canvas. It is also critical that all students make an effort to get to know all of their classmates, and that they help the instructor build a learning community that is fully inclusive and that respects the perspectives and input of all students.

In order to promote academic integrity and provide a fair environment for all students, all exam and project requirements will be strictly enforced. Any infractions will be reported to Student Judicial Services.

