

**Integrated Communication Management**  
**ADV 370J/PR 367 (Unique #06430 , #06890)**  
**9:30am-11:00pm, T/TH, BMC 4.206**  
**Spring 2019**

Instructor: Dr. Galit Marmor-Lavie

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Office Hours: Tuesday between 1pm-3pm or by appointment.

### **Course Description**

We live in a rapidly changing business environment. Marketing concepts that were relevant in the past are no longer pertinent in solving great managerial matters. The new media setting and the internet have definitely changed the way business people think and create. Today's market demands more of a "renaissance professional" than just a "specialized" one. Accordingly, this course brings forward the integrated way of thinking; self-entrepreneurship, the big picture insight of the organization, its problems, challenges and solutions, all in the context of brand promotion. This Class will combine Harvard Business Cases and entrepreneurship efforts, while practicing creative, managerial, research and presentation skills. Students should expect a great deal of independent work.

### **Overarching Goals and Objectives**

- 1) Intangible goals. This class has a unique structure. It offers an opportunity to develop: 1) your own creative way of thinking, while learning about decision making process, 2) who you are and what is important to you in the business setting, 3) sensitivity to worldly, business and ethical issues, and 4) communication skills and courage to express your ideas in a group dynamics and in front of an audience.
- 2) Internalizing the Case method. In class, we will analyze "real life" business situations (aka, cases) that will prepare you as a professional in the field.
- 3) Emphasizing and deepening understanding of some illusive marketing concepts such as branding.
- 4) Developing a practical sense about your own business inclinations, entrepreneurship and desires.

## Teaching Methods and structure

The course will combine lecture, discussion, group work and presentation, individual presentation and media.

The course begins with a short overview of the necessary tools in the field of brand promotion and management (mostly a summary of your teachings in the program throughout the years). In the first section of the semester Harvard Business Cases will be discussed in class by the instructor and students. In the second part of the semester, students will be working on their own business project, while focusing on business development as well as brand promotion. Overall, the course is structured in a way that enables students the exciting opportunity to work on their own business entrepreneurship, as well as communication research.

In general, my philosophy emanates from a deep/ spiritual outlook of business, marketing and communication and thus the entire class will be guided based on that particular outlook.

## Course Materials

A course packet is available for purchase at the University Co-op. Additional readings and course material will be available through the PCL online resources, and/or will be distributed in class. **Due to the dynamic nature of the class, readings and the actual course outline are subject to change. Students will be held accountable for any changed reading material.** In the event changes do occur, reading assignments and scheduling will be posted on Canvas prior to each class. It is the students' responsibility to check Canvas regularly and before each class.

*Recommended reading:* “**StoryScaping: Stop Creating Ads, Start Creating Worlds**” by Gaston Legorburu and Darren McColl (2014).

## Assignments

The following section provides a brief summary of the course assignments; further explanations will be provided by the instructor during the course of the semester.

- 1) **Business “from the soul” (team project):** teams will be working on a business idea that is close to their heart and soul. The instructor will give further directions and information in class about the process of choosing the business ideas. Overall, teams will be working on promoting an original business idea and will present final solutions and brand promotion plan towards the end of the semester (comprised of a plan book or a website + presentation).
- 2) **Phases’ presentations (team project):** the business from the soul project is comprised of 3 phases. Each team will present all three phases in class. Each phase takes you a step forward towards the completion of the business from the soul project.
- 3) **Focus Group Team Presentation (team project):** Teams will gain a hands-on experience, conducting focus group research. This research will assist you in advancing your “Business from the soul” project.

- 4) **Case presentation (team project):** your team will be asked to present a case analysis in class! This includes, the case summary, the statement of the problem, suggested alternatives/or solutions, analysis of the data given in the case and finally a concise recommendation for action.
- 5) **Course Attendance:** Students are expected to continuously attend, participate and contribute to class discussion. The instructor and TA will pay careful attention to the participation in class and to the quality of the arguments students make. **Attendance will be maintained by the TA.**

## Evaluation

The following percentage breakdown will constitute your final grade. Final grades will be made using plus/minus grades. Specific evaluation instructions will be given to students prior to the assignment' due date. Please note that most of the assignments are done in groups.

Assignment	Weight
Business "from the Soul" (final presentation (50%) + Book (50%)) (Team grade)	25%
Phases' presentations (1+2 +3) (Team grade)	25%
Focus Group Team Presentation (Team grade)	15%
Case presentation (Team grade)	10%
Attendance (Individual grade)	10%
Peer Evaluation (Individual grade)	15%

## Grade Distribution:

Point total	Grade
93 or more	A
90-92.99	A-
87-89.99	B+
83-86.99	B
80-82.99	B-
77-79.99	C+
73-76.99	C
70-72.99	C-
60-69.99	D

### Course Outline (Subject to change)

Students are expected to read thoroughly the reading assignments and follow the scheduled deadlines, prior to each class. Additional reading and class materials might be provided in class and on Canvas throughout the semester. The class schedule is subject to change.

Class	Date	Focus	Assignment
1	Tue, Jan. 22	Introduction and syllabus (go over the schedule and the class concept and pace)	“Business from the Soul” assignment and the changing reality exercise
2	Thu, Jan. 24	<b>Acquiring the Tools: Focusing on the seed/soul level of the business</b> (“Power of why” video. The tree metaphor.)	1. Thinking about the “why” of your business project. 2. Ask Qs around the table to trigger ideas for presentations.
3	Tue, Jan 29	<b>Students’ Presentations</b>	<b>“Business from the soul” presentations</b>
4	Thu, Jan 31	1. Students’ Presentations.  2. Voting.  3. Explaining the structure and objectives of “Business from the Soul” project	<b>“Business from the soul” presentations</b>
5	Tue, Feb 5	<b>Who is in my team?</b> + (TA)	1. <u>Meeting with your team</u> in class. 2. <u>Setting the schedule</u> , goals and expectations. 3. <u>Schedule a meeting</u> with instructor for phase 1 (inform the TA)
6	Thu, Feb 7	<b>Acquiring the Tools: Refreshing the memory of marketing concepts</b>	1. “Planning for Integrated Marketing Communications” (Course Packet). 2. Note on Marketing Strategy (9-598- 061) (Course packet). 3. <b>In class exercise: positioning statement.</b>

7	Tue, Feb 12	<b>Acquiring the Tools: The Case Method</b>	1. “Chapter 1: the case method” (Course Packet). 2. Domino’s Pizza (course packet)
8	Thu, Feb. 14	<b>Implementation:</b> In-class case discussion	<i>Mountain Dew: Selecting New Creative (502040) (Course Packet)</i>
9	Tue, Feb. 19	<b>Implementation:</b> In-class case discussion	Charles & Schwab (9-507-005. Course Packet)
10	Thu, Feb. 21	<b>Implementation: teams’ case Presentations</b>	1. Harmonie Water: Refreshing the World Naturally (9-917- 527) 2. <u>Cirque du Soleil</u> (403006) (Course packet)
11	Tue, Feb. 26	<b>Implementation: teams’ case Presentations</b>	1. Marquee: Reinventing the Business of Nightlife (course packet) - 2. SVEDKA Vodka (course packet) -
12	Thu, Feb. 28	<b>Implementation: teams’ case Presentations</b>	1. <u>Netflix Inc.: Streaming Away from DVDs</u> (W12850) (course Packet) 2. Arnold Communications (Course packet)
13	Tue, Mar. 5	<b>Consultations</b>	
14	Thu, Mar. 7	<b>“Business from the Soul” project: Presentation+ Feedback</b>	<b>“Phase 1 presentation – Business from the soul”</b>
15	Tue, Mar. 12	<b>“Business from the Soul” project: Presentation+ Feedback</b>	<b>“Phase 1 presentation – Business from the soul”</b>
16	Thu, Mar. 14	<b>Consultations</b>	Be ready with Questions
17	March 18- 23	<b>Spring Break</b>	<b>Spring Break</b>
18	Tue, Mar. 26	How to figure out your organizing idea: Phase # 2 (StoryScaping)	<b>Very Important Class – Don’t miss it!</b>
19	Thu. Mar. 28	<b>Learning about Focus Groups: Demonstration +lecture</b>	
20	Tue, Apr. 2	<b>Consultations</b>	Be prepared (schedule more consultations during office hours)

21	Thu, Apr. 4	Advancing your Phase 2	Focus Group Team presentations
22	Tue, Apr. 9	Advancing your Phase 2	Focus Group Team presentations
23	Thu, Apr. 11	<b>“Business from the Soul” project: Presentation</b>	<b>“Phase 2 presentation – Business from the soul.”</b>
24	Tue, Apr. 16	<b>“Business from the Soul” project: Presentation</b>	<b>“Phase 2 presentation – Business from the soul.”</b>
25	Thu, Apr. 18	Consultations	
26	Tue, Apr. 23	<b>“Business from the Soul” project: Presentations</b>	<b>“Phase 3 presentation – Business from the soul.”</b>
27	Thu, Apr. 25	<b>“Business from the Soul” project: Presentations</b>	<b>“Phase 3 presentation – Business from the soul.”</b>
28	Tue, Apr. 30	Consultations	
29	Thu, May 2	Final in class consultation + survey	
30	Tue, May 7	<b>“Business from the Soul”: Final Presentation</b>	<b>Final Presentations</b>
31	Thu, May 9	<b>“Business from the Soul”: Final Presentation</b>	<b>Final Presentations</b> (All books or websites are due!!!)

## Copyright Notice

*Materials presented in lectures in this class are copyrighted by Dr. Galit Marmor-Lavie. No materials may be directly or indirectly published, posted to Internet and intranet distribution channels, broadcast, rewritten for broadcast or publication or redistribution in any medium. Neither these materials nor any portion thereof may be stored in a computer except for personal and non-commercial use.*

## Religious Holy Days Observance Policy

*The Texas Education Code specifies that an institution of higher education shall excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. A student who misses classes or other required activities, including examinations, for the observance of a religious holy day should inform the instructor as far in advance of the absence as possible, so that arrangements can be made to complete an assignment within a reasonable time after the absence.* <http://www.utexas.edu/student/registrar/catalogs/gi03-04/ch4/ch4g.html#attendance>

**Policy on Scholastic Dishonesty**

*The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work-career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. For more information on scholastic dishonesty, please visit the Student Judicial Services Web site at <http://www.utexas.edu/depts/dos/sjs/>.*

**Students with Disabilities**

*The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-4641 TTY.*

**Recommendations regarding emergency evacuation from the Office of Campus Safety and Security, 512-471-5767, <http://www.utexas.edu/safety/>:**

*Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.*

*Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.*

*Students requiring assistance in evacuation shall inform their instructor in writing during the first week of class.*

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**Behavior Concerns Advice Line (BCAL)**

*If you have any concerns about the behavior of an individual please contact the behavior concerns advice line (BCAL) at 512-232-5050*