

**GEORGIA INSTITUTE OF TECHNOLOGY**  
**Scheller College of Business**

**MGT 8803: INTEGRATED MARKETING COMMUNICATIONS**  
**FALL 2016**  
**Monday 6:05-8:55pm**

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**Course Description:**

Commercial communication has changed radically in the 21<sup>st</sup> century, moving from marketer-driven and product-focused brand messages to social media strategies aimed at creating positive word-of-mouth and viral campaigns. Communication to consumers has expanded beyond the familiar ads in print and commercials on television and radio to include both new marketing communication channels (e.g., twitter, Facebook) as well as wider array of communication tools (e.g., public relations, sales promotions). Given that everything a company does (and often times what a company *doesn't* do) sends a message, it becomes extremely important to successfully manage these communications so that the company sends a clear and consistent message to the consumer. As such, understanding the processes and approaches that organizations use in developing and sustaining effective marketing communication strategies is useful for managers across functional disciplines. Our specific learning objectives for the semester will be to:

1. Define integrated marketing communications (IMC), understand how marketing communication works, and discuss both how IMC is related to the marketing mix and how it contributes to the development of a brand
2. Describe the various types of research used to gain information about markets and how these findings can be applied to strategic decision making and planning
3. Recognize the social, ethical, and legal issues that confront advertisers
4. Understand the process of executing strategy through creative and examine the bases for evaluating creative copywriting and art direction
5. Understand the principles and practice of IMC and discuss how to evaluate the effectiveness of an IMC campaign
6. Understand the difference between paid, owned, and earned media as well as the relative advantages and disadvantages of different media options
7. Examine the types, decisions, and effectiveness of other communication outlets including public relations, sales promotions, and direct response

### **Course Deliverables/Grading:**

Reading Reflections	20 %	(= 4 x 5%)
Project Milestones	25 %	(= 5 x 5%)
Final Paper & Presentation	30 %	
Effort & Participation	<u>25 %</u>	
Total	100 %	

### **Group Project and Project Milestones**

The group project will involve working on an IMC brief for a client (details to come). There will be five project milestones as well as a final project paper and presentation.

The milestones will be in written format and are meant to both keep the project on track as well as provide early feedback that should be incorporated to and addressed in the final project paper and presentation. There are five project milestones (see below). Further details on each milestone can be found at the end of the syllabus.

<u>Milestone</u>	<u>Due Date</u>
Objectives & Strategy Development	9/19
Research Plan	10/3
Media Strategy	10/17
Creative Strategy & Rough Executions	11/7
Measurement	11/21

The final paper and presentation are due on the last day of class (12/5). The written portion will combine the five project milestones and the oral presentation will summarize your work and suggestions. Further details will be given at a later date.

### **Reading Reflections**

There is no textbook for this course. Readings for each class are listed in the syllabus and can be found on TSquare. There are two types of readings – minicases and supplemental readings.

“Minicases” are short readings discussing a company’s efforts in regards to that week’s lecture topic. All students are expected to have read the minicase and to come to class prepared to discuss it. All students are also expected to have read the supplemental readings. One student will be assigned to be the lead discussant for a particular reading, meaning they will be responsible for leading class discussion on that reading during the class period.

Additionally, all students are required to submit **four** reading reflections throughout the semester. The four reflections may be submitted for any week’s readings, but must be submitted on the date the readings are discussed in class. A reading reflection is a two-page (double-spaced) essay that lets you share your thoughts on the readings. Unlike most essays, they're relatively informal and can take a variety of forms. Potential discussion points to consider:

- What surprised you from the readings?

- What did you learn that you can apply to your own job?
- How do the readings relate to what you're learning in other classes?
- How do the readings relate to what companies are (or aren't) doing?

### Effort & Participation

I am expecting an exchange of ideas during class sessions. Students are expected to come prepared for every class discussion. I encourage lively participation, initiation of discussions, and active listening. Poor participation and unpreparedness will negatively affect one's participation grade.

Students are permitted to miss up to two (2) classes without penalty. Every absence after those two excused classes will result in five (5) points (approximately 1% of their final grade) subtracted from their effort and participation grade.

Although it is recognized that occasionally it may be necessary for students to be absent from scheduled classes for personal reasons, students are responsible for all material covered in their absences, and they are responsible for the academic consequences of their absences. Students should discuss planned absences with me as soon as possible after the beginning of an academic term.

Students who are absent because of participation in approved Institute activities (such as field trips and athletic events) will be permitted to make up the work missed during their absences. Approval of such activities will be granted by the Student Academic and Financial Affairs Committee of the Academic Senate, and statements of the approved absence may be obtained from the Office of the Registrar.

Students who are absent because of participation in a particular religious observance will be permitted to make up the work missed during their absence with no late penalty, provided the student informs me of the upcoming absence, in writing, within the first two weeks of class, and provided the student makes up the missed material within the timeframe established by me. Exercising one's rights under this policy is subject to the Georgia Tech Honor Code. Students may choose to appeal to the Student Academic and Financial Affairs Committee of the Academic Senate for formal approval of this type of absence.

## **ADMINISTRATIVE POLICIES**

1. Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. For information on Georgia Tech's Academic Honor Code, please visit <http://www.catalog.gatech.edu/policies/honor-code/> or <http://www.catalog.gatech.edu/rules/18/>.

Any student suspected of cheating or plagiarizing on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

2. If you are a student with learning needs that require special accommodation, contact the Office of Disability Services at (404)894-2563 or <http://disabilityservices.gatech.edu/>, as soon as possible, to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.
3. Laptops/iPads/cell phones will not be allowed in class, unless otherwise stated. When calculators are needed for quizzes/exams, no graphic calculators will be allowed. Only the use of simple function calculators will be permitted for quizzes/exams. Calculators on cell phones are also prohibited for quizzes/exams.

**SCHEDULE**  
(subject to change)

DATE	TOPICS COVERED	READINGS	DELIVERABLES
8/22	Introduction to IMC  How Marketing Communications Works		
8/29	Research  Planning & Strategy	<b>Minicase: <i>Unleashing the joy of Reddi-wip and Fruit</i></b> 1. <i>The Role of Research in Advertising</i> (O'Barr) 2. <i>18 Miracles of Research</i> (Ogilvy) 3. <i>Strategy is Everything: Planning the Direction of the Communications Program</i> (Schultz et al.) 4. <i>Advertising Strategy</i> (Sternthal)	Reading reflection
9/5	<b>NO CLASS – LABOR DAY</b>		
9/12	<b>Client Meeting # 1</b>  Ethics	<b>Minicase: <i>Three's Comparative Ads</i></b> 1. <i>What's Wrong with Advertising</i> (Ogilvy) 2. <i>Ethics and Advertising</i> (O'Barr) 3. <i>The Current State of Advertising Ethics</i> (Drumright and Murphy) 4. <i>The Effects of Comparative Advertising on Attention, Memory, and Purchase Intentions</i> (Pechmann and Stewart)	Reading reflection
9/19	Paid Media	1. <i>The Continuing Power of Mass Advertising</i> (Nunes and Merrihue) 2. <i>Paid Search: The Innovation that Changed the Web</i> (Laffey) 3. <i>For Mobile Devices, Think Apps, Not Ads</i> (Gupta)	Milestone #1: Objectives and Strategy Development  Reading Reflection
9/26	<b>GUEST SPEAKER</b>  Project Work Time		

10/3	Owned, Interactive, & Earned Media	<b>Minicase: White Gold</b> 1. <i>Increasing the ROI of Social Media Marketing</i> (Kumar and Mirchandani) 2. <i>The New Science of Viral Ads</i> (Teixeria) 3. <i>Stealth Marketing: How to Reach Consumers Surreptitiously</i> (Kaikati and Kaikati) 4. <i>What Drives Advertising Success on Facebook</i> (Brettel et al.)	Milestone #2: Research Plan  Reading Reflection
10/10	<b>NO CLASS – FALL BREAK</b>		
10/17	Creative Strategy	1. Definition: Identifying the Behavior You Want to Change (Ferrier) 2. <i>Creativity in Advertising</i> (Reinartz and Saffert) 3. <i>The Fundamental Templates of Quality Ads</i> (Goldenberg et al.) 4. <i>The Dilemma of Creative Advertising</i> (Politz)	Milestone #3: Media Strategy  Reading Reflection
10/24	Project Work Time		
10/31	Measuring the Success of an IMC Program  Measuring Consumer Response	<b>Minicase: Diamonds in the Data Mine</b> 1. <i>Measurement</i> (Schultz) 2. <i>Advertising Effectiveness</i> (Krajicek) 3. <i>Perceptions of IMC after a Decade of Development</i> (Swain) 4. <i>Advertising Analytics 2.0</i> (Nichols) 5. <i>Interactive Marketing: Exploiting the Age of Addressability</i> (Blattberg and Deighton) 6. <i>The Perfect Message at the Perfect Moment</i> (Kalyanam and Zweben)	Reading Reflection

11/7	<b>Client Meeting #2 – Tissue Session</b>  Project Work Time		Milestone #4: Creative Strategy & Rough Executions
11/14	Public Relations & Sponsorships	<b>Minicase: <i>Tourism Queensland</i></b> 1. <i>The Fall of Advertising and the Rise of PR</i> (Ries and Ries) 2. <i>Public Relations Comes of Age</i> (Robinson) 3. <i>Community Relations 2.0</i> (Kane et al.) 4. <i>Reputation Warfare</i> (Gaines-Ross) 5. <i>An IMC Approach to Event Marketing</i> (Sheath et al.)	Reading Reflection
11/21	Project Work Time		Milestone #5: Measurement
11/28	<b>GUEST SPEAKER</b>  Sales Promotions	<b>Minicase: <i>Procter &amp; Gamble Zero-Coupon Test</i></b> 1. <i>Changing the Channel: A Better Way to do Trade Promotions</i> (Bell and Dréze) 2. <i>A Strategic Perspective on Sales Promotions</i> (Gelb et al.) 3. <i>The Three Faces of Consumer Promotions</i> (Raghubir et al.)	Reading Reflection
12/5	<b>Project Presentations</b>  Class Wrap-Up		Final Project Paper & Presentation

MGT 8803: INTEGRATED MARKETING COMMUNICATIONS  
FALL 2016

**Group Project: Objectives and Strategy Development Milestone**  
**Due 9/19**

Your overall assignment for this milestone is to develop a communications strategy and propose communication objectives. An outline of topics to be covered in this research proposal can be found below.

- I.     **The Consumer:** Who is the target market? What is the target buying incentive?
- II.    **The Product:** Why is the product different? Does it fit the consumer?
- III.   **The Competition:** Who is the competition? What do they communicate to consumers?
- IV.    **The Competitive Benefit:** What is the competitive benefit?
- V.     **The Reason to Believe:** How will marketing communications make the benefit *believable* to the consumer?
- VI.    **The Objectives:** What are your communication objectives? (Please make sure to refer to your notes regarding what makes a good communication objective.)



MGT 8803: INTEGRATED MARKETING COMMUNICATIONS  
FALL 2016

**Group Project: Research Milestone**  
**Due 10/3**

Your overall assignment for this milestone is to propose a research plan. Each group should propose at least one type of research that they will carry out this semester, as well as suggest some sort of post testing to be carried out in the future. An outline of topics to be covered in this research proposal can be found below.

- I. **Type of Research:** Identify the type of research. Be specific. (Don't just say "post testing." What kind of post testing based on our in-class discussion?).
- II. **Timeline:** Identify when the research will take place. Be specific. If you are proposing post testing, when do you recommend that take place. After a month? A year? Five years? Etc.
- III. **Research Methodology:** For each type of research, elaborate on precisely how the research will be conducted. Be sure to cover the following topics:
  1. Method (survey, interview, ethnography, etc.)
  2. Measures (what types of questions will you ask? How will you ask them? Or, where will you find your data?)
  3. Sampling (if applicable, who will you ask? How many will you ask? Where you will find them? Etc.)
- IV. **Potential Issues:** Point out any potential issues with your proposed research and how you intend to handle them.

MGT 8803: INTEGRATED MARKETING COMMUNICATIONS  
FALL 2016

**Group Project: Media Strategy Milestone**  
**Due 10/17**

Your overall assignment for this milestone is to layout your media strategy. An outline of topics to be covered in this milestone can be found below.

- I. **Type of Media:** Will you be focusing on paid, owned, earned? Some combination of the three?
- II. **Specific Media Vehicles:** Within your broad media classes, which specific media vehicles will you target? (e.g., *AJC*, new website, social media mentions)
- III. **Rationale:** Why did you select this type, or types, of media and these media vehicles specifically? What do they offer? How will they help you achieve your objectives?

MGT 8803: INTEGRATED MARKETING COMMUNICATIONS  
FALL 2016

**Group Project: Creative Strategy Milestone**  
**Due 11/7**

Your overall assignment for this milestone is to layout your creative strategy. An outline of topics to be covered in this milestone can be found below.

- I. **Overview of Creative Strategy:** What is your overall message? What do you want to say/communicate?
- II. **Target Audience:** Who do you plan to say it to?
- III. **Specifics of Creative Strategy:** Do you have unique selling points? Key messages? Benefits and support? A “big idea”? What action/response do you want the target audience to take as a result of the creative?
- IV. **Rough Executions:** For paid/owned media, please submit some rough executions of the marketing communications. For earned media, please provide some detail for your plan of action.

MGT 8803: INTEGRATED MARKETING COMMUNICATIONS  
FALL 2016

**Group Project: Measurement Milestone**  
**Due 11/21**

Your overall assignment for this milestone is to layout your strategy for measuring the success of your campaign. An outline of topics to be covered in this milestone can be found below.

- I. **Overall Approach:** What overall approach makes the most sense for the company? ROI? ROO? Some combination of both? Why?
- II. **Specific Measurement Methods:** What do you suggest measuring, specifically? How do you propose they go about measuring it? When should they measure it? Provide rationale for all of the above.
- III. **Use of Measurement:** Talk specifically about what they could learn/ gain from measurement. Why is it important in the case? How could it impact them in the short term? Long term?