

**UNIVERSITY OF SOUTHERN CALIFORNIA
ANNENBERG
SCHOOL FOR COMMUNICATION**

**LARRY STEVEN LONDRE
COMM 541 – 10389R**

**INTEGRATED
COMMUNICATION STRATEGIES
Spring 2004
WEDNESDAYS
6:45-9:45PM**

SYLLABUS

Dear USC Student:

I enjoy teaching. My full-time position is in strategic planning, advertising, promotion and media with several companies and in advertising or promotional agencies.

I am pleased that you have enrolled in my class. I have taught marketing, advertising, promotion, media and communications to undergraduates and graduate students at USC (Annenberg School For Communication, Marshall School of Business, and School of Journalism), at CSUN (School of Business), Loyola Marymount and at Pepperdine (School of Business).

Success is staying ahead of the competition. In the global economy it is essential to have greater agility, better marketing, promotion and media savvy, plus the ability to innovate in the marketplace. Using “real-world” communication, marketing, promotion, media planning exercises and materials, we will study and discuss several different topics and industries:

- practices, “real-world” actions, theories and concepts proving themselves as viable activities and media actions for generating sales, customer traffic and revenue
- communication, promotion, media and marketing’s important role to an organization--- both profit-making and non-profit
- analyzing the demands for segmentation, targeting, media and positioning
- developing strategies and tactics, including global communications
- the changing media environment

- the marketplace is complex and changing with new competitors, technological advances, pricing changes, new media mixes, marketing suppliers, new laws, distribution channels, strategic partnerships, and diminished customer loyalties.
- finding strategic information for decision makers
- developing new products/services, and the elements of the marketing mix
- looking at the availability, advantages and disadvantages of the promotion mix
- reviewing the importance of communications, selling, media and advertising
- exploring the many worlds of media and the Internet
- reviewing the aspects of implementation and control

Our field of study will be broad, as students come from a variety of fields. I will use many different methods to involve you. It’s important to note that much can be learned by working and thinking “outside the box”---and outside your own industry. The class is designed to involve you in a meaningful career in communications, marketing, PR or management with a solid understanding of the vernacular and materials. We will explore many different industries---from retail to entertainment, and from food to technology.

Please come to class well prepared. Some of the readings can be long, especially the cases. Some of the projects are difficult. You will need to spend, on average, four to five hours a week to prepare for the classes, projects and exercises. There is a great deal to cover and on many subjects we will only explore the headlines, but on these topics I want you to know there is more for you to find if it pertains to your job. Knowledge is power. And can be fun.

I look forward to meeting and spending time with you. Please fill out the attached personal fact sheet and send to me today. Let’s enjoy each other’s company.

“We are who we are in good measure because of what we have learned and what we remember.”
Nobel Laureate Dr. Eric R. Kandel

Spring 2004
COMM 541
Integrated Communication Strategies
6:45-9:45 PM Wednesdays

Larry Steven Londre

Telephone: 310/889.0220 business
310/889.0221 fax (You do not need a cover sheet, but please identify the class.)
e-mail: Londre@usc.edu (Please always identify our **541 class** and give me your contact info, too.)

Nature and Purposes of the Class

This course deals with communications, promotion, marketing and media. The course (which will be my 65th semester of teaching) covers:

1. An understanding of the vital roles of communication within domestic and international companies. Today, companies must critically rethink their business mission, marketing, media, communication, and integrated strategies.
2. Through weekly lectures, readings, cases, computer simulations, discussions and projects, students will analyze tasks and procedures utilized in progressive companies. Students will gain a lasting knowledge of challenges, questions and opportunities in whatever company or industry they are in or may be in.
3. Understanding the CEO's responsibilities for developing a well-managed "customer driven" organization.
4. Sound media and communication practices, processes, policies and techniques will be illustrated and explored.
5. An awareness of the major types of problems faced by organizations, with an emphasis on effective decision-making.
6. Preparing students for a career in promotion, marketing, communications, media, advertising and management with a solid understanding of the materials. The class will be far more **practical than theoretical**.

"Be better prepared when the next job opportunity comes around?"

Materials:

- My revised (every semester) course packet, with cases and readings
- Pharmasim 2.35 (or latest version) James Kinnear Deighan
Interpretive Software/interactive game

"Success comes to people who worry more about what they have to do to get ahead than what is happening to other people."

"I don't need time. What I need is a deadline." -Duke Ellington

Class Dates

- Jan. 14** Topics: Introduction, Discussion of Course Objectives & Assignments
Communications Role in the Marketplace
Readings: Introduction
- Jan. 21** Topics: Communication Concepts and Planning Orientation
Customer Satisfaction/ Marketing Myopia
Readings: First Section
Pick Teams by Today for April 28th Presentations
- Jan. 28** Topics: Scanning the Environment/ Trends
Analyzing Consumer/Business Markets and Behavior/Media
Readings: Second Section
Review of Team Planning, Schedule and Presentations
- Feb. 4** Topics: Winning Markets/ Strategic Corporate Planning/ Gathering Info/ Demand
Readings: Third Section
- Feb. 11** Topics: Dealing With Competition/ Creativity/ Segments/ Targeting
Readings: Fourth Section
Preview of Pharmasim
Test
- Feb. 18** Topics: Segments/ Target Markets/ Global Differentiating and Positioning/
New Market Offering / PLC
Readings: Fifth Section
Simulation Review in Class (Team Presentation)
Case: Hilton HHonors Worldwide: Loyalty Wars (Team Presentation)
- Feb. 23-27** Meet with each Team during week.
Review of Pharmasim and Team Planning
- Saturday,
Feb. 28** 9:00 to 3:30 PM Simulation
Team Exercises. Bring a calculator for your team. Attendance is mandatory.
- March 3** No class; you've earned it. Class last Saturday.
- March 10** Marketing/Advertising/Media/PR/Sales Promotion
Speaker
Team Project Update, which includes Creative Work Plan draft, timeline and team assignments. It is mandatory (and helpful to your team) to list individual student responsibilities, with timelines/schedule.(5-7 pages max.)
- March 17** **Spring Recess**
- March 24** Globalization of Markets/ Crises/ PR/ Media
Readings: Sixth Section
Case: Perrier/Coke (Team Presentation)

You may delay, but time will not."

Benjamin Franklin (1706-1790), American statesman, writer, scientist & printer

Class Dates

- March 31** Topics: Services/ e-Commerce/ Direct Strategies and Programs
Readings: Seventh Section
Case: Dell
Test, including Case (Dell)
- For next class:** Bring one Absolut ad (It may be an Absolut product extension.)
For next class: Continue collecting three “what you feel are” good ads and three bad ads; plus one good, and one bad celebrity ad.
- April 7** Topics: Creative/ Advertising and Media Planning (TV, Radio, Cable, Magazines, Newspaper, Outdoor, Internet)/ Sales Promotion
Readings: Eighth Section
Case: Absolut (Team Presentation)
For this class: **Bring one Absolut ad (It may be an Absolut product extension.)**
For this class: **Bring three “what you feel are” good ads and three bad ads; plus one good, and one bad celebrity ad.**
- April 14** Topics: Advertising/Media/Sales Promotion/PR/Direct Sales Force
Readings: Ninth Section
Cases: A.S. Norlight, including SPIN (Team Presentation)
Benetton Group SpA
Quiz
Speaker: Advertising and Media
- April 21** Topics: Integrated Communications/ Media/ Advantages and Disadvantages of Media/ Managing Total Effort
What Clients Expect or “Should” Expect /
Wrap-Up/ Prepare Presentations/ Answer Your Questions
Readings: Tenth Section
- April 28** **Team Presentations**
Attendance is mandatory. There will be invited professionals. This is a great, learning experience.

Poet Richard Bach says it so well: "Don't be dismayed at good-byes. A farewell is necessary before you can meet again. And meeting again, after moments or lifetimes, is certain for those who are friends."

"I am still learning."
Michelangelo (1475-1564)
Italian sculptor, painter, architect and poet

Approximate Allocation of Grades

Test 1	15%
Test 2	15
Class participation, including presentations and evaluations	25
Simulation, including evaluations	10
Quiz	5
Team Project, including Updates	<u>30</u>
	100%

Expectations

Classes will be conducted using lectures, cases, simulation exercises, presentations and interactive discussion. Students will be called upon to discuss the text, assignments, a web site, readings and cases. Each team may present specific readings and cases. The web site presentation is part of class participation.

With respect to class participation, each of you is expected to contribute to the discussion of the issues. You will be evaluated on the content of your comments, observations, and insights. You will present one web site. See sheet. Be prepared in class. On selected nights, I will randomly call on you to participate. If you are prepared, the questions will not be difficult. Many of the questions have already been given to you----but not all of them---- in the class packet.

The primary emphasis should be on your ability to make a substantial contribution that moves the discussion. It is important that your comments fit into and build on previous discussion, so that we are maximizing a cumulative learning experience in the classroom.

Tests, Grades and Assignments

All assignments will be given point values. The best letter grades will be given to the students with the most points.

There will not be any true/false or multiple-choice tests. Each test may be a combination of definitions, essay, case and relationship questions. All tests are graded by me, Larry Londre. No blue books are needed.

ADA Compliance Statement

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m. B 5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776.

Academic Integrity

The Annenberg School for Communication is committed to upholding the University's Academic Integrity code as detailed in the SCampus guide. It is the policy of the School to report all violations of the code. Any serious violations or pattern of violations of the Academic Integrity Code will result in the student's expulsion from the Communication major or minor.

"Great things are not done by impulse, but by a series of small things brought together."
Vincent van Gogh (1853-1890) Dutch painter, first career: art salesman.

Evaluation of Student Work

While extraordinary factors might affect your attendance, we expect you to be present for all class meetings and to arrive on time and stay for the entire class.

Do not schedule another assignment, meeting or date during class time. You are expected to attend each class. Your grade will be affected if you decide you have other things to do instead of being in class. Attendance will be maintained.

Missing two classes will affect your understanding of the materials, your involvement in the team project and your grading. To provide the best output, fairness and distribution of project work, you will help evaluate your other team members in the group exercises.

“Luck is preparation meeting opportunity. “

Appendix: TEAM PROJECT

Introduction:

The following gives input for your class project. The teams have project phases on three different times.

- A typed product concept sheet
 - 5-6 page typed update, with **timelines and individual student assignments** for both presentation and paper.
 - Class/Team Presentation: Oral and written PowerPoint deck, disk or CD-ROM, and dub of radio spot report
1. Some class time will be given for this project, but the majority of development, planning, research and presentation preparation time will be outside of scheduled class time. Teamwork may be divided, but I want everyone to have input on the concept, presentations and creative materials.
 2. Creative materials need only to be presented in “rough” form. Please, no elaborate artwork. This is a learning situation, not an art production class. You will not be graded on the quality of the art. Radio is in your media mix. For example, group members should record their script and present a finished taped version in class. Also, layouts for the newspaper ad need to only be in “sketch” figure form.
 3. Newspaper and magazine articles are great sources of information, as well as Adweek and Advertising Age. So are web sites of specific companies and trade associations.
 4. We will have four (4) or five (5) team presentations on the last night. Yes, there is no final. The team presentation and paper are it. This project has been evaluated as being much more valuable to you than a test.
 5. Each presentation will be 12-15 minutes, plus time for student questions and comments. I will ask marketing and communication professionals to come to class, and comment on the presentations.
 6. The class will be organized into teams and each team develops a product or service concept worthy of a new business venture. The idea may consist of a new product or service or repositioning an existing product or service. I will give several suggestions.

Each team makes three presentations, written and/or oral:

- A five or ten minute discussion. In our first meeting it's a good time to divide and conquer. Make a list of assignments, and develop timelines. There's a lot of information here in the syllabus and in our class reader. Please review more than once.
- Team meeting and written update (5-6 page typed update, with timelines and individual student assignments for both presentation and paper.
- A 12-15 minute presentation, with hand-ins---tape, creative and PPT deck.

This is your final.

(Each presentation will be on a random basis; I will choose the order and will give it to you a week before the presentation.)

Each team makes a presentation to the class trying to sell “the board of directors” on the idea or concept (the audience and my guests act as a board of directors). At the first meeting, the team will receive approval from me to proceed (I’m here to help and add guidance), and to assist you in a series of steps including:

- Refining the product/service concept, which we decide on together.
- Preliminary planning and primary/secondary research
- Communication points to communicate to your target markets. Your readings on segmentation, branding, product positioning and personality will be helpful.
- Designing, conducting and presenting research findings.
- Complete a Creative Work Plan (Review pages in class packet)
- Selecting target markets. A description of your target market is needed--age, sex, income, education, lifestyle, marital status, geographical location, and any behavioral or psychographic profiles.
- Setting an introductory price, if appropriate
- Merchandising, promotions and Internet recommendations
- Developing components of planning, including introductory dates, brand name, advertising copy and layout (for a 60-second radio spot and a half-page newspaper ad or magazine ad---use the L. A Times or a standard magazine as the example of finished ad size).
- Suggested word count for the 60-second spot is approx. 120-150 words.

Each team also prepares a final report that complements the oral presentation. I do not require media budgets, costs of goods sold or detailed financial information. This final report needs to be no more than ten (10) pages, plus attachments. The updates and presentation will be the more important parts of the team assignment.

This assignment has the advantage of adding to your understanding of the textbook and readings, and exposing you to more “real world” problems in new product development (idea generation, lack of data, skepticism about reported consumer interest, and coordination of business functions.)

You are encouraged to use the concepts in the text to analyze, plan, implement, and control your venture.

"Example is not the main thing in influencing others. It is the only thing."

Albert Schweitzer (1875-1965)

medical missionary, Nobel Peace Prize winner

Team Evaluation:

- Each team will receive a team score, but each team member will assist in the grading of everyone on his or her team, except themselves. I have been using this formula for over 27 years, and have determined that it is one of the best methods for team harmony and outstanding results.
- I understand the time pressures, and appreciate your taking a night class, but working with others stimulates your thinking and enhances the classroom presentations. It is much more of an example of the real world.
- It helps to distribute the work in your team. I will want teams of five by the second night of class.

Some of the previous ventures developed by student teams

- Introducing Blockbuster.com
- Introducing an Academy Award Winning movie by Blockbuster (2003 "Best Picture of the Year" nominations, *Chicago*, *Gangs of New York*, *The Hours*, *The Pianist*, *The Lord of the Rings*)
- Introducing new line extensions for PepsiCo's Aquafina, Aquafina Essentials
- Introducing line extensions to yoo-hoo, the chocolate drink
- Developing a chain of "Samuel Adam" pubs and restaurants
- Developing Coca-Col's Dasani
- Developing a new brand of gourmet olives
- Creating a new line of gourmet sandwiches for Starbucks
- Developing a line of gourmet flavored tortillas
- Repositioning Campbell's ready-to-eat soup
- Creating new planning and advertising for Altoids
- Positioning Ostrich meat as a beef/meat substitute
- A traveling caravan that puts on fashion shows in malls and in retirement homes. The show then retails clothing and products to these target markets.
- New positioning and packaging for Skippy Peanut Butter
- Repositioning Johnson's Baby Shampoo
- A tea drink, with kava
- Tea products at Starbucks
- A new food item from Panda Express
- Positioning a new item from Origins
- A "soft serve" ice cream vending machine for factories, schools and offices
- Creating a new delivery concept for "new baby" products
- Repositioning Mr. Pibb
- New bagel store concept, with a new product idea
- Developing a line extension, mini-Oreos (before they were marketed)
- Repositioning and updating Junior Mints
- A new type of restaurant guide book that appeals to students with less income
- A vitamin-fortified Evian water product, including new packaging
- Repositioning a new, improved Cracker Jacks
- A pancake and waffle syrup/spread combining butter and maple flavor
- An auto care center that has a diagnostic center, service center, supply store, service station and food area
- A telephone service for arranging exchanges of apartments or homes for people trying to vacation on a budget
- Introducing a Tabasco BBQ sauce
- Developing a better, "Balance" Bar
- "Slim-Fast" line extension/ice cream dessert
- A perfume from Britney Spears
- Wheaties breakfast snack/breakfast bar
- Imported French shower gel, "Le Petit pAris"
- Developing a line extension for Heinz—a spicy, ketchup
- Introducing new Diet Coke with lemon
- Introducing new line extension from Mountain Dew---Code Red

Additional notes:

- I want your presentation to be an enjoyable, learning experience.
- I am here to help you understand the elements of planning, strategy, promotion, research, communications, media and marketing execution/ evaluation.
- If you have any questions on the team project, please ask them, in class, in case another team needs this information.
- On many occasions and before class, I'm available to answer your questions.
- Be sure to start early on the team project, develop a good team and an equitable distribution of work.

Good Luck. Let's have a great semester.

Londre Spring 541

Name _____

Dear Teams:

As I mentioned in my syllabus and have mentioned in class a couple of times, you will help in the evaluations and grading of the other team members. Your help is a percentage of the final grade, and your evaluation assists in keeping everyone's interest and cooperation.

Please give me your input on two questions:

Question #1

Would you grade everyone equally in his or her preparation and cooperation during the computer marketing simulation?

If yes, please circle "yes" and go on to question #2.

If you would not answer "yes", please add each team member name. Then write a number between 0 (poorly prepared) to 10 (very prepared), with 5 being the average.

	Number for Simulation	Number for Team Project
Member A _____(your name)	_____	_____
Member B _____	_____	_____
Member C _____	_____	_____
Member D _____	_____	_____
Member E _____	_____	_____
Team Number _____ (add team number)		

I am looking for input. Remember that I just want everyone to be prepared.

Question #2: Team Project

You need to also evaluate their input, up-to-this week, on the team project.

Using the same scale, please rate their helpfulness, attention, and cooperation. This evaluation would also mean attending each team meeting. If someone had a work problem and missed one of the first meetings, I hope you will give them the benefit of the doubt. Please hand this form back to me before the break at the next class.

Again, this is only a tool to help all of us have a great class. You can also give me your feedback on the presentation night.

Thank you.

541--Personal Fact Sheet

- This data sheet will help me tailor the class to fit your specific and the overall needs of the class. Please make the info readable. I will need a hard copy.
- Please complete and send me a copy **within three business days** of reading this syllabus, (you will get extra credit). Also, please bring a copy of this sheet to the first class.
- Send it to Larry S. Londre, Londre Marketing Consultants,
11072 Cashmere Street Second Floor, Los Angeles, CA 90049
Thank you.

Print Clearly

Name: _____

Address: _____

Phones: _____ work _____ home

_____ e-mail (If this changes, please alert me. It is your responsibility.)

_____ work fax _____ home fax

Employer: _____ Title: _____

Business Specialty/ Occupation: _____

What would you like to get out of our Class?

What type of marketing, advertising, communication or media experiences have you had (it's OK to say very little; that is why I'm here); we will cover dozens of topics--from major to minor topics to prepare you for the challenges facing every company)?

Have you had any related classes (Undergraduate and Graduate)? Which ones?

What are three interesting things about you that I can share with the class?

Given a choice, would you rather be richer, smarter or better looking? Swing Magazine put that question to a nationwide sample of 18-34 year-olds. What is your answer if you were asked? _____%

What is your estimate of their responses or sample, which adds up to 100%? _____%

richer _____% smarter _____% better looking?

Is there anything else you would like to share with me?

dataform