

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

**LARRY STEVEN LONDRE
COMM 599
10451R**

**GLOBAL COMMUNICATION
AND MEDIA STRATEGIES
SPRING, 2003
WEDNESDAYS
3:00-5:50PM**

SYLLABUS

Dear USC Student:

I enjoy teaching. My full-time position is in strategic marketing, 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, media and communications to 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, media planning exercises and materials, we will study and discuss several different topics and industries:

- "real-world" global actions, practices, 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 global media environment
- the global 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.
- developing pricing and distribution objectives/strategies
- 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 in a global environment

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 business, 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.

SPRING 2003
COMM 599
Global Communication and Media Strategies
3:00-5:50 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 the 599 class and give me contact info, too.

Nature and Purposes of the Class

Events in the 20th Century--the rise of mass media, multinational corporations and the Internet---only accelerated globalization. Not only can we not stop globalization, it will be hard to slow it down.
Ad Age 2/2/2002

This course deals with global communications, marketing and media. The course (which will be my 61th semester of teaching) covers:

1. An understanding of the vital roles of global communication within domestic and international companies. Today, companies must critically rethink their business mission, marketing, media and communications strategies.
2. Through weekly lectures, readings, cases, computer simulations, discussions and projects, students will analyze tasks and procedures utilized in progressive global 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 global media and communication practices, processes, policies and techniques will be illustrated and explored.
5. An awareness of the major types of global problems faced by individuals, firms, corporations and organizations, with an emphasis on effective decision-making.
6. Preparing students for a career in promotion, marketing, sales, communications, media, advertising and management with a solid understanding of the materials. The class will be far more practical than theoretical.
7. Companies and you can choose from many alternatives when deciding how to participate in global markets. We'll discuss and explore alternatives.

"No nation is ever ruined by trade."

Benjamin Franklin

"The world economy has undergone revolutionary changes in the past 50 years. The most profound change is the emergence of global markets, global competitors, and winners and losers in global competition."

Keegan

Materials:

- My revised (every semester) course packet, with cases and readings
- Global Marketing Management
Keegan Prentice Hall **Seventh** Edition (2002)
- Pharmasim 2.35 (or latest version) James Kinnear Deighan
Interpretive Software/interactive game

Class Dates

- Jan.15 Topics: Introduction, Discussion of Course
Objectives and Assignments
Communications Role in the Global Marketplace
- Jan. 22 Topics: Global Orientation/Customer Satisfaction Through
Quality/Service/Value
Economic Environment
Readings: Chapter 1
Chapter 2
Case: Part I-- Which Company is Transnational? Foreign vs. Multinational
vs. Global (Page 29 of Keegan textbook)
Pick Teams by Today for April 30th Presentations
- Jan. 29 Topics: Scanning the Social, Cultural, Political, Regulatory
and Legal Environment
Readings: Chapter 3
Chapter 4
Case: AS Norlight (in textbook). Questions in class packet/reader.
Case: Euro Disney (Euro Disney or Euro Disaster or Cultural Chernobyl)
(Parts A & B, in textbook). Questions in class packet/reader.
Review of Presentations
- Feb. 5 Topics: Global Customers
Strategic Planning
Readings: Chapter 5
Case: Coca-Cola: Universal Appeal? (in textbook). Questions in class
packet/reader.
Test on Chapters 1-5
- Feb. 12 Topics: Targeting
Segments/Target Markets/Positioning
Readings: Chapter 7
Case: Swatch (in textbook). Questions in class packet/reader.
Pharmasim Review in Class (Team Presentation)
- Feb. 19 Topics: Entry, Cooperative Strategies and Partnerships
Readings: Chapter 8
Case: Laura Ashley/FedEx case (Team Presentation)
(Case and Questions in class packet/reader.)

"Alliances are a big part of this game of global competition... they are critical to win on a global basis... the least attractive way to try to win on a global basis is to think you can take on the world by yourself."

Jack Welch, former CEO, GE

The future of business will be more demanding. Can your business withstand the scrutiny that Nike or Starbucks has received?

Feb. 26 Topics: Partnerships/ Product Lines and Brands/
Global Market Offerings/ Competition
Readings: Chapter 9
Chapter 10
Case: Perrier/Coke (Team Presentation) (Case and Questions in class packet.)

**Saturday,
March 1st** **9:00 to 3:30 PM**
Pharmasim Brand Management Simulation
Team Exercises. Attendance is mandatory.
Please be on time, as a courtesy to the other students and teams.

March 5 No class; you've earned it.

March 12 Topics: Products/Pricing/Media
Readings: Chapter 11
Chapter 12
Case: Benetton Group SpA
(in textbook). Questions in class packet/reader.
Test Chapters 7-12

March 19 Spring Break

March 26 Topics: Channels and Promotion/Pricing
Readings: Chapter 13
Chapter 14
Case: Marketing Cyalume to the US and the World
(Case and Questions in class packet/reader.)
Review Class Presentations
Team Project Update, plus team meeting

April 2 Topics: emarketing/ Global Effort
Readings: Chapter 16
Class Presentations on web sites
Consumer Behavior- Conducting Marketing Research (Auto)

April 9 Topics: Promotion/Advertising/Sales Promotion/
Public Relations/Sales Force
Readings: Chapter 15
Case: Hilton HHonors Worldwide: Loyalty Wars
(Case and Questions in class packet/reader.)
Class Presentations on web sites (con't if needed)
Consumer Behavior- Conducting Marketing Research (Auto)

April 16 Topics: Managing Total Effort
Readings: Chapter 17
Quiz
Case: Kodak and Fuji (in textbook. Questions in class packet/reader.)

Class Dates

- April 23 Topics: The Future
Readings: Chapter 18
Integrated Marketing Communications
Case: BRL Hardy (Case and Questions in class packet/reader.)
- April 30 Team Presentations
Case: Nokia (in textbook). Questions in class packet/reader.
Impact on the four generic strategies that lead to
competitive advantage: overall cost leadership, cost focus,
differentiation, and focused differentiation.
Attendance is mandatory. This is a great, learning experience.

Approximate Allocation of Grades

Test 1	15%
Test 2	15
Class participation, including presentations	35
Pharmasim	10
Quiz	5
Team Project, including updates	<u>20</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. Teams of individuals may present specific readings and cases. The web site presentation and research 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 Larry Londre. No blue books are needed.

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.

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. to 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.

Additional Notes

- I want your presentations 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 in a global environment.
- On many occasions and before class, I'm available to answer your questions.
- If you have any questions on the individual or team projects, please ask them, in class, in case another students may need this information.
- Be sure to start early on the projects, develop good teams and an equitable distribution of work.

Good Luck. Let's have a great semester.

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.

Name: _____

Address: _____

Phones: _____ work _____ home _____ email

_____ work fax _____ home fax

Employer: _____ Title: _____

Business Specialty/ Occupation: _____

Significant background for this global class _____

What would you like to get out of our Class? _____

What type of marketing, communications, advertising or media experiences have you had? Including global (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)?

Global _____

Have you had any Marketing, Promotion, Media, Communication or other related classes (Undergraduate and Graduate)? Which ones?

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

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

_____dataform

Appendix: Criteria for Presenting One Web Site in Class

Introduction:

E-commerce allows small and large companies to take advantage of cyberspace and vanishing national borders. Reebok launched a multilingual European web site.

(www.europe.reebok. A popular site is lastminute.com for European travel. Most frequently asked questions are going to: US Dept of Commerce www.Ita.doc.gov; financing exports www.sba.gov (Small Business Administration); trade shows www.tscentral.com

- Web sites and companies required more than just a cute idea to survive. They need real business plans, real business experience and real business profits.
- Top stories and issues in the last year: Failures, stock market, Enron, privacy and consumer protection, and movie sites.
Any others?
- People who use an online buying service save an average of \$490 on the price of a new car, according to J.D. Powers.
- Internet shoppers represent more and more of overall purchasing.
- Seven retailers including cdnow.com, kbtotoys.com and toysrus.com paid civil penalties totaling \$1.5 million for failing to provide customers notice of delayed deliveries and continuing to promise prompt shipping. July, 2000
- An Internet strategy firm recommended in the evaluation of a web site: Saying "I got a lot of new business when I put up my web site" is not the same as saying "I measured a 18% gain in my bottom line profits this year, after taking into consideration all the fixed and recurring costs of establishing my web presence."

Overall Concept:

- Global
- Related to marketing, media or communications
- Advertising/promotion-oriented, related to 4P's-7P's
- In the news, timely
- Three minutes. Five minutes, maximum time of presentation
- Can't pick duplicate sites. Please check with me.
- Something newsworthy.
- Unique or different.
- **"Wow factor"** ("I didn't know that. I wish I had presented the site.")
- Your analysis on:
 1. Why you selected it?
 2. What is its purpose? Sales, information/education, marketing support for a "bricks and mortar" business
 3. Will it succeed or die?
 4. How to increase awareness
 5. How much usage
- Be sure to rehearse. As one student is finishing, please go up and pull up your site.

More Examples:

- On August 31, 2000, amazon.com changed their privacy policy statements.
- Epinions.com for market research.
- Priceline.com vs. hotwire.com on travel (about 30% of airline seats go empty on a given day)
- Google.com, a search engine with speed and accuracy, plus high customer satisfaction numbers. Yahoo has 10x the audience but google.com consistently ranks

first in customer satisfaction.

Websitecriteria05062002

599 Consumer Behavior- Conducting Marketing Research

Pick a person who has purchased an auto or car in the past 12 months. Pick a person who has a car brand from England, Japan, Germany, Sweden, Korea, others. Just not an American brand, they have purchased. With over 400 models there are plenty of non-American brands, including Honda, Acura, Nissan, Infiniti, Toyota, Lexus, Kia, Volvo, BMW, Mercedes, VW and others.

You are to interview them on the buying process. Have an open discussion. This is three to five page assignment. This is to help you in understanding decision making of a major purchase, issues in marketing and experiences in global marketing.

What auto was purchased? When?

Where did they buy? What came first: where to buy it or what to buy?

What other car brands/models were considered?

What influenced them in their purchase?

Identify everyone who had a part in the decision-making process.

Who paid for the car?

Who uses it?

What were some of the feeling around the purchase? After the purchase?

Concerning the dealer, and its staff, what about the feelings before and after the purchase?

What problems did the product solve? What product attributes seemed important?

Why this particular model?

How was the price negotiated? How long was the buying cycle?

Was this their first decision in buying a car?

Review other decisions. Was it careful decision? Impulsive? Explore this area.

How many dealers did they go to?

How was the Internet involved? All along the way?

Was there a lot of information searched for?

What triggered the purchase process?

How was the search conducted?

How much of the family and friends were included or involved?

How was the final choice determined?

Did they name their car?

What positive or negative surprises have occurred?

How is the service, during warranty? Normal service?

Any complaints?

What is the meaning of the product to the individual? Probe?

- Is the customer satisfied with their purchase? Did the product fulfill their expectations? Do they talk about it to friends? Complete strangers?
- Would they do anything differently?
- What are some of the things/points/observations the interview did not reveal about the purchase?
- Important points you learned about consumer behavior