

CSUN

**LARRY STEVEN LONDRE
MKT 440 - 25504**

Integrated Marketing Communications

**FALL, 2001
THURSDAY
7:00-9:45PM**

SYLLABUS

Dear CSUN student:

I am pleased that you have enrolled in my class. For 25 years, I have taught marketing, advertising, IMC---integrated marketing communications, promotion, media and communications to undergraduates/graduate students at CSUN (School of Business), at USC (Annenberg School, Marshall School of Business, and School of Journalism), and at Pepperdine (School of Business).

As I hope you will see, I enjoy teaching. My full-time position is in strategic marketing, promotion and communications. I have worked on both the client and the agency side.

List of Agencies/Companies & Clients: Grey Advertising, Abert, Newhoff and Burr. DIRECTV, GE Capital, Vons Grocery, The Music Center of Los Angeles, Bell Atlantic/Verizon, SBC, Showtime, HBO, Disney, Sheraton Hotels & Resorts, SPNB, B of A, Beverly Hills Savings, RKO, NME, Applause.
Public Service Organizations: Advertising Club of Los Angeles (Board member since '83 and chair of Summer Intern Program), Los Angeles Fire Department, California Special Olympics, Partnership for a Drug Free America, Town Hall, L.A. Downtown Marketing Group, LACVB

When asked to define marketing, most people, including many business managers, feel it means "selling." While it is true that marketing may include this activity, it means more than just selling or just promotion. Success is staying ahead of the competition. In the global economy it is essential to have greater agility, more marketing savvy, better advertising, promotion and the ability to innovate in the marketplace. Using "real-world" planning, exercises and materials, we will study and discuss several different topics and industries:

- IMC, marketing, advertising, communication, promotion, and media's important role to an organization---profit-making and non-profit
- the changing media environment and the changing roles of advertising agencies
- 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.
- analyzing the demands for segmentation, targeting, positioning and media
- developing strategies and tactics, including global communications
- outlining what clients should expect in their "promotion" marketplace
- finding strategic information for decision makers
- developing new products/services, and the elements of the promotional 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, including the Internet

Our field of study will be broad, and 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 promotion, advertising, 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 seven 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 working with you. Please fill out the attached personal fact sheet and send to me today. Let's enjoy each other's company.

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Nature and Purposes of the Class

This course deals with IMC, marketing, promotion, advertising, communications and media. The course (which will be my 58th semester of teaching) covers:

1. An understanding of the vital roles of IMC, marketing, promotion, advertising, and media within domestic and international companies. Today, companies must critically rethink their marketing and promotion 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. Sound media and communication practices, processes, policies and techniques will be illustrated and explored.
4. An awareness of the major types of problems faced by organizations, with an emphasis on effective marketing, advertising, communications, media and promotional decision-making.
5. Preparing students for a meaningful career in promotion, advertising, marketing, communications and management with a solid understanding of the materials.
6. The class will be far more **practical** than theoretical.

Materials:

- My revised (every semester) course packet, with cases and readings
- Advertising and Promotion: An Integrated Marketing Communications Perspective
Belch and Belch-- Fifth Edition
- Pharmasim 2.35 (latest version) James Kinnear Deighan
Interpretive Software/interactive game

Class Dates

- August 30 Topics: Introduction, Discussion of Course Objectives and Assignments
Review Syllabus, The Role of Communication in the Marketplace
- Sept. 6 Topics: Marketing Concept, Marketing Orientation/Marketing Mix/ Seven P's
Integrated Marketing Communications (IMC)
Readings: Chapter 1
Chapter 2
Pick Teams by Today for Dec. 7th Presentations
- Sept. 13 Topics: Perspectives of IMC in the Marketing, Advertising and Promotion Process/Target Marketing
Perspectives on Consumer Behavior
Readings: Chapter 4

Presentation/ Review of Product/ Service Concept, with the beginning of next steps, dates and team/ individual student responsibilities outlined.
- Sept. 20 Topic: Advertising and Promotion
Agencies and Other Organizations/Celebrity Adv.
Source, Message, and Channel Factors
Readings: Chapter 3, 6
Please bring one celebrity ad.
- Sept. 27 Topics: Establishing Objectives and Budgeting for the Promotional Program
Readings: Chapter 7
Test on Chapters 1-4, 6-7 (Second part of class)
Sorry, no-make-ups.
- Oct. 4 Topics: Creative Strategy/Planning/Implementation
Differentiating/Positioning
Readings: Chapter 8 and 9
Pharmasim Review in Class (Team Presentation)
Case: Cynalum

Bring three good ads and three bad ads.
- Oct. 11 Topics: Media Planning/Media Mix
Readings: Chapter 10
Review of Pharmasim for Saturday
Good ads and three bad ads continued.
Bring one comparative ad. See definition in text, page 189.

Short update on team presentations

Class Dates

- Saturday, Oct. 13** 9:00 to 2:30 PM
Pharmasim Brand Marketing and Promotion Simulation Team Exercises. Attendance is mandatory.
- Oct. 19 No class/ You've earned it.
Please work on team updates for next week
- Oct. 26 Topics: Broadcast Media
Super Bowl
Readings: Chapter 11
Update on team presentations (5-6 pages, with next steps and team/individual student responsibilities outlined.)
- Nov. 1 Topics: Print Media and Support Media/Examples of All Kinds of Advertising and Media
Readings: Chapter 12, 13
Advantages and Disadvantages of Media
Case: Absolut
- Nov. 8 Topics: Direct Marketing and The Internet
Readings: Chapter 14
Case: Dell
Test, including Case (Dell)
- Nov. 15 Topics: Internet, Interactive Media and Sales Promotion
Readings: Chapter 15
Chapter 16
- Nov. 23 Thanksgiving
- Nov. 30 Topics: Review Team Projects/ Measuring Effectiveness of the Promotional Program/
What Clients Should Expect
Readings: Chapter 19
Quiz
- Dec. 7** **Team Presentations**
Attendance is mandatory. There will be invited professionals. This is a great, learning experience.

Approximate Allocation of Grades

Test 1	15%	
Test 2	20	
Class Participation	20	(Includes team and individual web site presentations.)
Pharmasim	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, readings, a web site and cases. Each team may present specific readings and cases.

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. Be prepared. 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 are---- 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.

Asking Questions

Please ask questions, especially when and where others may benefit from the answers. Concerning questions about the team presentations, I appreciate all students hearing the same input.

If you wait a week to ask a question, hoping that you may see the light, you may miss the other related subjects or topics. It is better to ask sooner, than later.

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. I just don't "give" grades. You earn grades by executing the assignments---successfully, and on-time.

There will not be any true/false or multiple choice tests. Each test may be a combination of definitions, essay, case and relationship questions. Exams and assignments gauge how well you know the material and if you can describe a topic or principle clearly. 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 evaluate your other team members in the group exercises.

CSUN expects high standards of honesty and integrity from all members of its community. Applied to...academic performance these standards preclude all acts of cheating on assignments or exams, plagiarism, forgery of signatures or falsification of data.

Appendix: TEAM PROJECT

Introduction:

The following gives input for your class project. The teams will present on three different times.

- A typed product concept sheet
 - 5-6 page update
 - Class Presentation: Oral and written 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 approximately five (5) presentations. Six students per team. This will allow for more comments on the presentations. Each presentation will be 15 minutes, plus time for student questions and comments.
 5. The class will be organized into teams and each team has to produce 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.

Each team makes three presentations:

- A ten minute discussion on the product/service concept
- A ten minute team meeting and written update
- A major 15-minute presentation, with hand-in report.

This is your final.

I will choose the order to make the best class and will give you the order a week before the presentation.)

Each team makes a presentation to the class trying to sell "the board of directors" on the idea (the audience and my guests act as a board of directors). At the first meeting, the team will receive approval from me to proceed, and continue a series of steps including:

- Refining the product/service concept
- Preliminary planning and primary/secondary research
- Communication points to communicate to your target markets. Your readings 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. Please refer to the pages in book.
- Setting an introductory price
- 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---use the L. A Times as the example of finished ad size).
- Suggested word count for the 60-second spot is approx. 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 (lack of data, idea generation, 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.

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 25 years, and it has proven to be 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 another example of the real world.
- It helps to distribute the work. I will want teams of six by the second night of class. Please give me the lists. If you are not on a list, I will assign individuals to teams.

Some of the previous ventures developed by student teams

- Introducing line extensions to yoo-hoo, the chocolate drink
- Developing a chain of "Samuel Adam" pubs and restaurants
- Developing a new brand of gourmet olives
- Creating a new line of gourmet sandwiches for Starbucks
- Developing a line of gourmet flavored tortillas
- 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.
- Repositioning Johnson's Baby Shampoo
- A tea drink, with kava
- 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
- New line of tea
- Tea shops and stores
- Developing a better, "Balance" Bar
- "Slim-Fast" line extension/ice cream dessert
- Spring, 2000 Britney Spears perfume
- Wheaties breakfast snack/breakfast bar
- Imported French shower gel, "Le Petit pAris"
- Developing a line extension for Heinz—a spicy, ketchup

Additional notes:

- I want your presentation to be an enjoyable, learning marketing experience.
- I am here to help you understand the elements of marketing planning, research, communications 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.
- I am 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.

Personal Fact Sheet-CSUN

- This data sheet will help me tailor the class to fit your specific and the overall needs of the class.
- 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 at 11072 Cashmere Street Los Angeles, CA 90049

Thank you.

Name: _____

Address: _____

Phones: _____ work _____ home _____ email
_____ work fax _____ home fax

Email: _____

Employer: _____ Title: _____

Business Specialty/ Occupation: _____

What would you like to get out of our Class?

What type of marketing or advertising experience have you had (it's OK to say very little); we will cover dozens of marketing, advertising, media and promotional topics-- from major to minor topics to prepare you for the challenges facing every company)?

Which Marketing, Promotion, Media, Communication or other related classes have you taken? Which ones, by title, please?

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

Communication's Little Instruction Book

I want to add an assignment to the class that involves you, and only for your enjoyment and learning. The class is like building a 100-story building. It needs a firm foundation... rules and reminders that the designer, architect, banker, owner, leasing agent, construction trades and inspectors need to follow.

There's a book called "Life's Little Instruction Book." It includes suggestions, observations, and reminders about life. You could build a little book this term. No reminder should be longer than 20-25 words.

This is not a group project. It's personal and what applies to your job and your future. You could develop and add the "little" instructions and rules through the 15 weeks.

Here are a couple of examples, with references:

1. There are ten magic words in marketing, advertising and direct marketing:
 - Free, New, You, Now, Win, Easy, Introducing, Today, Save, Guarantee. From Bill Arens, Contemporary Advertising
2. Before you start any marketing program, promotion or advertising---know your target market and audience. Kotler, Marketing Management
3. The focus of market-driven companies is on developing and sustaining relationships with their customer. Belch and Belch, Advertising and Promotion, Fifth Edition
4. Use a money-back guarantee. A money-back guarantee is worth its weight in gold to a marketer. It's a powerful tool for overcoming suspicion and the stronger the guarantee you can make, the more it will increase your sales. Direct Marketing Handbook
5. Ask for the order. And tell your potential buyer exactly what to do. If it's fund raising, tell the donor how much to give and why. Make sure you give instructions for mailing a reply card, using a web site, using a catalog, or ordering by an 800#. Londre tip

So, there are a few of them. You can bring up a few of the most important ones in class. I will.

Any questions? You will not need to turn this in. It is only for you. Best of luck.

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