

CSUN
MKT 653--25604
Integrated Marketing Communications
Larry Steven Londre
Fall
Tuesday, September 7, 21
and
Saturday, October 2, 1999

Dear CSUN Student:

I am pleased that you have enrolled in our class. For the past 24 years, I have taught marketing, advertising and communications to undergraduates and graduate students at USC (in the Annenberg School of Communications, the School of Business or in the School of Journalism), at CSUN (in the School of Business) and at Pepperdine (in the School of Business and Management).

As I hope you will see, I enjoy teaching. I teach one or two nights a week. My full-time position is working in special markets, strategic marketing planning and partnerships at DIRECTV----digital, market share leader, delivering 370 channels of satellite television and music programming.

When asked to define marketing, most students and most people, including many business managers, think it means "selling." While it is true that marketing may include this activity, marketing means more than just selling or just promotion. In our class and lab time together, we will address and discuss:

- marketing's important role to an organization
- analyzing the demands and the needs of segmentation, targeting and positioning
- developing marketing strategies and tactics
- the changing marketing and 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.
- developing pricing and distribution objectives
- developing new products/services
- developing the elements of the marketing mix
- looking at the availability, advantages and disadvantages of the promotion mix
- reviewing the importance of communications, selling and advertising
- reviewing the aspects of marketing implementation and control

Marketing is a broad field of study and students come from a variety of fields. I will use a few 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 or management with a solid understanding of the vernacular and materials.

Please come to class prepared, to learn and to participate. You will need to spend, on average, two to six hours a week to prepare for class, especially with Pharmasim. 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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Integrated Marketing Communications (1)

Larry Steven Londre
Telephone: 818/677.2458 CSUN
310/964.4985 DIRECTV
310/964.5985 DIRECTV fax
E-mail: lsldre@directv.com

Nature and Purposes of the Class

This course deals with marketing and communications. The course (which will be my 52nd semester of teaching) covers the following. Here's a brief overview:

1. An understanding of the vital role of marketing's task within companies. Today, companies must critically rethink their business mission, marketing and communications strategies.
2. Through lectures, readings, cases, computer simulations and discussions, students will analyze marketing functions that are 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 "market and customer driven" organization.
4. Sound marketing and communication practices processes, policies and techniques will be illustrated and explored.
5. An awareness of the major types of marketing problems faced by organizations, with an emphasis on effective decision-making.
6. Add to the preparation for a meaningful career in marketing, communications and management with a solid understanding of the materials. The class will be far more practical than theoretical

Required Materials

- Pharmasim 2.3 James Kinnear Deighan Interpretive Software/interactive game
- My revised (every semester) course packet, with cases and readings

Class Dates

Monday, Sept.7

Topics: Introduction, Discussion of Course Objectives and Assignments; Marketing's and Communications' Role in the Marketplace; Marketing Planning and Many Examples

Readings: What is Marketing by Bonoma
Marketing Is Everything by McKenna

Monday, Sept. 13 Topics: Marketing Concept and Marketing Orientation
New Product Developments
Class Preview of Pharmasim for October 2
Readings: **The Marketing Audit Comes of Age** by Kotler,
Gregor, and Rogers

Saturday, Oct. 2 8:30 to 4:15 PM
Pharmasim Brand Management Simulation
Team Marketing Exercises. You need to have read and
reviewed the booklet. Please do not use the disk, until Saturday.
Attendance is mandatory.
Marketing Wrap-up

**Marketing is so basic that it cannot be considered a separate function. It is the
whole business seen from the point of view of its final result, that is, from the
customer's point of view.....Business success is not determined by the
producer but by the customer.
Peter Drucker**

Personal Fact Sheet

- 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. Also, please bring a copy of this sheet to the first class.
- Send it to Larry S. Londre at 13068 Greenleaf Street, Studio City, CA 91604. Thank you.

Name: _____

Address: _____

Phones: _____ **work** _____ **home**
_____ **work fax** _____ **home fax**

Employer: _____ **Title:** _____

Business Specialty/

Occupation: _____

What would you like to get out of our Marketing Communications Class?

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

Have you had any Marketing, Promotion, Communication or other related classes? Which ones?

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

Given a choice, would you rather be richer, smarter or better looking? Swing Magazine recently 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?
