GENERAL INFORMATION:
Instructor: Dr. Christopher Joiner
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Office Hours: Tuesday, Thursday 2:00-2:45 and by appointment


PREREQUISITES: C or higher in MKTG 301; degree status

Purpose of the course: This class is intended to be an introduction to the topic of marketing communication management. The class will examine advertising, sales promotion, personal selling, public relations, and other elements of the promotional function from an integrated marketing communications perspective. Emphasis will be placed on appreciating the scope and strengths and weaknesses of these marketing tools, and particularly on how they can and should be used together. Specific objectives include:

1. To develop a complete understanding of the marketing communication function in businesses. (SOM undergrad learning goal #1 - Our students will be competent in their discipline.)
2. To learn about the specific advantages and disadvantages of each of the marketing communication tools, and how they can be combined in an effective, integrated, communication program. (SOM learning goal #1 - Our students will be competent in their discipline.)
3. To develop an appreciation for both the general, strategic decisions that go into planning a marketing communication campaign and the specific, tactical issues involved in planning and implementing an IMC campaign. (SOM learning goals #1, 10 - Our students will be competent in their discipline; Our students will be critical thinkers.)
4. To have you understand some of the international, regulatory, and ethical issues influencing marketing communications. (SOM learning goals #5, 6, 7 - Our students will be knowledgeable about global business and trade; Our students will recognize the importance of ethical decisions; Our students will be knowledgeable about the legal environment of business.)
5. To have you become familiar with the vocabulary and terminology used in the planning and implementation of marketing communication programs. (SOM learning goal #1 - Our students will be competent in their discipline.)
6. To develop the ability to apply concepts from class in analyzing real-world marketing communications and to communicate these analyses in writing. (SOM learning goals #1, 3, 10 - Our students will be competent in their discipline; Our students will be effective communicators; Our students will be critical thinkers.)

7. To develop group-related skills (e.g., planning, analysis, oral presentation) as related to the development of an integrated communication program. (SOM learning goal #8 - Our students will be knowledgeable about team dynamics and the characteristics of effective teams.)

CLASS CONTENT:
Classes may include lectures, videos, exercises (both in-class and out), cases, and discussions. Active involvement on your part is required. Questions, comments, insights, observations, etc., are expected and welcome. Although there will be a fair amount of lecture material, this will be an interactive course.

**Lectures:** Straight lectures will be used primarily to introduce key concepts, clarify difficult topics, and supplement the text. Copies of the PPT presentations will be available on Blackboard.

**Course Blackboard Site:** [http://mymason.gmu.edu](http://mymason.gmu.edu)

The course Blackboard site will be used for a variety of purposes this semester – e.g., online class discussions, distribution of assignments, notes, and lecture material, and class announcements. You should plan on using Blackboard to discuss topics and material from class outside the classroom. This course requires that you actively participate in discussions, post relevant questions, and critically analyze peer opinions, etc., throughout the semester. In the spirit of this class, I would like to have this forum be professional and informative. While you might disagree with comments from you peers, you should avoid making personal remarks and limit discussions to class-related topics.

**Exercises, Assignments, and Case Analyses:** These may occur throughout the semester and are designed to encourage application of the concepts covered in the course. Some of these exercises will involve in-class activities/discussion. Additionally, there are three written assignments - two that must be handed in for a grade (these are described in a separate section at the end of the syllabus). Each written assignment is to be no more than 8 pages in length.

**NOTE:** Assignments are due at the beginning of class on the due date noted in the schedule.

**Class Participation & Attendance:** Because this course is a 300-level course, and interactive in nature, class participation is particularly important. Students are expected to attend class, have read the assigned chapters in the text and to complete any relevant assignments before coming to class. Participation in Blackboard online discussions (as described above) is an additional participation requirement of this course. I will evaluate your participation in discussions and exercises, as well as the quality of your questions, comments, etc. and this will make up part of your final grade.

- You are encouraged to keep current with marketing communication related issues by reading newspapers, business magazines, books, and online news sources. *The Wall Street Journal, Advertising Age, Fortune* and *BusinessWeek* are all highly recommended.

**Exams:** There will be three exams this semester. All three exams will consist of multiple-choice and multiple part short answer questions that address issues covered in the textbook, other materials covered in class, and lectures. *It is very important that you both come to class and keep up with the assigned readings in order to perform well on the tests.* The first
two exams will be given during normal class sessions. The final (which is not cumulative) will be held during final exam period.

**Team Project:** Detailed information about the project will be provided at the beginning of the semester on Blackboard. The project is designed to give students experience both in working in groups and in creatively applying your understanding of marketing communication management (as studied in this course). There will be two - four students per group and students will choose their groups. Projects used for credit in other classes may NOT be used for credit in this class.

**All** students are required to participate, contribute, and cooperate in their groups throughout the entire semester. Individuals should not plan on “making up” effort as the semester winds down.

**It will be the group’s responsibility to manage how your group functions, including handling most minor problems that arise. If a group member consistently fails to contribute, the rest of the group should come speak to me. In the extreme case, members have the right to “fire” members, but only if I have been consulted in advance and if the team is willing to take a five-percent (5%) penalty on the grade for their project. Fired group members will receive a grade of zero for the entire project.**

The project consists of three parts: (1) An initial written description of the product selected by the group and what the focus of your IMC campaign will be (due on 2/21). (2) A formal, written progress report (7-9 pages) due 3/28. (3) A final, formal, group presentation will take place during the last weeks of class (see schedule). The presentation must be multi-media (using PowerPoint) and include other supporting material (e.g., storyboards, ad mockups, flow chart, other visuals, etc.). All information about the project must be communicated in the presentation – there is no written report required - although you will have to hand in copies of your presentation slides and supporting material, as well as a Bibliography of all sources used in the project (all materials due 4/25). All team members must participate in the presentation, although not necessarily for equal periods of time. A confidential peer evaluation of each group member will be part of the final grade.

**ATTENDANCE & PARTICIPATION POLICY:**

*Participation (and therefore, attendance) is required and is part of your course grade.* Class material will supplement, and often go beyond, text material. Materials discussed in class may not, in fact, be based on material that is in the text. You will be responsible for everything that is discussed or handed out in class. Additionally, I reserve the right to announce changes to the course if necessary. Students will be responsible for knowledge about these changes by attending class.

• Out of courtesy to your peers, students are expected to be in class on time and to remain for the entire class period. Multiple late arrivals are not acceptable. Arriving late or leaving early, without prior permission from me, will negatively affect your grade.

*Class participation (in-class and on Blackboard) is a requirement for this course.* Simply attending class is not enough to earn maximum participation points.

*George Mason University Honor Code & Academic Integrity:*
The GMU Honor Code ([http://academicintegrity.gmu.edu/honorcode/](http://academicintegrity.gmu.edu/honorcode/)) applies to all activities and assignments in this course. Students will refrain from cheating, lying, plagiarizing, and
stealing. All students are expected to complete their own original work, except in cases where the teacher instructs students to work in groups, and to give credit to any other person or source whose ideas and printed materials (including those on the Internet or websites) are used, paraphrased or directly quoted. **Projects used for credit in other classes may NOT be used for credit in this class.**

*Special Accommodations:* If you are a student with a disability and you need academic accommodations, please see me and contact the Office of Disability Services (ODS) at 993-2474. All academic accommodations must be arranged through the ODS.

**GRADING:**
- Exam 1 100 points
- Exam 2 100 points
- Exam 3 100 points
- Class Participation 75 points
- Assignments (2) 70 points
- Group IMC Project 130 points

**Total:** 575 points

**GRADING SCALE:** A (575-538); A- (537-515); B+ (514-498); B (497-475); B- (474-457); C+ (456-440); C (439-400); D (399-342); F (<342)

**OTHER IMPORTANT CLASS POLICIES:**
- *Expectations for all assignments:* Since this is a 300-level course I have high expectations and standards for work handed in during the semester. All work in this class should be neat, well organized, and professional looking – appropriate as professional, business writing. Without exception, handwritten work will not be accepted.

  I expect all students to write business English accurately and clearly. The minimum writing standard for assignments is a maximum of one gross writing error per page of a double-spaced typescript. Examples of gross errors are: to begin a sentence without a capital letter; to end a sentence without a period or other punctuation mark; to misspell; to confuse "its" and "it's"; to confuse plurals and possessives, "companies" versus "company's"; and so forth. Slight differences of style, such as use or absence of commas in some instances, are not gross writing errors.

Readability/style, clarity, and writing quality **will** be part of the overall grade for all written assignments.

**All** written work **must** be stapled, double-spaced, use 12 pt. font, and have page numbers and one-inch margins. Additionally:

  - Please do not use any sort of report folders (e.g., plastic sleeves, etc.).
  - Careful and complete citations of sources are expected for all written assignments where they are required.
  - Assignments should be checked carefully for grammar, punctuation, spelling, and readability – these **will** be taken into account during grading.

*Papers not following any of these guidelines will have their grades negatively impacted.*
**Deadlines:** All deadlines are final. Assignments are due at the start of class on the due date. Assignments handed in after the deadline (anytime after the start of class) will be considered late and will be subject to a 10% per day penalty.

**Exams:** No make-up exams will be given unless there is a legitimate, university approved medical or family emergency. Simply going to the doctor is NOT an excuse. A written note must explain why you could not be in class. **No** excuses will be accepted after the exam is given. Students missing either of the first two exams with a legitimate, excused absence must clear this with me prior to the exam. There will be no exceptions to this policy.

**MY ACCESSIBILITY: OFFICE HOURS & MEETINGS**
I look forward to getting to know as many of you as possible during the semester. I will be glad to talk with you about any aspect of the course – or about anything that is on your mind. Please let me know if I can help. You do not need an appointment to drop by and see me during regular office hours, but you may reserve a specific appointment time in advance. Students are also encouraged to make appointments for meeting outside regular office hours. Additionally, both e-mail and phone are excellent ways to get in touch with me. Please leave complete messages if I am not in my office.

**The instructor reserves the right to vary from policies outlined in this syllabus.** This syllabus and schedule are my best estimate of how class will proceed. Occasional changes to the schedule and assignments will be announced in class or on Blackboard. All assignments should be prepared for in-class discussion on the date they are listed.

**Tentative Class Schedule**

1. 1/22  
   Syllabus & Introduction to Course

2. 1/24  
   Ch. 1 & 2 - Introduction to IMC; “The New Pitch” article (on Blackboard)

3. 1/29  
   Ch. 20 & 21 – Regulatory & Ethical Issues in Marketing Communications

4. 1/31  
   Ch. 20 & 21 – cont.

5. 2/5   
   Ch. 3 & 7 – Organizing for Promotion; Objectives & Budgeting

6. 2/7   
   Ch. 18 – Evaluation/Assessment through Research

7. 2/12  
   Ch. 4 – Consumer Behavior & IMC; Assignment #1 due

8. 2/14  
   Ch. 5 – The Communication Process

9. 2/19  
   Ch. 5 & 6 – Communications & IMC

10. 2/21 
   Ch. 6 – Controllable Communication Factors

   **Group Project initial description due**

11. 2/26 
   **EXAM 1 (Chpts. 1-4, 7, 18, 20, 21)**

12. 2/28 
   Ch. 8 – Creative Strategy
12. 3/5 Ch. 9 – Creative Strategy
13. 3/7 Ch. 10 – Media: Planning & Strategy; Assignment #2 due

14. 3/12 * SPRING BREAK *
15. 3/14 * SPRING BREAK *

16. 3/19 Ch. 10 (cont.)
17. 3/21 Ch. 11 – Broadcast Media

18. 3/26 Ch. 11 (cont.) & Ch. 12 – Print Media
19. 3/28 Ch. 12 – Print Media (cont)

**Group Project Progress Report due**

20. 4/2 Ch. 13 - Support (Non-traditional) Media
21. 4/4 **EXAM 2 (Chpts. 5, 6, 8-12)**

22. 4/9 Ch. 16 – Sales Promotions
23. 4/11 Ch 14 & Ch. 15 & 22 – Direct & Internet Media; Personal Selling; Assignment #3 due

24. 4/16 Ch. 17 – PR & Corporate Advertising
25. 4/18 Ch. 19 – International IMC Considerations; “All Europeans are Not Alike” article

26. 4/23 Flex/Make-up Date
27. 4/25 Group Project Presentations; All groups’ materials due

28. 4/30 Group Project Presentations
29. 5/2 Group Project Presentations

**FINAL EXAM** (Thursday, 5/9, 1:30-3:00) - Chpts 13-17, 19, 22; “All Europeans” article

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MKTG 313 – Individual Assignments

You must choose two of the three following assignments to hand in for a grade. I will only grade two assignments per person.
* Write-ups are to be no more than eight (8) pages in length.*
** IMPORTANT – You may not use examples that were used in class or the text. **
Assignment 1 (due Tuesday, 2/12)
Examples of common criticisms of advertising and marketing communications that were discussed in class and/or the text are:
(i) ads are offensive or in bad taste
(ii) ads promote negative body images/poor self-esteem in males or females
(iii) ads are misleading (or deceptive)
(iv) ads encourage excess materialism
You need to find two ads total. Each ad should be one which you feel could be considered an example of one of these criticisms. In other words, each ad should illustrate a different, single criticism listed above (i, ii, iii, or iv). Include or fully describe the ads (copies are OK). These should be actual ads that you have seen - not ones you’ve “researched” on the Web and cannot be ones discussed in class or the text.

For each ad: (a) Explain, in detail, why you feel people might consider the ad an example of the specific criticism. (b) Next, discuss whether you personally agree with this criticism. Why or why not? – Discuss/explain! (c) Finally, discuss how you think the company might justify the use of this ad. In other words - how would they defend themselves against this criticism?

Assignment 2 (due Thursday, 3/7)
Find examples of two current ads that use two different celebrity endorsers (include a copy or a detailed description of the ad). These should be actual ads you have found rather than ads you’ve “researched” on the Internet and cannot be ones discussed in class or the text.

For each ad:
(1) Describe the likely target market for the ad/product.
(2) Provide a detailed analysis of the source factors (i.e., credibility, attractiveness, power) that are relevant for understanding the effectiveness (good or bad) of the celebrity as a persuasive communicator. Be specific and include discussion of all dimensions of these three factors. Take into account your answer to (1).
(3) Describe the “cultural meaning (image)” the celebrity brings to the ad - what are the sources of this celebrity’s image/meaning? Describe the “image” of the brand. Analyze the “fit” between the celebrity and brand’s meaning/image. Be specific.
(4) Is there a celebrity that you feel would be a better, more effective, source for the product? Why or why not?
** Finally, after analyzing each ad individually, compare the overall effectiveness of the two celebrity endorsers. Provide specific support for your analysis.

Assignment 3 (due Thursday 4/11)
You will need to observe each of the following three media categories (This assignment should be based on media that you have actually observed - not ones you’ve “researched” on the Web.) In your paper make sure you are thorough in your analyses and answers!

1. Cable TV:
   Select a popular cable channel - not one of the broadcast networks (i.e., not ABC, NBC, CBS, CW, or Fox). Analyze two different programs (shows) on this one channel. Provide
specific and detailed answers to the following questions:

- What types of products/brands advertise on each of these two shows? Analyze and discuss the similarities and/or differences in the products and brands that advertised on the two programs.
- Discuss the types of commercials used by advertisers on these programs with respect to relevant marketing communication/creative/message factors (e.g., consider the ads’ objectives, target market, creative appeal & execution style, length, etc.)
- Do these commercials differ from those that would be found on the broadcast networks? How? Why? Be specific.

2. Print Media
   Choose an issue of a magazine and analyze it from an advertising perspective:
   - Who is the target audience? – describe in terms of demographics, life style, etc. of its readers
   - Provide a detailed analysis of the following: What percentage of the magazine's total pages is devoted to advertising versus editorial content (i.e., stories, articles, columns)? Is there a clutter problem in the magazine? Why or why not?
   - What is the specific breakdown of the types of products and services advertised in the magazine? Why do you think these advertisers are attracted to this particular magazine?
   - How might the magazine's editorial content (the stories, articles, columns) influence readers' processing of and reactions to the ads? Explain your answer.

3. Support Media
   Give an example of the best ad in support (non-traditional) media that you actually saw in this period. Discuss why you think this ad was effective (i.e., justify/explain your answer).