

JOUR 820 Marketing Fundamentals for Communicators

Fall 2019

Wednesdays 6:30-9:00 p.m., KU Edwards Campus, Regnier Hall 156

Instructor: Prof. Angie Hendershot

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Marketing Fundamentals for Communicators

Marketing Fundamentals for Communicators, 8-week course objectives:

- Have a more complete marketing vocabulary and an expanded set of marketing resources and contacts.
- Understand the steps in the strategic marketing planning process and its relationship to an organization's overall mission, goals and objectives.
- Gain the knowledge and skills necessary to conduct a SWOT, market, competitive and consumer analysis as part of an overall market scan for an organization.

Course description:

This course is designed as an early offering in an IMC student's course of study that will be foundational for many other electives and for the core classes of Market Research and Capstone.

- Gain comprehension of the discipline of IMC, understanding of the KU IMC program, awareness of key KU resources, visualize application of IMC to students' current work and introduce IMC career paths.
- Provide a foundational basis in marketing fundamentals to immediately enhance marketing acumen to apply at work, to help select future courses of highest applicability and interest and to serve as a baseline of knowledge for success in those courses.
- Introduces marketing terminology and key theory.

Assignments and grading

Our class has an online Blackboard site where materials will be posted, resources linked and assignments described and submitted. You will also find your latest grade information there.

All assignment deadlines are at 6:30 pm on the date listed, unless otherwise noted. Students are expected to complete the assigned readings before the designated class and will be graded on their use of that material, outside resources and their own ideas as part of the in-class and any online discussions.

Because this is a condensed class, attendance is important to meeting the course objectives. Any work or personal conflicts causing students to be late or miss class should be communicated to the instructor in advance. More than one excused absences will likely lower your course grade.

- 20% Quizzes
- 25% Market Scan (Week 5)
- 25% Exam (Week 7)
- 20% Case study (Week 8)
- 10% Attendance, Participation and Professionalism

Draft schedule *Instructor reserves the right to adjust to meet learning objectives and student needs*

| Week | Topic | Read prior to class | Notes |
|-----------|---|---|--|
| 1 8/28 | Syllabus review The evolving discipline of IMC | In class reference: https://lonelybrand.com/blog/3-companies-integrated-marketing-right/ and other blogs | <ul style="list-style-type: none"> • Program Director (Matt Tidwell) welcome and answer any ?s • Course overview • What is/isn't marketing? • Describe marketing at your organization • Discuss IMC: break into group,s exercise on top IMC campaigns • Post a concise message on Slack about your role and your organization's marketing |
| 2 9/4 | IMC in context How IMC is used by organizations | -Ch. 19 Designing and Managing IMC | <ul style="list-style-type: none"> • Guest speaker Cozetta Smith, Corporate Communications Coordinator, AMC Theaters • Fitting IMC to organizational goals and funnel management • Top tools of the trade • Internal marketing • Sources of info (CRM tools, etc.) • 4Ps • Apply learning from class in group discussion on Slack for the following week |
| 3 9/11 | Understanding Marketing <ul style="list-style-type: none"> • Marketing terms • Marketing strategies | -Ch 1-2 Defining Marketing; Developing Marketing Strategies and Plans | <ul style="list-style-type: none"> • Guest speaker Alex Treaster, Director of Communications & Community Partnerships, Second Presbyterian Church • Common models, framework and theory • Paid/Owned/Earned • Marketing different types of entities (goods, events, people, organizations, ideas) • External scans (customers, competition, etc) • Class exercise on marketing planning (describe market, prospect, value prop and channel of an example in assigned category) • Quiz 1 on Chapter 1-2, 19 (online Friday 9/6, due by Sunday night 9/8) |

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| 4 9/18 | <p>Market Insights</p> <ul style="list-style-type: none"> Collecting Information Market Research | <p>-Ch. 3-4 Collecting Information and Forecasting Demand; Conducting Market Research</p> | <ul style="list-style-type: none"> Strategic planning and types of plans Market Insights and research types, internal sources of market intelligence Porter's Five Forces/updated, SWOT Dashboards Assign Market Scan: organization you work for, competitor or admired other firm; slide deck with 5 min presentation Market overview, competitor analysis, customer analysis (potential market, target), SWOT, Bibliography Quiz 2 on Ch 3-4 online Friday |
| 5 9/25 | <p>Connecting with Customers</p> <ul style="list-style-type: none"> Creating Loyalty Consumer vs. Business Markets | <p>-Ch. 5 Creating Long-Term Loyalty Relationships -Excerpts from Ch 6-7 -CEB paper on B2B Buying Trends</p> | <ul style="list-style-type: none"> Debrief quiz – review problem questions Assign group final project (case study to present Week 8) Market Scan due by classtime <ul style="list-style-type: none"> Present to class, 5 minutes each <p><i>delivered by VoiceThread:</i></p> <ul style="list-style-type: none"> Relationship Mktg B2C vs B2B differences Customer connections and metrics (examples Brand Keys, ACSI, NPS) Consumer Behavior <ul style="list-style-type: none"> Quiz 3 on Ch 5-7, CEB blog |
| 6 10/2 | <p>Developing Strong Brands</p> <ul style="list-style-type: none"> Segmentation and Targeting Brand Positioning and Equity | <p>-Ch. 10-11 Crafting the Brand Positioning; Creating Brand Equity -Case study</p> | <ul style="list-style-type: none"> Class activity on Ch 10-11 Audience Analysis Brand strategy/measure Class exercise on B2B case studies Quiz 4 on Ch 10-11 online |
| 7 10/9 | <p>Designing and Managing Integrated Marketing Communications</p> <ul style="list-style-type: none"> Paid, Owned, Earned | <p>-Revisit Ch. 19 Designing and Managing IMC -Ch. 17 Designing and Managing Integrated Marketing Channels</p> | <ul style="list-style-type: none"> Guest speaker Katie Roby, Development Operations and Events Manager, City Year Review IMC capstone examples Exam [over Chapters 1-7, 10-11, 19] |
| 8 10/16 | <p>Marketing Management</p> | <p>-Blog post on effective presentations</p> | <ul style="list-style-type: none"> Panel of guest judges Each group present their case study for 15 minutes plus questions (presentation and discussion) Debrief course, discuss Aha! Moment |

