



COURSE SYLLABUS | Integrated Marketing Communications Strategy PV231

Textbook (Optional) **IMC - The Next Generation: Five Steps for Delivering Value and Measuring Returns Using Marketing Communications, Don & Heidi Schultz, McGraw-Hill, 2004**
 (Relevant chapters will be extracted and provided to all students as copies.)

Membership LinkedIn, www.linkedin.com
 iMedia Connection, www.imediaconnection.com
 Masaryk University SSME Groups on Facebook & LinkedIn

Lecturer Professor Sandra Kumorowski, Columbia College Chicago
 RNDr. Zdenko Stanicek, PhD (Supervisor)
 RNDr. Zdenek Vrbka (Assistant), Silvie Petrova (Assistant)

Extent & Intensity 1/1/2. 4 credit(s) (plus extra credits for completion). Type of Completion: k (colloquium)

COURSE OBJECTIVES

This course is built on a hands-on experience in developing an integrated marketing communications strategy plan for a real client from the information technology category and facilitates understanding how advertising, sales promotion, public relations, personal selling, word of mouth, social media, website content and presence, internal marketing, and in some cases design and packaging decisions form a coordinated marketing communications strategy.

The course will provide the theoretical underpinnings of a set of concepts, approaches and tools in integrated marketing communications and at the end of this course students should be able to:

- Understand the current status of the marketing category in global terms;
- Understand market/category research methodology and concepts of consumer behavior analysis;
- Develop a relevant insight from the research data;
- Understand each IT client unique scenario and customize the project based on client's needs;
- Develop a creative brief;
- Develop a feasible integrated marketing communications strategy plan with focus on an IT category;
- Apply project management best practices to successfully manage a project;
- Visually express their ideas in creative designs (logos, posters, website mockups, banners, etc.);
- Effectively develop and manage a flourishing client relationship;
- Effectively present and sell their strategies in front of the client

COURSE ASSESSMENT

The written IMC Strategy Plan and its presentation in front of the client are required for the completion of the course.

Please remember that in this intensive course, you should focus on your client. You do not have to follow any specific document formatting but please keep in mind that how you visually express yourself is a big part of your marketing success. I will always look at the visual aspect of all documents and presentations you submit to me. **Your visual expression reflects your level of professionalism and depth of your thinking.**

COURSE LOGISTICS & DELIVERABLES

The course will be delivered in 4-hour blocks (3 hours 50 minutes to be exact) that will combine theoretical lectures and interactive workshop formats. Students will be divided into teams of 3-4 team members and work on the client project as a team. This method closely resembles real world environment and teaches students how to work effectively in a team environment.

DELIVERABLES:

1. Research Report
2. Creative Brief
3. Final IMC Strategy Plan
4. Final Client Presentation

MY TEACHING PHILOSOPHY: Activating Your Business Potential.

I am convinced that when you create an environment where students and organizations can interact and build lasting relationships, it results in a long-term benefit to all stakeholders associated with this environment. As real client projects demand the highest level of creativity and strategic thinking for their challenging scenarios and limited budgets, students gain well-rounded, practical knowledge, new connections, and at the same time, are made aware of their civic responsibility to contribute to social good, especially when working on a project for a non-profit organization. Client organizations receive fresh ideas and insights about their brands and are given an opportunity to communicate their mission through another channel. My classes place great emphasis on our continuous future, which is in the long-term relationships that are built on solid ethical standards and care for others. Only this way, we can thrive as individuals and jointly as a society.

COURSE TIMELINE

Class	Date, Time, Room	Topics & Activities	Readings/ Assignments
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1	Thu, May 19, 2011 9:00 – 12:00 Room G101 12:00 – 16:00 Room G107 (7 hours) Lunch break: 12:00 – 13:00	COURSE & PROJECT INTRODUCTION TOPIC: <ul style="list-style-type: none"> • Introduction to marketing & its impact on the world of IT • Research process, situation analysis, consumer behavior analysis, brand analysis, SWOT, insight development • IMC strategy development process • Branding - introduction • Research exercises • MIC Project Introduction (Sandra Kumorowski) Guest Speaker: RNDr. Zdenek Vrbka, 14:00 Book Discussion: Don Schultz's IMC books	READ: Chapter 2, 3, 4 <i>Teams formed</i>
May 20 – 22, 2011		NO CLASSES – PROJECT EXECUTION TIME #1 (3 days)	
2	Mon, May 23, 2011 9:00am – 13:00 Room B204 (4 hours)	TOPIC: <ul style="list-style-type: none"> • MIC Project Introduction (Mr. Michal Hrabí, 9:00 – 11:00) • IMC strategy development process • Positioning strategy, Communication strategy, Creative strategy, Media Strategy I. • Creative brief development • Creative exercises Book Discussion: Roger von Oech, A Whack on the Side of the Head	READ: Chapter 5, 7, 8 DUE: RESEARCH REPORT
3	Tue, May 24, 2011 9:00 – 12:00 Room B204 (3 hours)	TOPIC: <ul style="list-style-type: none"> • Research Report review & feedback • Positioning strategy, Communication strategy, Creative strategy, Media Strategy II. • Branding – story development • IMC measurement, budget, ROI • Creative exercises Book Discussion: Roger von Oech, A Whack on the Side of the Head	READ: Chapter 9, 12
4	Wed, May 25, 2011 9:00 – 13:00 Room B204 (4 hours)	TOPIC: <ul style="list-style-type: none"> • IMC final plan development • Short-term & long-term strategy planning • IMC measurement, budget, ROI • Creative exercises Book Discussion: Roger von Oech, A Whack on the Side of the Head	DUE: CREATIVE BRIEF
5	Thu, May 26, 2011 9:00 – 12:00 Room B204 (3 hours)	TOPIC: <ul style="list-style-type: none"> • Creative brief review & feedback • Presentation skills & visual communications • Creative Pitch development • Creative exercises Book Discussion: Nancy Duarte, Resonate & John Steel, Perfect Pitch	
May 27 – 29, 2010		NO CLASSES – PROJECT EXECUTION TIME #2 (3 days)	
6	Mon, May 30, 2011 9:00 – 13:00 Room B204 (4 hours)	TOPIC: FINAL CLIENT PROJECT PRESENTATIONS REHEARSAL <ul style="list-style-type: none"> • Creative pitches feedback & review • Organizing for integration, future directions for IMC, IMC globally • IMC Strategy & IMC Course key takeaways 	DUE: CREATIVE PITCH FINAL DRAFT
May 31 – June 1, 2011		NO CLASSES – PROJECT EXECUTION TIME #3 (2 days)	
7	Thu, June 2, 2011 9:00 – 12:00 Room B204	FINAL CLIENT PROJECT PRESENTATIONS & FINAL IMC STRATEGY PLAN DUE Followed by Soiree (Time & Place Information TBD)	