

## COURSE SYLLABUS | Integrated Marketing Communications Strategy PV231 2012

<b>Textbook (Optional)</b>	<b>IMC - The Next Generation: Five Steps for Delivering Value and Measuring Returns Using Marketing Communications, Don &amp; Heidi Schultz, McGraw-Hill, 2004</b> (Relevant chapters will be extracted and provided to all students as copies, if needed.)
<b>Membership</b>	LinkedIn, <a href="http://www.linkedin.com">www.linkedin.com</a> Masaryk University SSME Groups on Facebook & LinkedIn
<b>Lecturer</b>	Professor Sandra Kumorowski, Columbia College Chicago Ing. Leonard Wallezky, PhD (Supervisor) Mgr. Jitka Kitner (Assistant)
<b>Extent &amp; Intensity</b>	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 time blocks 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 (Proposal)
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
1	<b>Fri, May 11, 2012</b> <b>9:00 – 11:30</b> <b>Room C511</b> <b>12:00 – 14:50</b> <b>Room C511</b>  Lunch break: 11:30 – 12:00	COURSE & PROJECT INTRODUCTION TOPIC: <ul style="list-style-type: none"> <li>• Introduction to marketing &amp; its impact on the world of IT</li> <li>• Research process, situation analysis, consumer behavior analysis, brand analysis, SWOT, insight development</li> <li>• IMC strategy development process</li> <li>• Branding - introduction</li> <li>• Research exercises</li> <li>• <b>Project Introduction (Sandra Kumorowski)</b></li> </ul> <b>Guest Speaker: RNDr. Zdenek Vrbka, 13:00</b> Book Discussion: Don Schultz's IMC books	READ: Chapter 2, 3, 4  <i>Teams formed</i>
<b>May 12 – 13, 2012</b>		<b>NO CLASSES – PROJECT EXECUTION TIME #1 (2 days)</b>	
2	<b>Mon, May 14, 2012</b> <b>10:00am – 13:50</b> <b>Room C511</b>	TOPIC: <ul style="list-style-type: none"> <li>• <b>Project Introduction (Mr. Jaroslav Skrabalek, PhD, 12:30 – 13:30)</b></li> <li>• IMC strategy development process</li> <li>• Positioning strategy, Communication strategy, Creative strategy, Media Strategy I.</li> <li>• Creative brief development</li> <li>• Creative exercises</li> </ul> Book Discussion: Roger von Oech, A Whack on the Side of the Head	READ: Chapter 5, 7, 8
<b>May 15, 2012</b>		<b>NO CLASSES – PROJECT EXECUTION TIME #2 (1 day)</b>	
3	<b>Wed, May 16, 2012</b> <b>14:00 – 17:50</b> <b>Room G101</b>	TOPIC: <ul style="list-style-type: none"> <li>• Positioning strategy, Communication strategy, Creative strategy, Media Strategy II.</li> <li>• Branding – story development</li> <li>• IMC measurement, budget, ROI</li> <li>• Creative exercises</li> <li>• Research Report review &amp; feedback</li> </ul> Book Discussion: Roger von Oech, A Whack on the Side of the Head, Dan Roam	READ: Chapter 9, 12 <b>DUE:</b> <b>RESEARCH REPORT</b>
4	<b>Thu, May 17, 2012</b> <b>8:00 – 11:50</b> <b>Room G101</b>	TOPIC: <ul style="list-style-type: none"> <li>• Research Report review &amp; feedback</li> <li>• IMC final plan development</li> <li>• Short-term &amp; long-term strategy planning</li> <li>• IMC measurement, budget, ROI</li> <li>• Creative exercises</li> </ul> Book Discussion: Roger von Oech, A Whack on the Side of the Head, Dan Roam	
5	<b>Fri, May 18, 2012</b> <b>9:00 – 12:50</b> <b>Room C511</b>	TOPIC: <ul style="list-style-type: none"> <li>• Creative brief review &amp; feedback</li> <li>• Presentation skills &amp; visual communications, Tim Brown</li> <li>• Creative Pitch development</li> <li>• Creative exercises</li> </ul> Book Discussion: Nancy Duarte, Resonate & John Steel, Perfect Pitch	<b>DUE:</b> <b>CREATIVE BRIEF</b>
<b>May 19 – 20, 2012</b>		<b>NO CLASSES – PROJECT EXECUTION TIME #3 (2 days)</b>	
6	<b>Mon, May 21, 2012</b> <b>9:00 – 12:50</b> <b>Room C511</b>	TOPIC: FINAL CLIENT PROJECT PRESENTATIONS REHEARSAL <ul style="list-style-type: none"> <li>• Creative pitches feedback &amp; review</li> <li>• Organizing for integration, future directions for IMC, IMC globally</li> <li>• IMC Strategy &amp; IMC Course key takeaways</li> </ul>	<b>DUE:</b> <b>CREATIVE PITCH</b> <b>FINAL DRAFT</b>
<b>May 22, 2012</b>		<b>NO CLASSES – PROJECT EXECUTION TIME #4 (1 day)</b>	
7	<b>Wed, May 23, 2012</b> <b>8:00 – 11:50</b> <b>Room G101</b>	<b>FINAL CLIENT PROJECT PRESENTATIONS &amp; FINAL IMC STRATEGY PLAN DUE</b> <b>Followed by Soiree</b> (Time & Place Information TBD)	