

The Graduate School of Political Management

THE GEORGE WASHINGTON UNIVERSITY

M.P.S. in Strategic Public Relations

Fall 2017

August 31 – December 28

Integrated Marketing Communications

PSPR 6208.PR

3 Credits

Thursdays from 7:10-9:40 p.m.

[Alexandria Graduate Education Center](#)

BASIC INFORMATION AND RESOURCES

Instructor

Mark Phillips, APR

Contact Information

Phone: (703) 501-2929

Email: mrphillips@gwu.edu

Communication

The best way to reach me is via email.

I'm also available to meet with you before or after class.

Blackboard Site

A Blackboard course site has been set up for this course. Each student is expected to check the site throughout the semester, as Blackboard will be the primary venue for outside classroom communications between the instructors and the students. Students can access the course site at <https://blackboard.gwu.edu>. Support for Blackboard is available at 202-994-4948 or [helpdesk.gwu.edu](mailto:helpdesk@gwu.edu).

Academic Integrity

All members of the university community are expected to exhibit honesty and competence in their academic work. Students have a special responsibility to acquaint themselves with, and make use of, all proper procedures for doing research, writing papers, and taking exams. Members of the community will be presumed to be familiar with the proper academic procedures and will be held responsible for applying them. Deliberate failure to act in accordance with such procedures will be considered academic dishonesty. Academic dishonesty is defined as “cheating of any kind, including misrepresenting one’s own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information.” Acts of academic dishonesty are a legal, moral, and intellectual offense against the community and will be prosecuted through the

proper university channels. The University Code of Academic Integrity can be found at <http://studentconduct.gwu.edu/code-academic-integrity>.

Support for Students with Disabilities

GW's Disability Support Services (DSS) provides and coordinates accommodations and other services for students with a wide variety of disabilities, as well as those temporarily disabled by injury or illness. Accommodations are available through DSS to facilitate academic access for students with disabilities. Please notify your instructor if you require accommodations. Additional information is available at <http://disabilitysupport.gwu.edu/>.

In the Event of an Emergency or Crisis during Class

If we experience an emergency during class time, we will try to stay at this location until we hear that we can move about safely. If we have to leave, we will meet at a location to be determined at the start of the semester in order to account for everyone and to make certain that everyone is safe.

Please refer to Campus Advisories for the latest information on the University's operating status:

<http://www.campusadvisories.gwu.edu/>.

Attendance Policy

Attendance is mandatory. If you need to miss a class it is your responsibility to notify the instructor IN ADVANCE and make sure any assignments due that week reach the instructor on time to receive full credit. It is also the student's responsibility to get lecture notes from a classmate and complete the readings as assigned. This course will be managed like a "real world" marketing public relations agency – the expectation is that students will arrive on time and participate fully in class.

Course Evaluation

At the end of the semester, students will be given the opportunity to evaluate the course through GW's online course evaluation system. It is important that you take the time to complete an evaluation. Course evaluations are thoroughly reviewed and student feedback is essential to successfully designing future courses. Students are also encouraged to provide feedback throughout the semester by contacting any/all of the following:

Professor Lawrence Parnell
Director, Strategic Public Relations Program
lparnell@gwu.edu | 703-29- 4150

Dr. Jack Prostko
Associate Dean for Learning and Faculty Development
College of Professional Studies
jackp@gwu.edu | 202-994-3592

Suzanne Farrand
Director of Academic Administration, GSPM
sfarrand@gwu.edu | 202-994-9309

THE COURSE

Strategic Public Relations Program Objectives

Upon the completion of the Masters in SPR, students will have obtained an enhanced understanding and skills in:

1. Fundamentals of effective, strategic communications;
2. Best practices for writing, media relations and strategic communications planning and implementation;
3. Leadership in communications on a sound ethical and financial basis;
4. Working with management and staff/vendors to develop and manage the implementation of effective communications strategies.

Graduate School Expectations

Students enrolled in a graduate program should take their academic responsibilities seriously and be prepared to meet the following expectations:

1. Utilize effective time management skills so as to complete and submit their assignments on their required due dates and times.
2. Have attained a mastery of written communication skills including proper sentence structure, grammar, spelling, and word usage.
3. Understand how to properly format in-text citations and references for resources and information integrated into their written assignments.

Course Description and Overview

This course examines Integrated Marketing Communications (IMC) as a paradigm for extending the reach and influence of public relations and public affairs through the use of traditional and non-traditional communications approaches and technologies. Included in the mix are advertising, direct marketing, customer service, branding, blogs, podcasts, and cause marketing.

Students learn about the theoretical and tactical advantages and disadvantages of integrated strategies in for-profit and not-for-profit enterprises, and they design an integrated marketing communications program, making use of both traditional and new media tools and techniques.

The role of strategic marketing communications is invaluable to the success of an organization. Effective marketing communications is a powerful strategic tool that uses proven communication practices to support marketing objectives. Strategic marketing communications can improve traditional public relations objectives, such as improved relationships with stakeholders, and can also demonstrate value to consumers, differentiate one organization from another, and drive ROI.

This course examines the emergence of integrated marketing communications and its impact on commercial and advocacy/issue campaigns. We will explore how to extend the reach and influence of consumer marketing, public relations, public affairs, and advertising through the use of traditional and non-traditional communications strategies, techniques and technologies.

This course is designed to offer an applied perspective to developing, implementing, and assessing marketing communications in the context of professional public relations. The approach to this class will be from the perspective of a business manager or communications consultant. You will be asked to take on the role of marketing strategist as you review several companies' marketing programs for different products and services

Course Learning Objectives

After completing this course, you should be able to demonstrate:

- A working knowledge of and experience with applying principles of strategic marketing communications
- Enhanced business communications skills (written and oral)
- Practical experience providing strategic counsel and program execution

By the completion of this course, you should have:

- The knowledge and analytical abilities necessary to successfully develop, implement, and evaluate integrated marketing strategy and marketing communications.
- Enhanced business communications skills, as you will be challenged to present and defend your analyses succinctly and clearly.
- A marketing tool box to successfully implement your strategies.

Course Requirements

All work for this class should be typed, double-spaced, spellchecked, have 1" margins, and use a standard 12-point font (e.g., Arial, Calibri, or Times New Roman). Associated Press style should be used – an AP Style Book is recommended for this and other SPR program courses. Neatness, punctuation, and grammar count as a significant part of your grade. Treat your work for this class as you would for a professional job – graduate level quality is expected.

Late work will be marked down for each day it is late. If you have extenuating circumstances or need special accommodations, please see the instructor before the assignment due date. Work is due at the beginning of class on the assigned date.

Explanation of Assignments:

- Analysis of Reading Material: Prepare for each class by reading the assigned material. From this reading, identify a real-world example of at least one of the concepts from each of the assigned chapters, and a question that the readings raise for you. Bring this to class and be prepared to talk about your examples and raise your questions, as this will be the basis of our in-class discussion. **Turn these in at the end of each class, so you get credit for preparing, attending, and participating.** Bringing in additional materials that add to the richness of the discussion and further illustrate the concepts will enhance your grade.
- Case Study: Describe the situation in 2-3 paragraphs; answer the questions based on what you learned in the reading and lectures. There is no minimum number of pages, please address each question thoughtfully and succinctly.
- Individual Project: Marketing Plan:
 - Topic Description: Prepare a description (at least 3-4 paragraphs) of case study client and campaign challenge
 - Written Campaign: Create a comprehensive campaign plan delivering all the elements of a thoughtful, fully-executable marketing campaign
 - Oral Presentation: Present the campaign plan in a compelling manner as if you were pitching the campaign to a client or your organization's leadership
 - Peer Evaluation: Because marketing plans, campaigns, and other pitches are typically assessed by a panel, we will follow this same model in class. Therefore, each student will evaluate the presentation of the final projects of all the other students. This will require each student to rank-order the other presentations based on the quality of the project and its presentation.

- **Attendance/Participation:** This class requires open discussion of the information shared in lectures and from the readings, as well as the application of this material to current events. Students are required to come to class with an understanding of the news “of the day” and provide opinions on marketing communications strategies that could be effectively implemented.

Evaluation and Grading

Assignment	Learning Objective(s) Addressed	Due Date	Weight
Case Study #1	1, 2, 4, 5, 6	Week 3 Sep 14	10%
Case Study #2	1, 2, 4, 5, 6	Week 6 Oct 5	10%
Case Study #3	1, 2, 4, 5, 6	Week 8 Oct 19	10%
Case Study #4	1, 2, 4, 5, 6	Week 10 Nov 2	10%
Written Campaign Plan	1, 2, 3, 4, 5, 6	Week 15 Dec 7	20%
Oral Presentations (with peer evaluations)	1, 2, 3, 4, 5, 6	Weeks 16/17 Dec 14 & 21	20%
Weekly Analyses of Readings	1, 2, 3, 4, 5, 6	Weeks 2-15 Sep 7 – Dec 7	10%
Attendance and Participation	1, 2, 3, 4, 5, 6		10%
Total			100%

Following is the grade scale for all GSPM classes:

Grade*	Grading Standard
A 94-100	Your work is outstanding and ready for submission in a professional environment. Your material, effort, research, and writing demonstrate superior work.
A- 90-93	Represents solid work with minor errors. Overall, excellent work.
B+ 87-89	Very good. Represents well-written material, research, and presentation, but needs some minor work.
B 83-86	Satisfactory work, but needs reworking and more effort. Note that although not a failing grade, at the graduate level, anything below a “B” is viewed as unacceptable.
B- 80-82	You’ve completed the assignment, but you are not meeting all of the requirements.
C+ 77-79	Needs improvement in content and in effort. Shows some motivation and concern.
C 73-76	Needs reworking, improved effort, and additional research. Shows minimal motivation and concern.
C- 70-72 (lowest grade to pass)	Poor performance. Major errors, too many misspellings, problems with accuracy, etc.
F Below 70	Unacceptable performance, or inability to submit the assignment.

*Please note that you may be penalized for late submission of assignment(s).

Required Text and Learning Materials

- Phillip Kotler and Gary Armstrong. 2016. Principles of Marketing: Global Edition, 16th edition. Pearson Education Limited: Essex, England (**Any recent edition is acceptable**)
- Washington Post, Wall Street Journal, New York Times, or other major media (weekly)

Tentative Course Calendar*

*The instructor reserves the right to alter course content and/or adjust the pace to accommodate class progress. Students are responsible for keeping up with all adjustments to the course calendar.

Date	Readings and Activities
Week One August 31	Please secure course textbook and begin course readings. Topics covered: <ul style="list-style-type: none"> • Introductions • Course overview, expectations, and evaluation • Defining Marketing and the Marketing Process • Creating Customer Value and Engagement • Connections between Strategic Public Relations, Marketing, and Public Relations in support of Marketing • Introduction of Case Study #1
Week Two September 7	Topics Covered: <ul style="list-style-type: none"> • Company and Marketing Strategy • Engaging Customers and Communicating Value <p>Reading due today: Chapters 1, 2, 14 Assignment due: Case Study #1 Assignment due: Analysis of readings</p>
Week Three September 14	Topics Covered: <ul style="list-style-type: none"> • Analyzing the Marketing Environment • Marketing Information and Customer Insights <p>Reading due today: Chapters 3 and 4 Assignment due: Analysis of readings</p>
Week Four September 21	Topics Covered: <ul style="list-style-type: none"> • Analyzing the Marketing Environment (from Week Three) • Marketing Information and Customer Insights (from Week Three) • Consumer Markets and Buyer Behavior • Business Markets and Business Buyer Behavior • Retailing and Wholesaling • Introduction of Case Study #2 <p>Reading due today: Chapters 5 and 6 (skim Chapter 13) Assignment due: Analysis of readings</p>
Week Five Sept. 28 NO CLASS MEETING!	Topics Covered: <ul style="list-style-type: none"> • Customer-Driven Marketing Strategy: Creating Value for Target Customers <p>Reading due today: Chapter 7 Assignment due: Analysis of readings</p>

Week Six Oct. 5	<p>Topics Covered:</p> <ul style="list-style-type: none"> • Products, Services, and Brands: Building Customer Value • Groups Assigned • Introduction of Case Study #3 <p><i>Reading due today: Chapter 8</i> <i>Assignment due today: Case Study #2</i> <i>Assignment due: Analysis of readings</i></p>
Week Seven October 12	<p>Topics Covered:</p> <ul style="list-style-type: none"> • New Product Development and Product Life-Cycle Strategies • Marketing Plan <p><i>Reading due today: Chapter 9 and Appendix 1</i> <i>Assignment due today: Group marketing plan <u>topic with brief description</u></i> <i>Assignment due: Analysis of readings</i></p>
Week Eight October 19	<p>Topics Covered:</p> <ul style="list-style-type: none"> • Advertising and Public Relations • Direct, Online, Social Media, and Mobile Marketing • Personal Selling and Sales Promotion • Introduction of Case Study #4 <p><i>Reading due today: Chapters 15 and 17 (skim chapter 16)</i> <i>Assignment due today: Case study #3</i> <i>Assignment due: Analysis of readings</i></p>
Week Nine October 26	<p>No Class Meeting – Group Work Session</p>
Week Ten November 2	<p>Topics Covered:</p> <ul style="list-style-type: none"> • Pricing: Understanding and Capturing Value • Marketing Channels: Delivering Customer Value • Marketing by the Numbers <p><i>Reading due today: Chapters 10 and 12; Appendix 2</i> <i>Assignment due today: Case Study #4</i> <i>Assignment due: Analysis of readings</i></p>
Week Eleven November 9	<p>Topics Covered:</p> <ul style="list-style-type: none"> • Social Responsibility and Ethics in Marketing Communications <p><i>Reading due today: Chapter 20</i> <i>Assignment due: Analysis of readings</i></p>

Week Twelve November 16	Topics Covered: <ul style="list-style-type: none"> • Creating Competitive Advantage <i>Reading due today: Chapter 18</i> <i>Assignment due: Analysis of readings</i>
Week Thirteen November 23	Thanksgiving – No Class
Week Fourteen November 30	Topics Covered: <ul style="list-style-type: none"> • The Global Marketplace <i>Reading due today: Chapter 19</i> <i>Assignment due: Analysis of readings</i>
Week Fifteen December 7	Presentations begin <i>Assignments due today: Written Campaign Plan; Oral Presentations Start</i>
Week Sixteen December 14	<i>Assignments due today: Presentations Continue</i>
Week Seventeen December 21	<i>Will meet only to conclude presentations, if needed</i>

Copyright Statement

Unless explicitly allowed by the instructor, course materials, class discussions, and examinations are created for, and are to be used by, class participants only. The recording and rebroadcasting of such material, by any means, is forbidden.