

# UNIVERSITY OF HOUSTON

## MARK 7368

### INTEGRATED MARKETING COMMUNICATIONS

Instructor: Philip A. Morabito, Adjunct Professor

Wednesdays, 6:00-9:00 p.m.

Room: 110 Melcher Hall

Spring 2013 (January– May)

To contact instructor: Pierpont Communications – (713) 627-2223 (call or e-mail at any time)

E-mail - pmorabito@piercom.com

University of Houston – (713) 743-4557 (Marketing Department)

This course provides a graduate level look at all communications tools as part of a total marketing strategy. It takes an overview approach to combining the elements of complete, effective communications in meeting marketing objectives.

**REQUIRED TEXTS:** Assembled textbook. Also, class handouts tailored to each evening will be distributed. You are expected to compile the information given in class.

**GRADING:**

25%	Evaluation of final term project (Campaign)
50%	Tests/possible pop quizzes
15%	Professional report
10%	Classroom attendance and participation/other assignments

**OTHER:** Participation in the activities of the American Marketing Association will add to the student's knowledge and appreciation of the profession.

**FINAL TERM PROJECT REPORT:** Students will work in groups to prepare an in-depth integrated marketing communications campaign. The campaign must be approved by the instructor in advance. Details will be given in class.

In submitting bound/typed reports, students should turn in one original or photocopy to the professor. All reports must be typed and double spaced. Reports will not be returned.

**PROFESSIONAL REPORT:** Each student will analyze a professional (preferably a senior person) who works in marketing. The report must be seven to ten pages typed (double spaced, appendix can be added on) - grading will be based on insight (how well you demonstrate that you understand how this professional works and contributes to the marketing effort at their company). Students should cover: overall summary of job, any specialty, structure, operations, case studies and business philosophy. Reports must be approved by instructor in advance. Further details will be provided in class. **Q & A**  
**ESSAYS NOT ALLOWED**

ACADEMIC HONESTY: The University of Houston Academic Honesty Policy is strictly enforced by the C.T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook, <http://www.uh.edu/dos/hdbk/acad/achonpol.html>. Students are expected to be familiar with this policy.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES: The C.T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

### **TENTATIVE COURSE OUTLINE**

#### **JANUARY**

- 16                    Class introduction, format, and objectives  
Read Chapter 1: An introduction to Integrated Marketing Communications
- 23                    Integrated Marketing Strategy: Impact of the buying process and planning tools  
Read Chapter 2: The Role of IMC in the Marketing Process
- Guest Speaker: Denise Patrick, Sr. Vice President, Marketing and Creative Services, Pierpont Communications**
- 30                    Public Relations: Media Relations
- Branding: A complete branding discussion including strategy, tactics and execution.  
Case Study: Integrated Marketing Communications
- Guest Speaker: David Greely, Independent Branding Expert**

#### **FEBRUARY**

- 6                    Social Media, Search Engine Optimization, Community Relations,  
Case Study: The NFL's Digital Media Strategy
- Guest Speakers: Brian Block, Social Media Strategist, Pierpont Communications**

## **FEBRUARY**

- 13      Events/ Productions: Using event planning as a strategic marketing tool.  
Case Study: Lowe's Companies, Inc: Optimizing the Marketing Communications Mix
- Guest Speaker:**      **David Skalsky, CEO, Gotham Image**
- 20      Digital Marketing:
- Case Study: Social Strategies That Work
- Guest Speaker:**      **Ed Schipul, CEO/Founder/President, Schipul  
TheWebMarketing Company**
- 27      Graphic design: Introduction, (Graphic identity, brochures, collateral material)  
Case Study: Cisco Systems: Launching the ASR 1000 Series Router Using Social Media Marketing
- Guest Speaker:**      **David Waller, Creative Director, Brandzplus Marketing**

## **MARCH**

- 6      **FIRST TEST**
- 13      **SPRING BREAK**
- 20      Real Life Night: Full night discussion of careers, jobs and professional opportunities class to be held at Pierpont Communications  
Case Study: IBM in the 21<sup>st</sup> Century: The Coming of the Globally Integrated Enterprise
- Guest Speakers:**      **Lee Vela, Vice President of Public Affairs Houston  
Division, Clear Channel Outdoor**
- PROFESSIONAL REPORTS DUE**
- 27      Trade Shows: An insider viewpoint to the exhibit business.  
Case Study: Nissan's Electric Vehicle Strategy in 2011: Leading The Way Towards Zero-Emission
- Guest Speaker:**      **Craig Koopersmith, CEO, Skyline Displays**

## **APRIL**

3                    Direct mail:  
Case Study: Nashville Predators: Marketing Strategy for an NHL Franchise

**Guest Speaker:        Norm Pegram, CEO, Premier IMS Inc.**

10                   Advertising: A discussion of buying and placing ads. Ad strategy both online and off line.

**Guest Speaker:        Mark Hayden, CEO, Breakfast at 12**

17                   Campaign Presentations

24                   Campaign Presentations

## **MAY**

1                    **Final Exam**  
**5:00-8:00pm**

Your McGraw-Hill Create™ eBook, Integrated Marketing Communications, is now available for purchase. Students can locate and purchase the book online by following these simple steps:

1. Go to <http://create.mcgraw-hill.com/shop/>
2. Search for and select book by Title, ISBN, Author, or State/School.

ISBN: 9781121429895

Title: Integrated Marketing Communications

3. Add the book to your cart and pay using a credit card or access code.