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

10/28/13
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 21st 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.

    **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 offline.

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/

   ISBN: 9781121429895
   Title: Integrated Marketing Communications

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