

UNIVERSITY OF HOUSTON

MARK 7368

INTEGRATED MARKETING COMMUNICATIONS

Instructor: Philip A. Morabito, Adjunct Professor

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

Room: 129 Melcher Hall

Spring 2018 (January– May)

To contact instructor: Pierpont Communications – (713) 627-2223 (call or e-mail any time)
E-mail - pmorabito@piercom.com

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.

Your McGraw-Hill Create™ eBook, Integrated Marketing Communications, will be available for purchase within 48 hours. 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: 9781308451473

Title: Integrated Marketing Communications

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

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.**

COURSE OBJECTIVES: The C.T. Bauer College of Business sets the following learning goals for all MBA level classes:

- **Communication:** Students will demonstrate effective written and oral communication skills through class discussion and assignment submissions
- **Cross Disciplinary Competence:** Students will demonstrate ability to integrate different functional areas in solving business problems using concepts and tools from previous marketing and management courses in the simulation.
- **Critical Thinking:** Students will demonstrate ability to analyze business situations and recommend appropriate actions in the online simulation.
- **Ethical Reasoning:** Students will demonstrate ability to identify ethical dilemmas and be able to recognize and evaluate alternative courses of action by demonstrating this ability in class discussions.

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.

AVAILABILITY OF COUNSELING SERVICES

Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS (www.uh.edu/caps) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. Also, there is no appointment necessary for the “Let’s Talk” program, which is a drop-in consultation service at convenient locations and hours around campus.

http://www.uh.edu/caps/outreach/lets_talk.html

LIVING TEXTBOOK

Chris Wailes - Pierpont Communications

Chris, a Vice President at Pierpont Communications, has nearly 20 years experience using the editorial channel to create competition-altering mind-share and market-share for consumer, business-to-business and technology clients. Chris has been an invited speaker and panelist at national public relations conferences and has been sought for his opinions by the top public relations industry publications.

Dave Stump – Pierpont Communications

Dave is Vice President of Business Development for Pierpont Communications. Stump has over 25 years of experience and specializes in many areas including executive strategy, corporate guerilla marketing and leadership development. He helps organizations of all sizes to develop their brand and foster growth. Stump has served at the Greater Houston Partnership as the Chairman of the Business Development committee, and later as the Chair of the CEO Roundtables.

Dori Ludwig – Pierpont Communications

As a recently transplanted New Yorker, Dori Ludwig has found a home among her Pierpont family in Houston, bringing more than 10 years of experience in integrated marketing, advertising, brand management and digital communications. Over the years, she's worked across a broad range of B2B and B2C industries, including automotive, manufacturing, financial services, retail, tourism and healthcare. With an eye for the big picture, Dori brings the right blend of strategic thinking, underscored by an arsenal of tactics, having worked with everything from TV, print and radio to events and experiential marketing. And of course, she brings deep experience and a passion for digital marketing, drawing from analytics to inform decisions and monitor success.

David Waller – Brandzplus Marketing

For over 15 years, David has implemented numerous campaigns as the Creative Director at Brandzplus Marketing. A lifelong creative, David is highly skilled at teaching students on what to look for in a design.

Lee Vela – Clear Channel Outdoor

Lee specializes in the areas of media relations, marketing communications and strategic planning as the Vice President of Public Affairs for Clear Channel Outdoor. Vela has over 20 years of experience and produces information and resources to benefit clients on a variety of projects.

Ken Jones – KJ Partners

Ken has more than 25 years of experience in financial management, sales management and strategic marketing. Throughout his career, he has had success in the areas of entrepreneurial development, turnaround management consulting, software development and implementation and e-business creation. Jones has an interest in entrepreneurship and is currently Executive Director for the Center for Industrial Partnership at the University of Houston.

Jordan Smith – Sullivan Group

Jordan is the Operations Manager and Producer at Sullivan Group, where she plans and coordinates corporate events and builds relationships with vendors. Jordan has over five years of experience, and her areas of expertise include event management, marketing and social networking.

Chris Ferris – Bubble Up

Chris Ferris, PhD, is an innovative communication leader passionate about digital marketing and customer-focused technologies. He has worked in public relations and marketing for some of the top hospitals in Texas and has a proven track record of moving organizations to embrace new digital technologies to meet evolving customer expectations. Chris has advanced degrees in Communication (M.A.) and Health Policy (Ph.D.) and has driven successful marketing and customer engagement activities, including branding, lead generation, public relations, digital marketing and social media. Chris is married with two children.

Craig Koopersmith – Skyline Designs

Craig has traveled a long and winding road from his beginnings as a Petrophysical Engineer with Shell Oil to CEO/President of Skyline Displays of Houston. Koopersmith has over 25 years of experience in Technical Sales and Management in the oilfield, from frontier exploration to recycling of hazardous refinery waste. He holds BS, MS and MBA degrees, and two patents for recycling of hazardous refinery wastes. Since the purchase of Skyline Displays of Houston in 2000, he has assembled a talented team of professionals supporting the marketing needs of thousands of Houston based clients, from sole proprietors to Fortune 100 companies, resulting in a #2 ranking among more than 100 Skyline Dealers worldwide.

Mark Hayden – Breakfast at 12

Mark is an entrepreneurial marketing executive with over 25 years of experience. Hayden specializes in brand management, creative team management, product development and business development. As the Creative Director for Breakfast at 12, Hayden uses his industry knowledge to develop creative content for his clients. Hayden currently serves as program chair on the board of Houston chapter of the American Advertising Federation and the National Professional Advisory Board of the College of Media and Communications at Texas Tech University.

Norm Pegram – PremierIMS

Norm is the CEO of PremierIMS, a company that specializes in direct marketing manufacturing services. For over 35 years, Pegram has played an essential role in numerous direct marketing campaigns. Pegram currently works at the University of Houston to teach students about mail, print and multi-channel marketing.

Jack Warkenthien - NextStep Solutions

Jack is the CEO and founder of NextStep Solutions. NextStep Solutions is known, worldwide, for increasing client sales, through a customerized approach to strategy, training, coaching and consulting services. Jack is the author of the best selling book, "Life's A Sales Call: How To Succeed In The World's Oldest Profession".

COURSE OUTLINE

JANUARY

- 17 Class introduction, format, and objectives
- 24 The Relationships between Sales & Marketing: How the two work together.
- Networking Magic:
Integrated Marketing Strategy: Impact of the buying process and planning tools.
- Guest Speaker: Dave Stump, Vice President Business Development, Pierpont Communications**
- 31 Media Relations: How do you get media exposure and make your superiors thought leaders?
- Guest Speaker: Chris Wailes, VP of Media Relations, Pierpont Communications**

FEBRUARY

- 7 Digital: A look at websites, SEO, content strategies and more.
Guest Speaker: Dori Ludwig, Director of Marketing, Pierpont Communications
- 14 Trade Shows: An insider viewpoint to the exhibit business.
Guest Speakers: Craig Koopersmith, CEO, Skyline Displays
- Sales: What are the current effective tools used in sales.
Guest Speakers: Jack Warkenthein, CEO, NextStep Solutions
- 21 Graphic design: Insight into graphic identity, brochures and collateral material.
Guest Speaker: David Waller, Creative Director, Brandzplus Marketing
- 28 Outdoor Advertising, Real Life Night: A complete view of the outdoor advertising industry. A full night discussion of careers, jobs and professional opportunities class to be held at Pierpont Communications 1800 West Loop South, Suite 800 Houston, TX 77027
- Guest Speakers: Lee Vela, Vice President of Public Affairs Houston Division, Clear Channel Outdoor**
- Ken Jones, KJ Partners**

MARCH

7 FIRST TEST

14 SPRING BREAK

21 Event Planning: Using event planning as a strategic marketing tool.
Guest Speaker: **Jordan Smith, MBA, CMP, Operations Manager & Producer, Sullivan Group**

PROFESSIONAL REPORTS DUE

28 Social Media: A complete review of all social media platforms.
Guest Speaker: **Chris Ferris, VP Marketing, Bubble Up**

APRIL

4 Advertising: A discussion of buying/placing ads and ad strategy both online and offline.

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

11 Direct mail: How does this effective tactic work and produce results?
Guest Speaker: **Norm Pegram, CEO, Premier IMS Inc.**
**Field Trip: Class will be held at Premier IMS
11101 Ella Blvd, Houston, TX 77067**

18 Campaign Presentations

25 Campaign Presentations

MAY

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