

**SYLLABUS
SUMMER 2015**

MGEM 5109-01 – Cross Cultural Marketing and IMC

Instructor: Anthony Patino, PhD
Associate Professor of Marketing
Office: Malloy Hall- Room 315
Phone: (415) 422-4152 office
Office Hours Tuesday/Thursday 10A-1P (101 Howard)
Fridays by appointment
E-mail: adpatino@usfca.edu

Class Materials:

A course packet that includes cases and articles will be available on the Harvard Business Publishing Website beginning Monday, May 18, 2015. The link will be posted on Canvas when it becomes available.

The course book provides a foundation on integrated marketing communications and applications. The course book has interesting discussions of principles which include cases and an interesting strategic perspective. Unlike promotion texts, the course book examines with equal strength the entire integrated marketing communication process – with equal emphasis given to sales promotion, personal selling, public relations, direct mail, social media and advertising. No textbook is required.

Current events can be found daily on <http://www.advertisingage.com> and <http://www.adweek.com>.

Educational Philosophy:

The class lecture notes are designed to identify the more important concepts, clarify the more complex concepts, introduce some additional marketing concepts and provide more real world examples of marketing and cross cultural integrated marketing communications at work. Cases and web links will be used to enhance understanding of marketing principles. It is vital for you to read the course packet articles and cases in order to get the most out of each session. Participation is a vital part of the learning experience. No view is wrong but you must be prepared to defend your proposal.

Course Objectives:

Promotional strategy will give business professionals an understanding of the role played by promotion in business today. Promotional strategy introduces you to the fundamental principles and theories of integrated marketing communications (IMC). It covers various promotional aspects of the marketing mix such as principles of communication; models of

how advertising and sales promotions work; basic steps of developing communication strategies; planning and implementing promotional campaigns and media selection and scheduling.

An integral part of the course applies and examines theoretical topics related to IMC. You will not only obtain knowledge on the major components of the IMC such as advertising, sales promotion, public relations, direct marketing and personal selling but also you will learn how to develop and evaluate additive promotional strategies. You will be assessed on your understanding of the communication and promotional theories as well as your application of the theories and knowledge to practical tasks.

Although this is a business course, many elements of the class will draw heavily upon the disciplines of sociology, psychology, and anthropology. Thus, this course will have a primary objective of fostering an interdisciplinary understanding and appreciation of ethnicity within the context of IMC

In studying cross cultural IMC, your main objectives should be to:

- 1) Demonstrate the principle of using promotion and communication to motivate product purchase by integrating the features and benefits of the product to the needs and wants and lifestyles of customers.
- 2) Demonstrate the principles of integrating all elements of the promotion mix with each other, in order to maximize their combined effectiveness.
- 3) Develop the ability and demonstrate the addictiveness of applying creative thinking to the development of any and all elements of the promotion mix.
- 4) To develop critical and creative marketing abilities within a culture-specific or multi-cultural context.

Grading Requirements and Procedures:

The breakdown is as follows:

Cases (total of 2 at 100 each)	200 points
Case Leadership	50 points
Midterm	250 points
Weekly Participation/Discussion	50 points
Quizzes/Assignments	150 points
Cross Cultural Assignment	50 points
Final Project	250 points
Total Points	1000 points

Grading Distribution:

A	940+	A-	900-939		
B+	870-899	B	830-869	B-	800-829
C+	770-799	C	730-769	C-	700-729
F	<700				

Cases:

Each student is responsible for submitting two cases for the session valued at 100 points per case.

The format for cases is as follows:

- 1) Executive Summary – overview of case
- 2) Analysis of problem
- 3) Options
- 4) Recommendations
- 5) Conclusions
- 6) Charts, tables and graphs are welcome as addendum

It is expected that all cases be typed, double-spaced with 12-point font. Each case should not exceed 7 pages (excluding exhibits). Five pages can more than cover the case. I will provide direction for each case before each case is due. Remember a case is not a repeat of what is written but an analysis of the problem and your suggestions. **DEFEND YOUR DECISION. NO LATE CASES WILL BE ACCEPTED**

Case Leadership:

For each case, a group of members (not to exceed 6) will be responsible for leading the discussion of the case on-line. Leadership includes preparing questions, slides, and acting as the group director of the project. During the second week, I will assign groups. During the week of the case due, the group is responsible for posing questions and leading discussions. It is recommended that you submit the case leadership week case as one of your two cases.

Midterm

A midterm worth 250 points is required. The midterm will include a brief case.

Weekly Participation/Discussion:

There is a great deal of material to cover in a relatively short period of time. In addition, your participation can either make or break the class. We are here to learn from each other in a reciprocal fashion. You are also responsible for current events every week.

Participation will be both in class and via Canvas – the syllabus states the classes that will require Canvas input (CI)

- 5 Multiple posts (greater than 4 over several days) and significant contribution
- 4 Multiple posts (greater than 2 over several days) and a contribution
- 3 Multiple posts and a contribution
- 2 One post and a contribution
- 1 Lower quality post
- 0 No posts

Quizzes/Assignments:

Throughout the semester, assignments and possible quizzes will be used to provide additional support to class lectures. The assignments should not exceed two pages. Quizzes will be announced two weeks in advance and will be based on the level of participation in the class discussion.

Cross Cultural Advertising Review Assignment

You are responsible for viewing the commercials from three different countries. You will be responsible for critically evaluating any three commercials as a MARKETER. For each of the three commercials, you are responsible for discussing the target market, the message, the execution and whether you believe it was successful and why. More information will be posted during the first week of classes.

Final Project

The purpose of this project is for you to gain experience in developing a promotional plan. Working in teams of 5 or 6, you will develop and submit a promotion program for a particular company and product. The promotional program will include all aspects from understanding the target market to budgeting to formulating advertising and sales promotion strategies. The instructor will chose the company from those suggested by each group. Each team will submit a PowerPoint presentation with notes attached. Project grades will be based on content, appearance, creativity, grammar, continuity, and spelling. Each group will be allocated 15 minutes to present their project. **NO GROUP WILL BE ALLOWED MORE THAN 15 MINUTES .**

The presentation is divided into six major parts:

1. **Situation Analysis** – This section of the report will involve a detailed analysis of your product/service, its category, competition, and environment. In other words, this opening section takes an “outside in” look at the industry and its relevance to your new brand. The analysis should include the following:
 - a. Business Description
 - i. Describe in detail the purpose of the business and every component of the product/service provided (including product offerings, location, pricing strategies, branding, current advertising strategies, and more)
 - ii. Discuss company strengths
 - iii. Discuss company weaknesses
 - b. Market Analysis
 - i. Describe the marketplace
 - ii. Discuss key competitors
 - iii. Summarize the major opportunities and threats

2. **Target Market Analysis** – Your objective in this section is to give an accurate picture of your target market. You must be able to fully understand who your

customer(s) is and what you need to do to reach them with marketing communications.

- a. Describe the target market(s) using the segmentation variables to paint a picture of your main customers. Who are they? What do they do? Then list secondary markets if you have them.
 - b. Discuss the size of the target market(s)
 - c. Position your product/service in the marketplace. This includes a comparison of your position with your key competitors.
3. **Promotional Strategy** – In this section you take all the knowledge that you have acquired from the previous sections and determine the direction of your entire future promotions. Make sure that your strategies are precise and strongly defended.
- a. Marketing objectives - describe 1-2 of the marketing objectives for your brand (sales volume, market share, etc.)
 - b. Promotional objectives - develop 2-4 promotional objectives (awareness, interest, liking, preference, trial, use, etc.) for your campaign (these may be sales or communication oriented).
4. **Budget** – Rather than having a specific budget, you are asked to examine the company's resources and current spending on advertising and promotions and tailor your promotion plan within those parameters.
- a. Resources available – discuss the resources that your company has available for this product/service.
 - b. Budgeting approach – justify the total amount of your budget and the proportionate allocations.
 - c. Budget allocation – show in a table how you plan to allocate your budget (on a percent basis only) among the various marketing communications tools.
5. **Promotional Mix Program and Media Strategy** – This section discusses the elements of the promotional mix that you selected and which specific media types will you use. It contains not only the strategies and justifications, but also the actual creatives your group has created.
- a. List each promotional mix element you plan to use and discuss:
 - i. Why did you select it?
 - ii. Which specific media will you use?
 - iii. What scheduling will be used?
 - iv. How much will it cost?
 - v. Produce **two** examples of an *actual* vehicle and describe/defend its various elements including a description of the appeal and/or execution style used. Note: the actual vehicle should be as close as you can to the final version and done as professionally as possible. These could include one 30-second television commercial (*may* be presented in storyboard form), one magazine advertisement, one radio ad, one billboard, etc. They *may* be hand drawn with copy typed or printed neatly. (scanned)
 - b. List each promotional mix element you do NOT plan to use and discuss why you will not be using it.
6. **Measuring Effectiveness** – Explain how you intend to measure the effectiveness of your campaign. Explain why certain testing will be done and its advantages over other forms of testing.

Feedback:

If you have any questions or concerns about course content, teaching, grading or any suggestions for improvement in the above areas, please do not hesitate to discuss them with me.

Policy Review:

1. **Academic Integrity:** Learning is both an individual and a cooperative undertaking. Asking for and giving help freely in all *appropriate* setting helps you to learn. You should represent only your own work as your own. *Personal integrity* is the basis for intellectual and academic integrity. Academic integrity is the basis for academic freedom and the University's position of influence and trust in our society. University and school rules and standards define and prohibit "academic misconduct" by all members of the academic community including students. You are asked and expected to be familiar with these standards and to abide by them.
2. **Course Grade:** The completion of *each* of the requirements stated above represents the *minimum performance* required to pass this course. The quality of the work done to meet *each* of the course requirements specified will determine the specific grade earned. Any assignments not completed will result in a failing grade for the course. Assignments will not be accepted for credit until any previous assignments have been completed.
3. **Grades:** Grades will be available on Canvas. Grades reflect careful consideration of student performance and will not be changed unless a recording or calculation error is revealed. It is your responsibility to monitor your grades in Canvas and provide immediate feedback in the case of any discrepancy. Please remember Canvas only records grades and does not compute averages.
4. **Disability Disclosure Statement:** SPECIAL ACCOMODATIONS – Any student who currently has a documented disability (physical, learning, or psychological) needing academic accommodations should contact the student disability office.
5. **Classroom Behavior:** Students are expected to be respectful of one another and the professor in classroom discussions. The goal is to foster a safe learning environment where students feel comfortable discussing concepts and applying them in class.
6. **Cell phones:** Cell phone usage and texting are not permitted during class. Violations will decrease participation scores. Constant violation will result in removal from class. Computer usage will only be allowed if approved by the instructor.

MGEM 5109-01 – Summer 2015

Class

1 5/19

Topics

Course Introduction/Syllabus
Case Learning
Introduction of class members

What is marketing?
“Integrated Marketing Communications”
By Robert J. Dolan
Course Packet

Discussion: Introduce yourself by including where you work or have recently worked where you completed your undergraduate degree, where you live and your interests.

2 5/21 (CI)

Case DUE: Himalaya Shampoo
Course Pack

“Integrated Marketing Communications: Creativity, Consistency, and Effective Resource Allocation”
Harvard Business Essentials: Marketer's Toolkit
Course Packet

“The Role of Differentiation in Markets Driven by Advertising”
By David A. Soberman
California Management Review, April 2003
Canvas

3 5/26 (CI)

Communication and Consumer Behavior Notes

“Marketing Promotions”
By Marta Wosinska

“Adding Social Media to the Marketing Mix”
by Guillermo Armelini and Julian Villanueva

“Social Media: The New Hybrid of the Promotional Mix”
By W. Glynn Mangold; David J. Faulds
Course Packet

Case DUE: Mekanism (Presentation)
Course Pack

Cross Cultural Assignment: Analyze three commercials and critique using concepts from Buyer Behavior and the Communication Process. Who is the target? Did they work? What was their goal? See notes for examples.

4 5/28 (CI)

How Advertising Works

By Peter Voyer

Course Packet

“Why Consumers Rebel Against Slogans”

By Juliano Laran, Amy N. Dalton, and Eduardo B. Andrade

Harvard Business Review, 2011

Canvas

Case DUE: Coca Cola Liquid and Linked (Presentation)

Course Packet

5 6/2 (CI)

“How Media Choices are Changing Online Advertising”

By Stephen P. Bradley and Nancy Bartlett

Course Packet

“Decision Driven Marketing”

By Joshi Aditya and Eduardo Gimenez

Harvard Business Review 2014

Canvas

Assignments: Benecol Spread and Media Plan and worksheet

Course Packet

“Advertising Analytics”

Wes Nichols

Harvard Business Review

Canvas

Due Assignment: Media Planning Worksheet

Case DUE: ICA Changing the Supermarket Business (Presentation)

Case DUE: Chateau Margaux (Presentation)

Course Packet

6 6/4 (CI)

“The Path to Corporate Social Responsibility”

By Simon Zadek

Harvard Business Review, December 2004

Canvas

“Cause-Related Marketing: More Bang for the Buck”

By Matthew Berglind and Cheryl Nakata

Business Horizons, September 2005

Canvas

Case DUE: E-Cigarettes (Presentation)
Course Packet

7 6/9

MIDTERM

8 6/11 (CI)

“The Three Faces of Consumer Promotions”
By Priya Raghurir; J. Jeffrey Inman; Hans Grande
California Management Review, August 2004
Canvas

***Case DUE: Cottle Taylor: Expanding the Oral Care Group
in India (Presentation)***
Course Packet

“Public Relations Comes of Age”
By David Robinson
Course Packet

***Case DUE: Experience China: A National Image
Campaign in USA (Presentation)***
Course Packet

9 6/16

Torani Syrup Visit

10 6/18 (CI)

“The Buzz on Buzz”
By Renee Dye
Harvard Business Review, November-December 2000
Canvas

Case DUE: Blogging at BzzAgent
Course Packet

*We’re All Connected: The Power of the Social Media
Ecosystem*
By Richard C. Hanna, Andrew Rohm and Victoria L.
Crittenden
Business Horizons 2011

“Stealth Marketing: How to Reach Consumers”
By Jack G. Kaikati; Andrew M. Kaikati
California Management Review, August 2004
Canvas

Case DUE: Nokia N8(Presentation)
Course Packet

11 6/23

Gordon Biersch Visit

Case: Gordon Biersch

Case: Gordon Biersch: New Challenges and Opportunities
Course Packet

12 6/25

Final Project Presentations

******SCHEDULE AND READINGS SUBJECT TO CHANGE OR
MODIFICATIONS******