

ADV 370J/PR 367
INTEGRATED MARKETING COMMUNICATION MANAGEMENT
(Unique # 06180)
MW 1:30-3:00 P.M. (BMC 4.212)

Instructor: Angeline Close Scheinbaum, Ph.D.

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Course Description and Materials

This writing-intensive course requires you to think critically and:

1. *Apply knowledge* to assess problems, isolate key facts, and rank-order salient management issues.
2. *Think* in a quantified and structured manner, following a structured decision-making process.
3. *Make decisions* and *create action plans* appropriate to the situation under consideration.
4. Efficiently and *persuasively write* up your analysis and sell your recommendations.
5. Then, *defend your case* against criticism from your peers and others.

Prerequisite:

Advertising 344K and 345J with a grade of at least C in each; and Marketing 320F or 337 with a grade of at least C.

Course Objectives:

After this course, you will have:

1. A structured approach to decision-making (i.e., the case method) for addressing communications management issues in an ever-changing marketplace.
2. A wide range of advertising and public relations management situations similar to what you will encounter on the client side and agency side of our business.
3. Enhanced writing and business presentation skills with a focus on teamwork.

Expectations:

Students have successfully completed prerequisite courses and have a solid foundation in marketing as well as the advertising and public relations functional areas. Students are required to quickly identify and resolve any conflicts, fundamental inconsistencies, or background voids

that exist. Because the course requires a common advertising and public relations foundation, students are responsible for timely background leveling. Advertising and PR management teams form the basis for a significant portion of the course. The ability to work effectively and efficiently in a group is essential to successfully completing this course.

Required Text:

Murphy, John H., Cunningham, Isabella C.M., & Stavchansky de Lewis, Liza. (2011), Integrated Brand Promotion Management: Text, Cases, and Exercises (1st edition). Kendall Hunt, ISBN 9780757577918.

Course Website:

All course information, except grades, is on our class site:

<http://angelineclose.com/category/teaching/integrated-communication-management/>

This includes the syllabus, PowerPoint lecture slides, readings in addition to textbook chapters, exam study sheets, and grades.

Canvas: In this class, you use Canvas for group communication and grade posting. Be sure you have a valid email address connected with Canvas. It is your responsibility to check Canvas regularly. <http://courses.utexas.edu>

Strategy:

1. Use class discussions of the text, cases, and outside readings as a common framework for the study of advertising and public relations management.
2. Use individual case analyses and individual assignments to demonstrate your writing skills and communication problem-solving abilities.
3. Use management team case analyses and class presentations to approximate the work environment of a management position on the client or agency side.

Evaluation:

1. *Measure resourcefulness, organization, writing, and communicating skills with two writing assignments.*

The writings are about ad agency websites and unethical advertising.

2. *Measure problem solving and writing skills with case brief assignments.*

The core of this course revolves around case brief analyses. A premium is placed on the development of quantitative dimensions in support of case solutions.

3. *Measure management team performance based on management team analyses and presentations.*

4. *Measure group contributions with a structured peer evaluation system.*

You will assess the performance of your peers in measurable, precisely articulated terms. You will begin your understanding of this difficult management task with this assignment.

Course Requirements & Assessment

Grading:

a. Individual case brief assignments (3)	35%
b. Written team case analysis & presentations (2)(50:50)	35%
c. Individual assignments (2: agency & ethics)	20%
d. Current ICM event participation (1)	5%
e. Account team peer evaluation (1)	5%
<hr/> Total	<hr/> 100%

Thus, you will turn in: 3 individual written case analyses, contribute to 2 team written case analyses, contribute to 2 team case presentations, an agency assignment, an ethics assignment, a current marketing article and 5 discussion questions, and a peer evaluation of your account team.

a. Individual Case Brief Assignment Grade: This grade is based on your format, statement of the problem, list of critical factors, definition of alternatives, a pro/con discussion, and conclusion/additional comments. The grade rubric is posted on the class website. **THESE ARE INDIVIDUAL. IT IS CHEATING TO DISCUSS THESE WITH TEAM MEMBERS. DOING SO IS A DIRECT VIOLATION OF HONOR CODE AND YOU WILL BE TURNED IN TO THE UNIVERSITY. THAT IS WHY THESE ARE CALLED INDIVIDUAL ASSIGNMENTS.**

b. Written Team Case Analysis and Presentations (2 of each): You are on agency account team (of approx. 5-6 team members depending on enrollment). The grade is evenly weighted between the team written case analysis and team presentation. Your team turns in one written case analysis. The written team analysis grade is based on the same standard for your individual case briefs (your format, statement of the problem, list of critical factors, definition of alternatives, a pro/con discussion, and conclusion/additional comments). This is the same grade rubric as for your individual cases. The presentation grade is based on your: professionalism, introduction, teamwork, delivery, visual aides, statement of the problem/critical factors, definition of alternatives, a pro/con discussion, conclusions, and how you handle Q&A. The presentation grade rubric is posted on the class site. You must have the presentation pulled up *before* the start of class. Bring your presentation on a jump drive. Failure to start on time as a result of lack of preparedness results in loss of 5 points on the presentation.

c. Individual Assignment: Agency Assessment: Go through the websites of the top grossing ad agencies in the U.S. After going through the "Agencies" (link found in class website under — Agencies), choose what you think is: 1) the most creative agency, 2) the most strategic agency, and 3) the agency you would most like to work for and why. These should be three different choices. Support your choices with evidence and examples in a one page single-spaced 12pt. Times New Roman report. Prepare for discussion. This grade includes the justification of your choices to the class for discussion. Not discussing such in class is a letter grade deduction. *Note-most agencies are both advertising and PR. If you prefer one that is purely PR that is ok as long as it is a very-well known firm that is top-grossing nationally or globally.*

Individual Assignment: Ad/PR Ethics: Find the most unethical or personally offensive ad or PR execution you can (any format-DVD, video, print, newspaper, radio spot, photo of billboard or outdoor advertising). Bring this in class, and be prepared to present this ad or PR execution to the class and discuss. Type three reasons why it is unethical in your assessment (yet not illegal). The ad or PR execution is to be turned in with 2 typed pages of why it is unethical based on these three reasons, and include a suggestion for alternative creative strategy/copy/tactics. Then, conclude the paper after thinking: Has an ad or PR execution ever enticed you to do something termed hedonic you ordinarily would not do (i.e., gamble, drink, smoke, etc.)? Has an ad or PR execution ever enticed you to do something termed beneficial you ordinarily would not do (i.e., vote, volunteer, etc.)? Which is easier to entice in us-the good or the bad? How do advertisers use this knowledge in their copywriting/layout strategy? This two page short writing and thinking assignment is due in class on the assigned date at the beginning of class and uploaded to canvas by the start of class.

To find the ad or PR execution, do not Google “unethical ad” or “unethical PR” because the point is for you to think *critically* about something YOU believe isn’t right. I have done this search and it brings up what others find unethical. You will be docked for originality if you bring in a top 3 hit under these search terms. I want you to use critical thinking about advertising and PR in society first, and then search with your appropriate terms. For instance, search terms could be: violence in video game ads, ads exploiting vulnerable groups (poor, children, teens, elderly, handicapped), sexual exploitation, alcohol/smoking/gambling etc. The grade is based not on your opinion, but how you support your claim with evidence and reasoning. The grade also makes sure you address each part of each question. Critical thinking is what I am looking for. A good debate sparked is appreciated. Not discussing your unethical ad in class is a letter grade deduction.

AGAIN, NOTE THE ABOVE 2 ASSIGNMENTS AND THE CURRENT EVENT ASSIGNMENT ARE INDIVIDUAL ASSIGNMENTS AND COLLABORATING WITH ANYONE INCLUDING TEAM IS CHEATING AND SUBJECT TO UT HONOR CODE VIOLATION.

d. Current ICM Event Participation (Individual Assignment): We keep it current in this class. Lively participation on current topics is key to the success of this course. You are assigned one day to pick an article from Ad Age matching the week’s topic and lead a lively discussion. On your day, introduce the topic and summarize the article (do not read the article verbatim). Come up with 5 interesting open-ended discussion questions for the class. Type these and turn them in on your assigned day. **Your grade is based on both the day you lead, and the constant participation of others’ events during the semester.** Thus, be ready to talk and share and express your views.

e. Account Team Peer Evaluation: Your peers on your team will grade your performance; this includes your attendance and participation in group meetings and effort and contributions towards your group papers and presentations. While your presentation and paper grade is the same for all team members, your peer evaluation grade differs. The peer evaluation is posted on the class website. We respect your right to privacy, so you may print out the form, fill it out in

private, and bring it to hand in on the day it is due in class. We will have a sealed envelope and these forms are confidential. Not turning one in on the due date is a letter grade deduction.

Grade System:

Faculty members are free to develop their own methods of evaluating the performance of students in their classes, but I am required to make the methods of evaluation to be used known in writing before the end of the fourth class day each semester and the second class day each summer term. *Thus, the grading information is specified in advance here and will not change.* Materials used in evaluating a student's performance must be collected by the instructor at or before the regularly scheduled final examination. The following grades are used: A, A-, B+, B, B-, C+, C, C-, D+, D, D-, and F. There is no University scale for +/- grades (I determined what grade earns an A- versus an A, for example.) Members of the faculty are not authorized, without the academic dean's approval, to withhold a final grade or to defer reporting a final grade at the end of the semester other than by the use of the symbol X. If a grade is withheld without the dean's approval, the grade may not be added to the official records later without the written approval of the academic dean. After a grade has been reported to the registrar, it may not be changed unless a proven, documented error was made by the instructor. *You have one week to review your assignment grade in the TA or instructor's office hours.* To be fair, **no grades are rounded.**

Letter Grade	GPA Grade	Scale (100%)
A	4.00	92.5-100
A-	3.67	89.5-92.49
B+	3.33	86.5-89.49
B	3.00	82.5-86.49
B-	2.67	79.5-82.49
C+	2.33	76.5-79.49
C	2.00	72.5-76.49
C-	1.67	69.5-72.49
D+	1.33	66.5-69.49
D	1.00	62.5-66.49
D-	0.67	59.5-62.49
F	0.00	<59.49

Student Responsibilities

Class Attendance:

Attendance is expected at all classes, presentations, and account team meetings. Given the nature of the class, wherein ad account teams make up an essential portion of the course, absence from class, team, and other meetings will reduce your final grade in the course via the participation grade and peer evaluation grade. On the 2nd class day, sit in the seat that will become "yours" for the semester. Then, please display a nametag each class.

Assignments:

All assignments are to be typed. If you need help with writing use the undergraduate writing center. Enlisting aid from anyone outside the class is a breach of UT's Policy on Scholastic Dishonesty (please see below). Management team analyses, case briefs, assignments, and peer evaluations are due at the beginning of class on the due date. ***This means a HARD copy must be turned in by the beginning of class IN ADDITION to uploading them to canvas before class begins; late assignments are scored 0.*** If you have a conflict with the deadline, alert me and turn it in early on canvas (verify with a time stamp) and give to a peer to hand in class on the assigned day.

INDIVIDUAL ASSIGNMENTS ARE TO BE DONE WITHOUT DISCUSSING THEM WITH ANYONE-NOT EVEN TEAM MEMBERS. COLLABORATION OR COLLUSION IS AN ACADEMIC VIOLATION AND I WILL TURN YOU IN AS I UNFORTUNATELY DONE BEFORE.

ANY FACEBOOK GROUPS MUST INCLUDE EITHER THE TA OR MYSELF TO PREVENT UNAUTHORIZED COLLUSION. THIS POLICY EXISTS BECAUSE PEERS BEFORE YOU WERE CAUGHT CHEATING THIS WAY.

Communication & University Electronic Mail Notification Policy:

As e-mail has become a favored way to communicate in academia and industry, you must learn to use it appropriately. People have been fired from their jobs for misuse of this communication tool. Thus, when e-mailing me, address it formally. Communication between professors and students is professional in nature, not informal. Write professionally, as if you are writing to your boss. We will generally return it within 24 hours of receiving it on weekdays or by Monday evening if we receive it on the weekend. Substantive questions are best addressed to Dr. Close, and administrative questions to the TA.

All students should become familiar with the University's official e-mail student notification policy. It is the student's responsibility to keep the University informed as to changes in his or her e-mail address. Students are expected to check e-mail on a frequent and regular basis in order to stay current with University-related communications, recognizing that certain communications may be time-critical. It is recommended that e-mail be checked daily, but at a minimum, twice per week. The complete text of this policy and instructions for updating your e-mail address are available at <http://www.utexas.edu/its/policies/emailnotify.html>. In this course e-mail will be used as a means of communication with students. You will be responsible for checking your e-mail regularly for class work and announcements.

UT Class Related Policies

More information can be found at: <http://registrar.utexas.edu/catalogs/gi09-10/index.html>

Religious Holy Days Observance Policy:

Religious holy days sometimes conflict with class and examination schedules. If you miss a work assignment or other project due to the observance of a religious holy day you will be given an opportunity to complete the work missed within a reasonable time after the absence. It is the

policy of the University of Texas at Austin that you must notify each of your instructors at least fourteen days prior to the classes scheduled on dates you will be absent to observe a religious holy day.

Documented Disability Statement:

The University of Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-6441 TTY. Faculty are not required to provide accommodations without an official accommodation letter from SSD. For more disability-related information: http://www.utexas.edu/diversity/ddce/ssd/for_cstudents.php

Policy on Scholastic Dishonesty:

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work-career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. <http://deanofstudents.utexas.edu/sjs/scholdis.php>

Emergency Evacuation

Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside. Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building. Students requiring assistance in evacuation shall inform their instructor in writing during the first week of class. In the event of an evacuation, follow the instruction of faculty or class instructors. Do not re-enter a building unless given instructions by the following: Austin Fire Department, Police Department, or Fire Prevention Services office. Additional information regarding emergency evacuation routes and emergency procedures can be found at: www.utexas.edu/emergency

Behavior Concerns Advice Line (BCAL)

The Behavior Concerns Advice Line is a service that provides The University of Texas at Austin's faculty, students and staff an opportunity to discuss their concerns about another individual's behavior. This service is a partnership among the Office of the Dean of Students, the Counseling and Mental Health Center (CMHC), the Employee Assistance Program (EAP) and The University of Texas Police Department (UTPD). An individual can either call the line at 512-232-5050 or report their concerns using the online submission form available at <http://www.utexas.edu/safety/bcal>

Course Schedule The schedule is subject to change; any changes will be announced in class and/or via canvas. It is your responsibility to check with a peer if you are absent. All readings are to be completed **prior** to class. Again, assignments are due on due dates by start of class on canvas (time stamped) AND collected by the beginning of class.

Week	Topic	Reading	Case	Presenting Team*	Writing Team^	Current Event
Week 1						n/a
W 8/26	Syllabus, Class Structure, Introductions	Ch. 1				
Week 2						n/a
M 8/31	Case Writing: Case Brief Example Resume & Photo Due Delivering Effective Presentations & Marketing	Ch. 2		Dr. Close	n/a	
W 9/2	Advertising/PR Agency – Individual Assignment Due Show exemplary agency work in Class					
Week 3						Marketing
M 9/7	UT Closed. Labor Day Holiday.	Ch. 3				
W 9/9	<i>Team Presentation – Home Depot</i>		3.3	1	5 & 6	
Week 4						Ad Research
M 9/14	Advertising Research	Ch. 4				
W 9/16	<i>Team Presentation – Diet & Exercise Campaign Extension</i>		4.3	2	3 & 4	
Week 5						Integrated Brand Promotion
M 9/21	IBP Objectives	Ch. 5				
W 9/23	<i>Team Presentation – Don't Mess with Texas (note this is Yom Kippur so if you are in the presenting group and observe this holiday please alert me by a week prior please)</i>			3	1 & 2	
Week 6						Budgeting
M 9/28	Budgeting	Ch. 6				
W 9/30	<i>Team Presentation – Business Suites</i>		6.2	4	5 & 6	
Week 7						Creative
M 10/5	Creative	Ch. 7				
W 10/7	<i>Team Presentation – Costa Del Mar</i>		7.2	5	3 & 4	
Week 8						Media Issues
M 10/12	Media	Ch. 8				
W10/14	<i>Team Presentation – Healthy Dog Gourmet</i>		8.2	6	1 & 2	
MID SEMESTER-POLISH YOUR CAREER SEARCH SKILLS						
Week 9						Promotion
M 10/19	Sales Promotion	Ch. 10				
W 10/21	<i>Team Presentation – Bath So Nice</i>		10.3	1	6	
Week 10						Public Relations
M 10/26	Public Relations	Ch. 12				
W 10/28	<i>Team Presentation – Whole Foods</i>		12.3	2	5	
Week 11						Event Marketing & Sponsorship
M 11/2	Event Marketing	Ch. 13				
W 11/4	<i>Team Presentation – Shiner Bock</i>		13.1	3	4	
Week 12						Internet Marketing
M 11/9	Online Consumer Behavior & Internet	Ch. 14				

W 11/11	<i>Team Presentation – Gossip Girl</i>		14.1	4	3	
Week 13						
M 11/16	Ethics, Marketing & Society	Ch. 17				n/a
W 11/18	Advertising or PR Ethics – Individual Assignment Due; Show your Unethical Ad/ PR piece in class					
Week 14						Ethics
M 11/23	<i>Team Presentation – Able, Atwater and Combs</i>		17.2	5	2	
W 11/25	Evaluating IBP Strategies	Ch. 15				
Week 15						
M 11/30	<i>Team Presentation – MedNet.com</i>		15.1	6	1	IBP Evaluation
W 12/2	Course Wrap Up Account Team Peer Evaluations Due On Canvas by Start of Class. Not accepted late. Counts as a portion of your grade.					

*A team case brief is due in class when your team falls in this column.

^An individual case brief is due in class when your team number is listed in this column. This is to be worked on individually.

**ADV 370J/PR 367 INTEGRATED COMMUNICATION MANAGEMENT
EXPECTATIONS & COURSE CONTRACT**

****Detach this page and sign physically and scan or sign/initial digitally***

I have read in detail our syllabus from Dr. Close Scheinbaum.

I have put the assignment due dates in my calendar.

I understand it is a violation of honor code to work with anyone—including group members on INDIVIDUAL assignments or INDIVIDUAL cases.

I will rent, buy, or borrow the textbook by end of the first week of class so I won't be behind.

I will come to class with an open-mind, good attitude, and ready for an enjoyable and engaging course. Note, I need your participation and engagement to make this the optimal learning experience. I am looking forward to being your professor! Please contact the TA or I for any questions.

I understand that Faculty, TAs and students should not plan to travel until after the last university final exam day per registrar's office.

Professor's Name: Dr. Angeline Close Scheinbaum, Ph.D.

Teaching Assistant's Name: Xioshan Li

Print or Type Student's Name: _____

Sign or Digitally Sign Students' Name: _____

Date: _____

DUE (THIS PAGE ONLY) ON CANVAS BY MONDAY OF THE 2nd WEEK OF CLASS