

What you will learn: This course provides a broad introduction to IMC within a framework of communications strategy planning that may be universally applied to different types of organizations and industries.

The course is structured to mimic the “real world” as much as possible through use of in class exercises, participation, cases, teaming with class-mates and as applicable guest speakers from industry. In order to learn IMC, you must analyze and deconstruct examples and cases. From these exercises you will begin to get insights into WHY things happen or don’t happen. Ideally, it will also foster an appreciation that integrated marketing communications is a professional discipline.

For the last class assignment, by doing an individual in-class presentation, you will put into action a framework and use it to develop and present a strategic communications plan.

Format: Active class participation is a critical element of the course. A combination of lectures, discussions, interaction, in-class assignments, field trip, and readings, as well as presentation of assignments to the class will be common throughout the class sessions. It should be clear that your proactive participation in this course determines the extent to you will benefit from the knowledge and practice that the course offers.

COURSE OBJECTIVES:

- Gain a broad understanding of the principles and elements of strategic communications planning and how execution will vary based on the life stage of a business or product life cycle, type of industry and channel, and forms of media being deployed.
- Learn to identify and develop the elements of a marketing communications plan: objectives, budgets, target audiences, market segments, positioning and messaging and align marketing communications strategies applied across media: advertising, online, sales promotion, direct, public relations, and personal selling.
- Understand that technology, ethics, and corporate responsibility has significant impact on integrated marketing communications.

In addition this course is purposefully developed for interactive and team work involvement to help you to further develop the skills necessary to cooperate as productive members of work teams, and to provide you with opportunities to further develop you analytical skills, critical thinking skills, and oral presentation skills.

NOTE: Examples will be illustrated from the instructor’s personal experience. In addition, guest speakers and industry experts were invited to present in order to enhance topics covered in the class and showcase emerging trends in the marketing industry. Assuming there is no last minute cancellation, we will have a real-world demonstration of advertising and integrated marketing communications campaigns from industry experts, followed by discussion of how they worked.

COURSE EVALUATION:

You will have several opportunities to demonstrate your knowledge of the principles taught in this course. Much of the learning is actually achieved in class. In lieu of tests and term papers you will have “light homework” and be expected to complete certain assignments in class as well

as before class, to turn them in when due, participate in all in-class activities, make short, in-class presentations, and work collaboratively. The grading system is pass or fail. To receive a pass you must comply with the following:

- 100% attendance, note, complete sign-in each class
- Completion of in-class activities (exercises and presentations) *
- Completion of homework assignments (including field trips, write ups, and assigned readings) *
- Class participation and collaboration

** It is expected that you will give critical thought to assigned activities. In the instance where you are to speak and present your work to the class, it is expected you will do so in a professional and collaborative manner. Any written assignments will be short using PowerPoint and/or a typed, double-space paper under 5 pages.*

Most of the topics that will be covered in the course will be presented in three parts: lectures of core concepts followed by interactive discussion and either case study and/or in-class activity exercises and presentations. During the lecture the strategic and conceptual aspects of the course will be presented. Lectures are aimed at emphasizing the key concepts. You will not be quizzed on the text, but you are expected to be familiar with the concepts in it.

COMMUNICATION:

Email will also be used as a means of communication in both directions. You are also encouraged to make individual appointments with the instructor whenever it is of benefit to you.

FACULTY:

Susan Nickbarg, Principal, SVN Marketing, LLC

Across more than 15 years experience, Susan Nickbarg has successfully launched new businesses and developed global brands in Fortune 500 companies and technology start ups drawing on expertise in marketing strategy, communications, brand management, product development and launch, partnerships and corporate responsibility. Susan has held management positions at Discovery Communications, Inc., IBM's former Edmark software subsidiary, Novartis, Sara Lee, and BBDO Advertising. She is presently Principal of SVN Marketing, a marketing and corporate responsibility consultancy working with business and nonprofit clients.

She is a published author, university lecturer, and featured contributor for *PR NEWS*. Her first book, on corporate responsibility, as a contributor is scheduled to release in the fall of 2008.

Susan is also nominated and accepted into Leadership Montgomery, class of 2007-2008, and has served on the board of the American Marketing Association, DC Chapter, the leadership team of Women in Technology, on the Maryland Business Roundtable in Education, and is a founding board member of the Sustainable Business Network of Washington D.C.

Susan holds an MBA from the University of North Texas, a BA in Economics from the State University of New York, and an International Relations certificate from New York University.

INVITED INDUSTRY GUEST EXPERTS:

John Mullin – Senior Vice President, Account Director, RTCRM Advertising, a wholly owned subsidiary of the WPP Group USA and affiliated with Young and Rubicam Brands network of companies.

Across twelve years of agency and consulting experience, John has balanced strategic development and idea development for some of the biggest and best known brands in the world, including Time Warner, MasterCard International, Coca-Cola and Nextel. John uses a combination of research, common sense and creativity to define the role of media and messages against a target, maximize customer share, and embrace customers as partners in the process of developing products, marketing, and messages.

Favio Martinez- Director, Multicultural Marketing, LMO Advertising:

With 12 years of experience as a marketing strategist orchestrating and implementing multifaceted domestic and international marketing initiatives, Favio connect brands and ideas with target audiences to drive awareness, trial, and loyalty.

After working at Discovery Communications, Inc. where he was lead marketing programs, Favio launched Viona Group, in 2003, a strategic marketing communications consultancy and co-launched College Parents of America, a national membership association for parents of students between the 7th grade and senior year in college.

Most recently, Favio now works at LM&O Advertising and leads the strategic development and implementation of one of the U.S. Army National Guard's most challenging marketing efforts to date: building awareness and interest of the National Guard among Arab Americans in order to drive enlistments.

The son of Colombian immigrant parents, Favio is fluent in Spanish and conversational in Portuguese. He holds a Masters of International Management from Thunderbird School of Global Management in Glendale, AZ and a BA in International Relations from American University in Washington, DC.

Peter Corbett – CEO, *istrategylabs*

Peter Corbett is the CEO of *iStrategyLabs*, a consultancy focused on providing clients with integrated and interactive marketing strategy. Additionally, their product lab incubates digital product ideas, combining strategy, capital and human resources in order to bring them to market for leading brands. Peter comes to *iStrategyLabs* a breadth of knowledge and experience perfectly suited for his role, which focuses on moving clients businesses forward. Peter's true passion is working with clients to engage consumers using interactive tactics and fusing these methods with an integrated approach. From web site creation to online media campaigns, mobile marketing and social media, Peter has the experience and understanding to help marketers wrap their minds and business models around the interactive space. Peter has a degree from Emory University's Goizueta Business School with a focus on operations, management and entrepreneurship. He is also a board member of the Goizueta Business School and the Art Director's Club of Metropolitan Washington.