As one of the traditional 4Ps, Promotion has always been an important tactical and strategic aspect of an enterprise’s marketing activities and it must be strategically coordinated with all other of the enterprise’s activities for a planned and consistent presentation to the market. The basics of marketing apply: Know Your Target Market. This course will not only emphasize the importance of market knowledge, it will underscore the importance of understanding when and where to direct an appropriate message for an enterprise to interpret itself to the world.

Marketing Communication is changing constantly, as the world is increasingly dynamic. The widespread diffusion of social media and the loss of message content control makes it increasingly difficult for the firm to manage information received by the marketplace. Consumers’ experiences can and do become viral in their communications with just a few keystrokes. Further, the traditional marketing communications are also widely used (e.g., advertising, personal selling, sales promotion and indirect promotion) and those basic marketing tools are not to be neglected. With four generations in the workplace today and soon to be five, target market segmentation is complex. Many forms of Integrated Marketing Communications (IMC) are necessary to compete effectively whether you are a for-financial-profit enterprise or a for-social-profit enterprise.

Because of the changing nature of marketplace communication and customer dynamics, this course is designed to expose you to what is going on today in Integrated Marketing Communications and to make you think about what the future might look like. An important goal is to provide you with a “tool kit” and perspectives for thinking that you can take forward in your careers and further develop with your own professional learning. Being able to anticipate the future, while meeting today’s customers’ communication needs, will be critical to your business and marketing success in the future.

Thus, with the over-riding goal of thinking about and discussing and applying today’s communication landscape, this course has five important goals.

1. This course will review and give you a general understanding of the basics of traditional communication forms, such as advertising, personal selling, sales promotion and indirect promotion within various delivery vehicles from broadcast to targeted social media.
2. This course will challenge you to think about what future forms of customer communication might look like and how to best approach them strategically.

3. This course will stimulate discussion about comparisons between the past, present and future methods of marketing communication.

4. This course will make you aware of and cause you to think about the hurdles that businesses face in communicating with the marketplace and consider how to address them. One such question is how to respond to “negative communications” about your business. There are and will be many others.

5. You will develop an IMC plan for hands-on learning. This project will focus on the goals of generating awareness and action (two immediately practical goals). Your project is targeted toward plastics and their use, a very important issue in today’s world. With this project you will learn both the basics of IMC and how to direct that knowledge toward not only stimulating awareness, knowledge and use of a product/service, how to develop “demarketing” strategy (reducing or eliminating use).

**COURSE RELEVANCE**

Although sometimes designed to educate the customer or potential customer, marketing communications is by its basic nature persuasive. It is an “implicit negotiation” (such as a mass communication e-mail or television advertisement) and/or it is an “explicit negotiation” (as in face-to-face personal selling). Even with the “best” of social profit motives, marketing communication must “market” (facilitate an exchange whether the entity being sold is an idea, a service, a political candidate or a tangible product). This requires critical thinking skills. Thus, we will begin this course with a discussion of critical thinking, decision-making and negotiation and communication in the marketing landscape. Promotion performs the communication function of marketing. We explore the use of Integrated Communications in marketing in the context of how IMC is increasingly dynamic in this evolving *global business world*.

**GRADING AND ASSIGNMENTS**

Your grade is based on the total number of points you accumulate out of a possible 100 points. Letter grades are assigned as follows:

- 93.5 - 100 = A,
- 93.4 – 90 = A-,
- 89.9 - 87.5 = B+,
- 87.4 – 82.5 = B,
- 82.4 – 80 =B-,
- 79.9 - 77.5 = C+,
- 77.4 – 72.5 = C,
- 72.4 – 70 =C-,
- 69.9-60 points = D, and
- 59.9 points and below = F.
Your grade is based on your performance on:

- Tests (based on readings and class lectures) 45 Points
- Written IMC Group Project 40 Points
- IMC Project Presentation 10 Points
- Class Contribution (Attendance+Quality) 5 Points

Detailed information will be provided for each assignment. There will be a day-to-day assignment information sheet with assignments and deadlines.

**Note on Quiz and Testing Procedures:** All backpacks, briefcases, reading materials, caps, etc. *must* be left on the perimeter of the room prior to being seated for the quiz. A test will not be handed out to anyone until this requirement is met. You do not want to be the person everyone is waiting for to begin the quiz, so please be on time and leave everything other than your #2 pencils on the side or back of the room. Before the quiz, please space yourself so empty chairs are in-between you and other students. All digital communication devices and cell phones are to be left in your backpacks or other bags and not accessed during the test. These will be on the perimeter of the room and not at your seat. Please remember to turn all devices off before entering the classroom during any class period, and especially during the quizzes. Once the quiz is handed out, you are NOT permitted to leave the room until you turn in your test for a grade.

**REQUIRED READINGS**


Other required readings will be announced in class and posted on Canvas. You are responsible for all readings and lectures in class discussions and on tests.

**FORMAT OF THE COURSE**

This course will include lecture, discussions and student presentations. You are expected to have read the assignment for a given day prior to coming to class. Pop quizzes are intended to motivate and reward studying the material prior to attending class. Class discussion will also be important and you will be graded on both attendance and quality of participation.

**CANVAS**

You can access all course information easily and easily monitor your grades this class will use Canvas (canvas.utexas.edu). You access Canvas via the website and enter your UTeid. All course materials are posted to that site (e.g., syllabus, grades, non-text readings, etc.). You are responsible to stay informed and read all postings and materials on Canvas prior to coming to class. Please make sure your email is up-to-date with UT. You will receive detailed information for each grading component as the semester progresses.
UNIVERSITY AND CLASS POLICIES

Religious Holy Days

A student who misses classes or other required activities, including examinations for the observance of a religious holy day must inform me as far in advance as possible, so that arrangements can be made to complete the assignment or take the test times.

Students with Disabilities

You will need to provide documentation to the Dean of Student’s Office so that the most appropriate accommodations can be determined. Specialized services are available on campus through Services for Students with Disabilities (SSB 4.104, 512-471-6259). Any student who requires special accommodations must obtain a letter that documents the disability from the Services for Students with Disabilities area of the Division of Diversity and Community Engagement (512-471-6259 or 512-471-4641) TTY for users who are deaf or hard of hearing. Present the letter to me at the beginning of the semester so that accommodations can be discussed. Also, remind me of the need for any testing accommodations no later than five business days before an exam. For more information visit: http://www.utexas.edu/diversity/ddce/ssd/.

Please note that with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 471-6259.

The Use of E-mail for Official Correspondence to Students

All students should be familiar with the University’s official e-mail student notification policy. It is your responsibility, as a student, to keep the University informed as to changes in your e-mail address. Students are expected to check their e-mail frequently to stay current with communications from this class and with University communications. Please stay alert to your e-mail as e-mail communications may be time-critical. 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.

Policy on Scholastic Dishonesty, UT Core Values and Honor Code

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. Since such dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced in this class. For further information, please visit the Student Judicial Services website at: http://deanofstudents.utexas.edu/sjs.
The University of Texas Core Values and Honor Code
As adopted by the Student Body

The core values of the University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the University is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community. As a student of the University of Texas, I shall abide by the core values of the University and uphold academic integrity.

All students in this course are expected to know and abide by the University of Texas Core Values and Honor Code.