

DePaul University
School For New Learning
Course Syllabus

I. General Information

The course described in this syllabus is to be:

- Conducted at: Loop Campus
- Titled: FA 329 “*Developing and Managing a Marketing Communications Program*”
- Offered: Autumn 2009, Saturday, 9 a.m. to 12:00 p.m.
- Consisted of: Ten, three-hour sessions (30 hours in total)
- Instructed by: Terry P. Mollan
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II. The Course Objective

“To provide the students with the philosophy, principles, and techniques critical to developing and managing an effective marketing communications program and ensuring that the psychographic profile of their target markets is consistent with the marketing communication strategy and the vehicles selected.”

III. Course Description And Faculty Biographical Sketch

This course will provide the student with an understanding of the principles of marketing communication, the marketing communications vehicles most commonly employed by corporations in America and Western Europe, and the situations in which each marketing communication vehicle may be most effectively used in an ethical manner.

The students will learn both the principles of marketing communication and how to target a market demographically, geographically, and psychographically to ensure that the marketing communications strategy developed and program executed is consistent with the “best in class” principles of marketing communications.

The instructor, Terry P. Mollan, is a senior partner with Lehnen, Mollan & Associates, a strategic marketing consulting firm formed in Chicago in 1991. Mr. Mollan’s undergraduate and graduate education has been at DePaul’s School For New Learning. His special area of focus is industrial and commercial marketing and channel distribution. Clients include: IBM, FMC, Honeywell, 3M, Imation, CertainTeed, ITW, Sigma Chemical, Merck, and others.

Mr. Mollan was a senior vice-president for Pierce Chemical, a Swedish owned manufacturer of biologically active chemicals, drug intermediates, and diagnostic/analytical kits. Additionally, Mr. Mollan was the Marketing and Operations Manager for two divisions of Minnesota Mining and Manufacturing (the 3M Company) at their headquarters in St. Paul, MN.

IV. Competencies (WW, FX, H3A, H2G, and A3G)

- ***Marketing Communication Vehicles and Techniques (WW and FX)***
“Understands and can communicate the type of marketing communication vehicles best suited for promoting different product and service offerings to specific target markets.”
- ***Assessing and Defining the Requirements of a Target Market (H3A)***
“Can analyze a target market and develop a demographic and psychographic profile as to its buying habits as well as to the basic human needs that drive them.”
- ***International Communication Programs (H2G)***
“Understands and can communicate the international ramifications of developing and internationalizing a U.S. marketing communication program in terms of both the business and cultural differences in Western Europe, and how they effect the market’s receptiveness to the message.”
- ***Marketing Communication Ethics (A3G)***
“Understands and can communicate the ethical principles and guidelines most appropriate to developing product and service claims, and the omission of key facts in marketing communication vehicles.”

V. The Learning Experience

- ***Materials***
 - ◇ Text: Ogilvy on Advertising, by David Ogilvy, ISBN #0-394-72903-X
 - ◇ Articles from *Forbes*, *Harvard Business Review*, and *Advertising Age*, *Fortune*, and *Conference Board* magazines
- ***The learning strategies which will be employed during this course will consist of:***
 - ◇ Readings and discussions from the text.
 - ◇ Small group discussions.
 - ◇ The analysis and segmentation of markets.
 - ◇ The sequential development of an international marketing communication strategy.
 - ◇ Class participation in work group case studies.

VI. Evidence The Student Will Submit

- A marketing communication plan outline. (FX/WW)
- A paper addressing, “Why understanding the demographic and psychographic profiles of your target markets and its buying habits is critical to developing a marketing communication strategy and program.” (H3A)
- A paper addressing, “The cultural differences between the U.S. and Western Europe in terms of marketing communication strategies, tactics, and messaging and how the Western European culture effects their execution and effectiveness.” (H2G)

- A paper addressing, “*The responsibilities of the business community for creating marketing communications that are both moral and ethical and that promotes social responsibility by the community.*” (A3G)

VII. Criteria For Assessment

- **Grading practices and/or policies.** Students may take this course on a pass/fail basis if the instructor is notified prior to the beginning of the third session. Otherwise this course will be graded in a manner consistent with DePaul’s letter grading system.
- **Attendance policy.** Attendance is required unless the student makes special arrangements in advance with the instructor.
- **The marketing communication plan outline.** The outline will be assessed based on its completeness and conformity with the model discussed in class. Additionally its ability to communicate those issues critical to its target market in a manner that is both moral and ethical. (WW/FX)
- **The international, ethics, and communication papers.** These will be assessed based on the students’ ability to understand and communicate the relationship between the target market, the communication vehicles that will most effectively penetrate it, and the moral, ethical, and cultural concepts that must be taken into consideration when developing a marketing communications strategy and executing the plan. (H2G, A3G, and H3A)

Class Schedule

Classes	Description
Class I September 12	<p><i>Introduction:</i></p> <ul style="list-style-type: none"> • The definition of marketing communication. • A review of the four main marketing communication vehicles. • A discussion of the differences between B-to-C and B-to-B marketing communication programs. • Where marketing communications fits within the marketing structure and plan.
Class II September 19	<p><i>The components of a marketing communications program:</i></p> <ul style="list-style-type: none"> • Setting a quantifiable and measurable objective. • Addressing the marketing communication mix. • The value proposition and why it is necessary. • Preparing budgets. • Developing product lead times and technique synergies. • Timing and sequencing the communications program.
Class III September 26	<p><i>Identifying, analyzing, and quantifying target markets:</i></p> <ul style="list-style-type: none"> • Techniques for identifying and quantifying target markets. • Assessing their relative value and prioritizing target markets by potential. • Recognizing trend shifts in target markets. • Defining the product’s differentiating factors for a target market segment.
Class IV October 3	<p><i>Advertising:</i></p> <ul style="list-style-type: none"> • B-to-B versus B-to-C advertising, the differences. • Vehicle selection and evaluation. • Integration of advertising within the marketing communications program. • Evaluating the effectiveness of your advertising.

Classes	Description
Class V October 10	<i>Trade shows/exhibitions and public relations:</i> <ul style="list-style-type: none"> • Definitions and explanations of these vehicles. • Their roles in the marketing mix. • Designing and budgeting for trade exhibition exhibits. • Evaluating the success of these two vehicles.
Class VI October 17	<i>Direct mail, catalogs, and E-Commerce:</i> <ul style="list-style-type: none"> • A definition and an assessment of the advisability of each. • Identifying the target markets that will find them appropriate. • Integrating these vehicles in the marketing communication mix. • Budgeting for and evaluating the effectiveness of these vehicles.
Class VII October 24	<i>International consideration:</i> <ul style="list-style-type: none"> • Evaluating the consistency of target market needs and requirements. • International media selection. • Differences in messaging and receiving marketing communication vehicles in the U.S. and Western Europe. • Cultural pitfalls. • Evaluating the effectiveness of international marketing communications.
Class VIII October 31	<i>Ethical and legal guidelines for marketing communications programs:</i> <ul style="list-style-type: none"> • The Federal Trade Commission, its role and regulations. • The effect of unethical/misleading advertisements on an organizations position, value, and its relationship with the community. • Cultural differences between industries and markets. • Variances between the U.S. and Western Europe.
Class IX November 7	<i>Putting it all together, developing and integrating your marketing communications strategy and prioritizing tactics:</i> <ul style="list-style-type: none"> • Ensuring your communication strategy is consistent with the target markets requirements and your value proposition. • Developing a “checklist” of cultural differences, ethical considerations, and consistency with a corporation’s position. • Integrating your marketing communications program with the business and marketing strategy. • Developing exit points/evaluation criteria quarterly.
Class X November 14	<i>Review of material, collection of papers/evidence, and final exam/quiz.</i>

VIII. Overview

The main objective of this course is to provide the students with a working knowledge of the marketing communication function, the development of a communication strategy, the concept of market segmentation, the vehicles available to communicate, and the practical, cultural, and moral implications to developing a marketing communications program to be used in the U.S. and/or Western Europe.