Integrated Marketing Communications

Professor: Maria Galli
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Objectives
Upon completing this course, students should have:

1. Developed a holistic understanding of the specific issues involved in designing effective marketing communications.

2. Gained analytical, professional, subject-specific, and practical skills such as the ability to apply theoretical and analytical frameworks (e.g., consumer behaviour theories and models) to provide concrete solutions to real world marketing communication problems and cases.

3. Developed the following transferable skills:
   - be able to communicate and exchange ideas in both large and small group settings;
   - To be able to source credible information from academic and practitioner sources;
   - To be able to critically evaluate evidence and present a balanced argument.
   - To be able to employ analytical and problem-solving skills;
   - To be able to structure, write and present marketing reports and campaign evaluations;
   - To be able to reflect on their own values with respect to ethical practice.

Description
In this course you will learn how to design effective marketing communications. The course concentrates on three crucial inputs that contribute to a communication's effectiveness: Research, creative tools, and behavioural theories (those relevant to persuasion).

The first third of the course thus focuses on learning how to plan and implement a thorough situation analysis, with the aim of using derived insights in the design of an effective message strategy. The second third of the course focuses on the learning and application of a set of eight award-winning creative tools, with the aim of using them in the implementation of the message strategy. The final third of the course focuses on the learning of specific consumer behaviour theories and models relevant to persuasion, with the aim of using them to make adjustments to the designed communications to maximize their impact.

Contents

- Situation analysis
- Target markets
- Setting objectives
- Message strategy
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> Creative tactics
> Understanding consumers
> Measuring effectiveness

Methodology

There will be 20 theoretical sessions of 90 minutes each. Students should read the material (book chapters or other assigned readings) in advance.

Evaluation criteria

I expect you to (1) attend classes and contribute to class discussion, (2) come to class prepared, and (3) work with dedication on the group project and other assignments. You should ask questions during class if any concepts are unclear.

Your coursework will be evaluated in the following manner:
> Quiz 1 – Quiz 2: 100 points each
> Group project:
  — Written report 150 points
  — Presentation 50 points
> Individual class participation 100 points

TOTAL = max. 500 points

[Note: the above course assessment components are non-recoverable. To pass the course, it is essential to attend lectures, the two quizzes, and to complete the group project.]

Quizzes: They test your knowledge and understanding of the theories, concepts, and techniques that underlie the course. They will consist of case-based questions. The quizzes will last 90 minutes.

Typically, there will be no carryover of topics for the quizzes. However, because topics in the course are interrelated, answering questions in a particular topic may require knowledge of topics discussed earlier.

Group Project Report and Presentation: The group project will consist of the preparation of a campaign intended to market a “social product” to Spanish consumers, specifically, the situation analysis and communications strategy sections. Detailed instructions of what the group project report must include will be given later in class.

The group project is a very important part of this course: Much of what you will learn will come from “doing.” To get the maximum out of it and to help you manage time, you will be required to make two intermediate submissions. You will receive feedback on each of these two intermediate submissions, which will help you improve in preparing the final report.
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As the name indicates, the group project is a group assignment. Every group member gets the same score; thus all members are expected to make a substantial contribution to the final result.

At the end of the course, you will be required to present your project to the rest of the class. Guidelines for the presentation will also be provided later on.

Class Participation: A portion of your final grade will be earned by participation in class, as sharing your points of view and experiences with other students will be an essential part of your learning. Class participation is evaluated by the quality and the frequency of your comments: To count, they should make a contribution to the learning experience of the class. Effective class participation includes: i) sharing your experience or point of view with the class; ii) building on points raised by others; iii) clarifying issues; or iv) relating topics being discussed to previous class topics. Interaction with other students is encouraged—it should be positive and respectful even when in disagreement. It is also important to ask questions if anything is unclear—remember that likely other students have the same question.

Bio of the professor

She holds a PhD in Marketing from INSEAD and a BA in Economics from the Torcuato Di Tella University. She is assistant professor of the Department of Economics and Business at Pompeu Fabra University. Her areas of research are Information Processing, Associative Learning, Regulation of Emotions, Consumer Wellbeing and Social Marketing.