



# **Rotman** Commerce UNIVERSITY OF TORONTO

## **Course Outline**

### **RSM 414H1**

Strategic Marketing Communication (L5101)

Winter 2015

Course Meets: Wednesdays/6:00-8:00 PM/

Location: Woodworth College Residence Bldg, 125 St George. Room WO 25.

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Instructor: Ishan Ghosh. (Office: *Off Campus*)  
E-Mail: Ishan.Ghosh@Rotman.UToronto.ca  
Webpage: N/A  
Phone: 414.402.7836  
Fax: N/A  
Office Hours: Wednesdays/5:30 – 6:00PM/Location: TBD  
Teaching Assistant: None

## **Course Scope and Mission**

### **Mission**

The focus will be to teach marketing communication as a decision-making process as it exists in real market situations. The course aims to help broaden a marketer's perspective by allowing the student to build on the known and be equipped with the right tools and techniques to explore the unknown and thereby expand business opportunities.

### **Scope**

This course has been designed to provide you with the strategic thought process and the tactical tools for making marketing decisions; specifically in the area Marketing Communication. You will learn how to dig and identify insights to create marketing programs that effectively engage your audiences and build brand value.

The course uses a combination of case studies and exposure to industry leaders who will share their specific area of expertise in strategic marketing communications. There is a high expectation of class participation. With real life projects, you will be guided to come up with solutions to the unique challenges your brand poses. The course will help you sharpen your creative abilities to explore ideas that build brand engagement and communication effectiveness.

### **Course Prerequisites**

RSM 250H1

### **Course Co-requisites**

RSM 251H1

## Required Readings

***Advertising and Promotion, An Integrated Marketing Communications Perspective.*** Belch, Belch and Guolla. Copyright 2011, Fifth Canadian Edition, McGraw-Hill

### **No Course Package required**

The textbook is provided as a background pre-read to the topic that will be discussed at the lecture. In other words, the lecture will use the content of the chapter referred to, but rather supplement it through applied exercises.

## Evaluation and Grades

Grades are a measure of the performance of a student in individual courses. Each student shall be judged on the basis of how well he or she has command of the course materials.

<u>Work</u>		<u>Due Date</u>
Class Participation/Attendance	20%	Ongoing
Mid-term assignment	20%	w/o Feb 25
Final project assignment	60%	April 2nd

## COURSE FORMAT AND EXPECTATIONS

This course is unique in that it is aligned with the national academic-industry competition, Canada's Next Top Ad Executive. The competition was created with the objective to bridge academia and the marketing industry with the purpose of setting the benchmark for the best talent in Marketing Communications. The final project of this course is in fact, the same assignment as that of the competition. This means that the brief for your final project will be given to you at the beginning of the course. You will have approximately 2 months to prepare and write your submission. You will be expected to use the course material and lectures as your key learning resource to build your project. By the culmination of the course, you will be fully equipped to submit your project. Participation in the competition is optional on your part. All marks are given at the discretion of the instructor. For those intending to participate in the competition the deadline for registration along with the submission of an elevator pitch is **January 26<sup>th</sup>, 2015**. Details may be found at <http://tinyurl.com/mmkz5ef>

### **To Use Turnitin.com:**

Normally students will be required to submit their course essays to Turnitin.com for a review of textual similarity and detection of possible plagiarism. In doing so, students will allow their essays to be included as source documents in the Turnitin.com reference database, where they will be used solely for the purpose of detecting plagiarism. The terms that apply to the university's use of the Turnitin.com service are described on the Turnitin.com website.

### **For Written Assignments:**

Please note that clear, concise, and correct writing will be considered in the evaluation of Written Assignments. That is, you may lose points for writing that impedes communication: poor organization, weak paragraph development, excessive wordiness, hard-to-follow sentence structure, spelling mistakes and grammatical errors. Students who require additional support and/or tutoring with respect to their writing skills are encouraged to visit the Academic Success Centre ([www.asc.utoronto.ca](http://www.asc.utoronto.ca)) or one of the College Writing Centres ([www.writing.utoronto.ca/writing-centres](http://www.writing.utoronto.ca/writing-centres)). These centres are teaching facilities – not editing services, where trained staff can assist students in developing their academic writing skills. There is no charge for the instruction and support.

### **For Group Work:**

For projects that require students to work in teams of between 2 and 6 people, learning to work together in teams is an important aspect of your education and preparation for your future

careers. That said, project-based teamwork is often new to students and you are therefore reminded of the following expectations with respect to behaviour and contributions to your team project.

1. Read the document entitled, “Working in Teams: Guidelines for Rotman Commerce Students” which is available on the RC portal under the Academic Services tab.

2. When working in a team, Rotman Commerce students are expected to:

- Treat other members with courtesy and respect;
- Honour the ground rules established by the team;
- Contribute substantially and proportionally to the final project;
- Ensure enough familiarity with the entire contents of the group project/assignment so as to be able to sign off on it as original work;
- Meet the project timeline as established by the team.

3. Resolving conflicts:

Conflicts are part of the team’s process of learning how to work together effectively and when handled well can generate creativity and bring-multiple perspectives to the solution.

Student teams are collectively expected to work through their misunderstandings as soon as they arise (and prior to submission of the final project). In cases where teams are unable to arrive at a solution that works for all members, the team must meet with the Rotman Commerce Team Coach\*\* as soon as possible. The Coach will listen to the team and help develop options for improving the team process. All members of the project team must commit to, and, utilize their action plans.

\*\* For an appointment with a Rotman Commerce Team Coach, please contact Nikoleta Vlamis at [nikoleta@nikoletaandassociates.com](mailto:nikoleta@nikoletaandassociates.com) or Elaine Zapotoczny at [elaine@nikoletaandassociates.com](mailto:elaine@nikoletaandassociates.com). Nikoleta and Elaine are highly skilled at facilitating team dynamics and collaboration. Note that the Team Coach’s role is to provide guidance, support and advice on team matters – not to formally evaluate or assess teamwork for academic purposes.

**For assignments that require research with human participants:**

For assignments that require you to undertake research with human participants such as interviews and focus groups, please note that research of this nature requires treating participants ethically, according to established standards and practices. Please consult with your instructor before commencing your research to ensure that your research activities comply with the applicable policy and procedure.

## Weekly Schedule

Session	Date	Topic*	Readings
1	Jan 7	<b>Winning Share of Conversation :</b> Course Overview	
2	Jan 14	<b>Selecting the most effective tools to build Conversations</b> – context of SMC	Chap 1 & 2
3	Jan 21	<b>Discovering Conversation Starters</b> – Research to mine insights Brief for Final Assignment	Chap 3
4	Jan 28	<b>Capturing Share of Mind and Share of Market</b> – Strategy Planning	Chap 4 -6
5	Feb 4	<b>Strategizing your conversation outcome</b> – Structuring a Creative Brief	Chap 7 & 8
6	Feb 11	<b>Winning Share of Heart</b> – The Creative Process	Chap 7 & 8
	Feb 16 - 20	<b>READING WEEK</b>	
7	Feb 26	<b>Identifying Share of Opportunity</b> – Reaching the New Canada Market	Chap 9
8	Mar 4	<b>Capturing Share of conversation, share of voice</b> – Planning Media	Chap 10, 14, 16 & 17
9	Mar 11	<b>Occupying share of Buzz</b> – PR	Chap 15
10	Mar 18	<b>How to gatecrash the party &amp; be nice</b> – Leveraging Social Media	
11	Mar 25	<b>Engaging through interaction</b> – Leveraging Digital Media	
12	Apr 1	<b>Q&amp;A on Final Exam Submission Course/Instructor Evaluation</b>	
	<b>Apr 2</b>	<b>Final Exam Submission Due</b>	

- The title of the topics are subject to change and will sometimes be dependent on the guest speaker. However, the content will certainly be covered.

**NOTE:** Key dates for those intending to participate in the Canada's Next Top Ad Executive competition:

January 26, 2015: Submission of Elevator Pitch, with registration

February 23, 2015: Submission of Strategy Document

March 31, 2015: Final Presentation

## **POLICY AND PROCEDURE**

### **Missed Tests and Assignments (including midterm examinations)**

Students who miss a test or assignment for reasons entirely beyond their control (e.g. illness) may submit a request for special consideration. Provided that notification and documentation are provided in a timely manner, and that the request is subsequently approved, no academic penalty will be applied.

In such cases, students must notify Rotman Commerce on the date of the missed test (or due date in the case of course work) and submit supporting documentation (e.g. [Verification of Student Illness or Injury form](#)) to the Rotman Commerce Program Office within **48 hours** of the originally scheduled test or due date. Students who do not provide Rotman Commerce or the instructor with appropriate or sufficient supporting documentation will be given a grade of 0 (zero) for the missed test or course deliverable.

**Note that the physician's report must establish that the patient was examined and diagnosed at the time of illness, not after the fact. Rotman Commerce will not accept a statement that merely confirms a report of illness made by the student and documented by the physician.**

In order to make up the missed test or exam, the student must make a formal request to the instructor who would either reassign the same test/exam or assign a new test/exam with the same weightage of marks. This would take place at an agreed date.

### **Late Assignments**

All assignment due dates will be posted at the time of initiating the assignment. A reasonable time will be given for the assignment to be completed. Late submissions will normally be penalized by 5% if the assignment is not received on the specified date, at the specified time. A further penalty of an additional 5% will be applied to each subsequent day the submission is delayed.

Students who, for reasons beyond their control, are unable to submit an assignment by its deadline must obtain approval from the instructor for an extension. Supporting documentation will be required as per the policy on missed tests and assignments.

### **Accessibility Needs**

The University of Toronto is committed to accessibility. If you require accommodations for a disability, or have any accessibility concerns about the course, the classroom or course materials, please contact Accessibility Services as soon as possible: [disability.services@utoronto.ca](mailto:disability.services@utoronto.ca) or <http://www.accessibility.utoronto.ca/>.

### **Academic Integrity**

Academic Integrity is a fundamental value essential to the pursuit of learning and scholarships at the University of Toronto. Participating honestly, respectfully, responsibly, and fairly in this academic community ensures that the UofT degree that you earn will continue to be valued and respected as a true signifier of a student's individual work and academic achievement. As a result, the University treats cases of academic misconduct very seriously.

*The University of Toronto's Code of Behaviour on Academic Matters*

<http://www.governingcouncil.utoronto.ca/policies/behaveac.htm> outlines the behaviours that constitute academic misconduct, the process for addressing academic offences, and the penalties that may be imposed. You are expected to be familiar with the contents of this document. Potential offences include, but are not limited to:

In papers and assignments:

- Using someone else's ideas or words without appropriate acknowledgement.
- Submitting your own work in more than one course without the permission of the instructor.
- Making up sources or facts.
- Obtaining or providing unauthorized assistance on any assignment (this includes collaborating with others on assignments that are supposed to be completed individually).

On test and exams:

- Using or possessing any unauthorized aid, including a cell phone.
- Looking at someone else's answers
- Misrepresenting your identity.
- Submitting an altered test for re-grading.

Misrepresentation:

- Falsifying institutional documents or grades.
- Falsifying or altering any documentation required by the University, including (but not limited to), medical notes.

All suspected cases of academic dishonesty will be investigated by the following procedures outlined in the *Code of Behaviour on Academic Matters*. If you have any question about what is or is not permitted in the course, please do not hesitate to contact the course instructor. If you have any questions about appropriate research and citation methods, you are expected to seek out additional information from the instructor or other UofT resources such as College Writing Centres or the Academic Success Centre.

## **Email**

At times, the course instructor may decide to communicate important course information by email. As such, all UofT students are required to have a valid UTmail+ email address. You are responsible for ensuring that your UTmail+ email address is set up AND properly entered on the ROSI system. For more information please visit <http://help.ic.utoronto.ca/category/3/utmail.html>

Forwarding your utoronto.ca email to a Hotmail, Gmail, Yahoo or other type of email account is not advisable. In some cases, messages from utoronto.ca addresses sent to Hotmail, Gmail or Yahoo accounts are filtered as junk mail, which means that important messages from your course instructor may end up in your spam or junk mail folder.

## **Blackboard and the Course Page**

The online course page for this course is accessed through Blackboard. To access the course page, go to the UofT Portal login at <https://portal.utoronto.ca/> and log in using your UTORid and password. Once you have logged in, look for the My Courses module where you'll find the link to all your course websites. If you don't see the course listed here but you are properly registered for the course in ROSI, wait 48 hours. If the course does not appear, go to the Information Commons Help Desk in Robarts Library, 1st floor, for help, or explore the Portal Information and Help at [www.portalinfo.utoronto.ca/students](http://www.portalinfo.utoronto.ca/students) and review the Frequently Asked Questions.

## **Recording Lectures**

Lectures and course materials prepared by the instructor are considered by the University to be an instructor's intellectual property covered by the Canadian Copyright Act. Students wishing to record a lecture or other course material in any way are required to ask the instructor's explicit permission, and may not do so unless permission is granted (note: students who have been previously granted permission to record lectures as an accommodation for a disability are, of course, excepted). This includes tape recording, filming, photographing PowerPoint slides, Blackboard materials, or through computer software programs, etc.

If permission is granted by the instructor (or via Accessibility Services), it is intended for the individual student's own study purposes and does not include permission to "publish" them in anyway. It is absolutely forbidden for a student to publish an instructor's notes to a website or sell them in any other form without formal permission.