



Rotman Commerce UNIVERSITY OF TORONTO

Course Outline Strategic Marketing Communications – RSM457H1 Fall 2018

Classes Meet: Friday 11-1, WO 20

Lectures begin 10 minutes past the hour and end on the hour (duration: 1 hour 50 minutes)

Instructor: Prof. Douglas Snetsinger, RT 557, 105 St, George Street
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Office Hours: Monday 10-11 (appointment recommended)
Teaching Assistants: Varun Chandrasekar varunspost@gmail.com

Course Administration Issues

- Please bring your name tent card to each class. Photos are taken on second class.
- You cannot use your cell phone or laptop during lectures.
- For any questions related to course administration, ask your TA.

Course Scope and Mission

This course is a discussion of the rapidly changing landscape of marketing communications. At the end of this course you will understand many of the current players, approaches and communication strategies.

The course will be run like a group seminar in which we all discuss the topics assigned for the week. The course will make extensive use of outside speaker to facilitate our discussions and give the most current perspectives on account management, creative development, traditional and digital advertising, PR, and experiential marketing.

Course Prerequisites

Principles of Marketing (RSM250) and Marketing Management (RSM251)

Weekly Schedule

Week		Topic	Material
1	Sept 7	Introduction and How Advertising Used to Work	https://youtu.be/FVxQiZ9iFJk Torsten Gross, Executive Director Strategy, JWT NY https://aef.com/classroom-resources/educational-materials/ (the first three videos including J&J and Jello) https://aef.com/building-talent/industry-conversations/ Sir Martin Sorrel (you have to page down for it)
2	Sept 14	Everything Has Changed	Apple, Amazon, Google and Facebook (case) Assignment 1
3	Sept 21	Strategic Choices	Dove Real Beauty (case) https://hbr.org/2015/11/competing-on-customer-journeys Assignment 2
4	Sept 28	Creative brief	file:///C:/Users/alice/Documents/Documents/U%20OF%20T/Advertising/BriefinganAgency.pdf https://s20896.pcdn.co/wp-content/uploads/2016/12/ad_critique_ch2-1.pdf Assignment 3
5	Oct 5	Account Management I (Agency Side)	Riz and Paul Big Spaceship (case) https://aef.com/wp-content/uploads/2016/12/client_service_ch1_2.pdf Assignment 4
6	Oct 12	In class test	Tate Digital Transformation (Case)
7	Oct 19	Account Management II (Client Side)	Amanda, CMO Minto https://www.youtube.com/watch?v=pahBl6hx9M
8	Oct 26	Creative	https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-most-perfect-union Creativity in Advertising: When it Works and When it Doesn't (reading) Clare Meridew, CD Assignment 5
9	Nov 2	Experiential and Gritty	Jim Letwin (CEO) and Chantel Broten (President), Jan-Kelly Marketing https://jankelley.com/ The Hunger Games: Catching Fire (case) Advertising's New Medium Customer Experience (reading) Assignment 6

Weekly Schedule (continued)

9	Nov 2	Experiential and Gritty	https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/developing-a-customer-experience-vision https://www.adweek.com/agencyspy/denise-wong-joins-midnight-oil-as-president/142319 https://www.gpi.com/ https://www.moagency.com/ Denise Wong, CEO Midnight Oil Assignment 6
10	Nov 16	Media	Jason Sikora, The Search Agency Assignment 7
11	Nov 23	Metrics	Advertising Analytics 2.0 (reading) Assignment 8
12	Nov 30	PR	John Clinton, CEO Edelman
Final Exam		Pepsi-Lipton Brisk (case). Due EOD on December 14 th .	

Required Readings

There will be a combination of readings and readings that are listed in the weekly calendar. Some readings and videos are from free sources. Others, from Harvard, can be purchased at <https://hbsp.harvard.edu/catalog/course/566938>. The course pack costs \$38.25 and contains the following items:

1. DOVE REAL BEAUTY SKETCHES CAMPAIGN
2. AMAZON, APPLE, FACEBOOK, AND GOOGLE 2018
3. THE TATE'S DIGITAL TRANSFORMATION
4. PEPSI-LIPTON BRISK
5. BIG SPACESHIP
6. THE HUNGER GAMES: CATCHING FIRE: USING DIGITAL AND SOCIAL MEDIA FOR BRAND STORYTELLING
7. ADVERTISING'S NEW MEDIUM: HUMAN EXPERIENCE
8. CREATIVITY IN ADVERTISING: WHEN IT WORKS AND WHEN IT DOESN'T
9. ADVERTISING ANALYTICS 2.0

Evaluation and Grades

Each student will be judged based on how well he or she has command of the course materials understanding that some of the grading is necessarily subjective.

	<u>Weight</u>	<u>Due Date</u>
1) Class attendance and participation	20%	Ongoing
2) Research Requirement	3%	See "Research Requirement" below
3) Short Assignments (6 of 8)	30%	Ongoing
4) Mid Term Exam	20%	October 12
5) Take Home Final Exam	<u>27%</u>	Scheduled by the Faculty of Arts & Science
Total	100%	

1. Grading Elements: Class Participation (20%)

You are expected to prepare thoroughly and make every effort to attend every class. Given its very nature your learning during a marketing class is directly related to your willingness and ability to contribute to the class discussions. Please feel free to raise an opinion or offer an analysis no matter how different it is from the emerging theme in the classroom, or how unusual it may be. As a seminar course, it will only work for you if you prepare and engage the material in discussion. In general, your contribution will be evaluated on the following:

- Thoughtful responses,
- Understanding and analysis of topic,
- Idea generation, and/or
- Promotion of further discussion.

2. Grading Elements: Research Requirement (3%)

Participation. To participate in a research study, you will be using the Rotman Behavioural Lab (BRL) Sona participation website: <https://rotman.sona-systems.com>. Both new and former BRL Study Pool participants have had accounts created, or updated so that their usernames (now) match their UTORids. New users should look for a message in their UofT email containing a link to complete registration. Former participants' accounts have retained their former passwords and emails, but now use their UTORid to log into the system. All participants have been pre-registered for all of their RSM credit pool participating courses this fall (you can add or drop needed classes yourself, at any time, from your profile page).

After logging in, Sona, you can find a list of studies currently running at the BRL via the "Studies" tab. Read the study descriptions carefully: most studies take place in the lower level of the Rotman building in the Behavioural Research Lab (LL1015K), but others may run online, or in another physical location. Once you identify a study you are interested in participating in, select an open time slot that works with your schedule, and choose which course you want the study credit applied to on the final registration screen.

Participation in the actual research will take between 45 and 60 minutes for a 1 credit study or between 15 and 30 minutes for a 0.5 credit study. You will be debriefed at the end of the study, and you will be asked to answer a question about some aspect of the study. Once you correctly answer the question you will be given credit. More detailed instructions on the assignment, and using the Sona system can be found in your [Subject Participation Guide](#).

Analysis of Article. Although, we highly encourage you to fulfill your participation requirement through research study participation, you may also elect to earn research credits through completion of article analyses. These analyses must be based on research articles from designated journals dependent on your class, and are graded on a pass/fail basis. Article analyses are worth 1-credit-hour of participation, and are graded on a pass/fail basis. To submit an article analysis, sign up for any open time spot on the “Alternative Study Participation Article Analysis Assignment” found on the Sona studies page (you will be asked to fill out the details of the article you are reporting on, and upload a word document). For detailed information on the article analysis assignment, including instructions on properly submitting the analysis to ensure credit is received, please, refer to your [Subject Participation Guide](#), or the FAQ on Sona. To earn full participation doing only the alternative assignment, you would need to write 3 article analyses for this course.

Assignment Timeline & Important Deadlines You must complete 3-credit-hours worth of studies to fulfill your research participation requirement in this course. Participation opportunities in research studies for the Fall 2018 session are anticipated to begin the academic week starting, Thursday, September 6, 2018. The final study participation deadline, and last day to submit an article analysis, is Friday, November 5, 2018 at 5 pm.

If you have any trouble with registration, questions the subject guide or SONA FAQ do not clarify, or need any further assistance, please contact Team BRL: Behavioural.Lab@Rotman.Utoronto.ca, and we will be happy to assist you.

3. Grading Elements: Small Assignments (30%)

The purpose of the small assignments is to give you time to reflect on the topic of that day and prepare your response. Most of the assignments come directly from the assigned readings or cases

There are eight assignments and you are to complete six of them. You should target 500-600 words and you will hand them in before class. If you know you can't be in class you can send it to me by email.

4. Grading Elements: Mid-Term (20%)

The midterm will be held during class on October 12th. It will be about the case: “Tate Digital Transformation.” You will need to prepare the case in advance. The test will use part of our regular class to answer questions about the case.

5. Grading Elements: Final Examination (27%)

The final exam is a take home exam. The questions to answer will be provided in our class on November 30th and you will have until December 14th to deliver your answers electronically to the TA and me.

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. If 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 **2 business days** 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.

Documentation submitted in support of petitions for missing tests and assignments must be original; no faxed or scanned copies will be accepted

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 later report of illness made by the student to a physician.

There will be no make-up midterm test. If the documentation is satisfactory, the weight of the midterm test will be moved to the final exam (i.e., the final exam will carry 47% instead of 27%).