



Rotman Commerce UNIVERSITY OF TORONTO

Course Outline

RSM457H1S
Strategic Marketing Communications
Winter 2016
Course Meets: Wednesday / 6-8 / RT 142

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Course Scope and Mission

Course Goals:

- 1) To provide understanding of communication in context of a "changing world" that is more open and more digital
- 2) To provide tools to understand the changing trends in the world of traditional media and digital media and leverage them for strategic communications
- 3) To impart knowledge of industry best practices and the key challenges facing marketers
- 4) To equip students with the ability to build a campaign that leverages key trends to achieve business objectives and help them build a career that thrives in these changes

Mission:

The focus will be to teach marketing communication as a decision making process that is relevant to today's open and digitally savvy world. The course aims to broaden a marketer's perspective by providing tools and techniques to explore and leverage consumer insights to drive business value as a marketer. Through this course, exposure will be provided to how data is changing the world of marketers and the world of strategic communications.

Scope:

This course has been designed to provide you with the strategic thought process and the tactical tools for making marketing decisions. You will learn how to create marketing programs that effectively engage audiences, build brand value and delivery on business objectives.

The course uses a combination of real life and current examples to provoke thoughts and opinions from the class. The course will also provide exposure to industry leaders from leading advertising companies (Google/FB etc), leading Canadian publishers and leading advertisers who share their specific area of expertise in strategic marketing communications. There is a high expectation of class participation. With real projects you will be guided to come up with solutions to the unique challenges your brand poses. This course will help you sharpen your creative and analytical abilities to explore ideas that build campaigns that generate business value.

Course Prerequisites

RSM 251H1

Be curious and notice all the marketing communications happening around you.

Course Exclusions

RSM 414H1

Required Readings

None.

Readings as required will be posted before the class. These will be short articles from leading magazines and websites.

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
Personal Assignment 1	40%	Feb 10
Personal Assignment 2	40%	April 6

COURSE FORMAT AND EXPECTATIONS

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 Personal 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) or one of the College Writing Centres (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.

Weekly Schedule

Session	Date	Topic	Readings
1	Jan 13	Course Overview – Marketing Communications in a changing world	
2	Jan 20	Understanding the world, we live in	
3	Jan 27	Communication - the purpose, the mediums and the ROI	
4	Feb 3	Understanding the different communication mediums - Tools & Research	
5	Feb 10	Using data to make communications effective	
6	Feb 24	Communications as a collaborative process	
7	Mar 2	How to build a communication plan for a business purpose	
8	Mar 9	Discussing a real life case	
9	Mar 16	Industry best practices for communication and some key marketing lingos	
10	Mar 23	Key Challenges facing a marketer these days	
11	Mar 30	Essential skills needed to succeed as a marketer – for both career switchers and seasoned marketers	
12	Apr 6	Recap and looking ahead at the future	

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 case of a missed assignment due to unforeseen circumstances, a make-up test or re-weighting of another deliverable/text/exam will be done.

Late Assignments

All assignments are due at the beginning of class on the date specified in the course outline. 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 5% will be applied to each subsequent day.

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:

accessibility.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 <http://www.portalinfo.utoronto.ca/content/information-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, 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.