



Sem: SP 2020 **Class Schedule:** Sect. 33093 - T/Th 11:10am – 12:30pm in Schoenbaum 220
Sect. 04560 - T/Th 12:45pm – 2:05pm in Gerlach 375

Instructor: Scott LaCross

E-mail: lacross.2@osu.edu

Office Hours: <http://u.osu.edu/lacross.2/office-hours/>

Location: Fisher Hall 356B

Course Description:

This course is designed to introduce you to the ever-changing field of advertising and promotions. The perspectives offered will emphasize the role of all marketing mix elements in developing an integrated marketing communications (IMC) program. IMC requires an understanding of the overall marketing process, how companies organize for advertising and other promotional functions, customer behavior, communications theory, how to set goals and manage budgets.

This course will explore how marketers utilize advertising and promotional programs to enhance their marketing efforts. Topics discussed will include:

Strategic Planning // Communications Strategy // Brand Positioning // Advertising Creative Development
Advertising Evaluation // Sales Promotions // Pricing Strategy // Digital Marketing
Direct Marketing // Public Relations // Outdoor Advertising

Course Objectives:

By the end of the term you will be able to:

- (1) Analyze the effectiveness and appropriateness of various marketing vehicles.
- (2) Evaluate the fit of advertising & promotional efforts for a brand.
- (3) Work effectively in a team environment towards a common goal.
- (4) Utilize your analytic, oral presentation and writing skills.

Course Materials:

There is no textbook needed for this course. The course will include discussion-based lectures combined with guest speakers who specialize in some of the topics above. Materials needed for lectures will be posted on Carmen prior to class.

Course Expectations

Don't think of this as a class in marketing; think of this as a marketing company in which you are employees trying to get ahead. When you prepare for class, imagine you are preparing for an important meeting with your boss. In those situations, it is all about being prepared to discuss the topics in depth and offer your perspective and recommendations.

In this class, it is expected we will treat each other with the professionalism and respect required in any working environment. In other words, make sure your documents show pride in your work (rewrite them, edit them, proof them, then do it all again). Students are expected to attend every class unless there are emergencies or unavoidable circumstances. Be sure to send notification to the professor ahead of time if you are not going to be in class on a given day.

Inappropriate conduct (i.e., tardiness, stepping out during class, sidebar conversations, use of electronic equipment like cell phones or iPods, and eating food) is frowned upon. Each of these behaviors tends to distract your fellow classmates and thus detract from the learning environment. I, and your fellow classmates, will return your consideration by treating you with respect, listening to your opinions and offering as much constructive feedback as possible. Additionally, I will be accessible for questions outside of the classroom when you need assistance.

Grading:

Your grade will be based on the below components:

Graded Components	% of Total	Type
1. Company Analysis Project *	25%	👤👤👤
2. IMC Plan Presentation *	25%	👤👤👤
3. Online Carmen Assignments	20%	👤
4. Attendance & Participation	15%	👤
5. Group Peer Evaluation *	15%	👤

* Individuals who receive less than 75% Peer Evaluation (as an average of all evaluations) will receive only 75% credit of the Group Project grades.

Grading Scale

Letter	A	A-	B+	B	B-	C+	C	C-	D+	D	E
(Points)	(4.0)	(3.7)	(3.3)	(3.0)	(2.7)	(2.3)	(2.0)	(1.7)	(1.3)	(1.0)	(0.0)
Range	100% - 93%	90% - 87%	83% - 80%	77% - 73%	70% - 67%	60% - 0%					

Academic Conduct:

If a student is suspected of, or reported to have committed, academic misconduct in this course, I am obligated by University Rules to report my suspicions to COAM. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. See OSU Prohibited Conduct – [Section 3335-23-04\(A\)](#)

**University Policies,
Services and Resources**
(go.osu.edu/UPolicies)



**Fisher Undergraduate
Handbook and QuickLinks**
(www.bsalinks.com)



**Fisher Navigator
Resource Portal**
(www.nav-1.com)



GROUP PROJECT DETAILS

COMPANY ANALYSIS REPORT – 25% of final grade

You will work in **teams of five or six** that will be formed during the first week. Each team will select a company or brand for which you will perform an in-depth analysis of their marketing activities. Companies/brands cannot be duplicated and will be assigned on a first-come basis. Teams must provide their selection (in Carmen Assignment) to the professor by **January 14th**.

Format: Utilize PPT (or similar program) but submit in PDF format to ensure format consistency. Must be less than 20 slides in total (not including Appendix supporting slides).

Company Analysis Project Outline & Grade Weighting:

- 1) Situation Overview – 25% weighting
 - a. Set up what the company faces in the marketplace. It is up to the groups to determine the most relevant information to include. This should give the reader the necessary context to understand the remainder of the analysis.
 - b. For this section think about relevant information about both the company and the category in which they compete.
 - i. Company-related topics **can** (does not have to) include a high-level summary of products, financial performance, relevant history milestones, etc.
 - ii. Category- related topics **can** include competition overview, keys to success in the industry, category history, future outlook, etc.
 - iii. Again, you do not need to include everything, just what is most relevant
- 2) Consumer Profile – 15% weighting
 - a. Provide an overview of who you think the company's target consumer is based on their marketing communications – include both demographics and psychographics
- 3) Current Advertising & Promotional Strategy – 35% weighting
 - a. Provide a detailed overview of the company's current advertising & promotional activities. "Show & tell" in this section by using both visuals and text throughout.
 - b. Include what you see as their over-arching communications strategy (i.e. campaigns or key messaging)
 - c. Show how the messaging is brought forward through the various marketing tools that are discussed in the class
 - d. Include any key pricing & promotional programs if relevant
- 4) Alternative Advertising & Promotional Recommendation – 25% weighting
 - a. Develop **three** ideas or alternative activities to better achieve their current strategy as described in section 3
 - b. Think about this section as what they could do differently – i.e. what could they start, stop, or change? This can be a new campaign idea or new executions of their current strategy.
 - c. Provide your group's recommendation of which alternative they should do with rationale and how it would be executed with tactical details.

While this deliverable will not be a presentation, you should still look to use both visuals and text to communicate the information. This can include charts, graphs and tables to help present quantitative information and you should include visual examples / mock-ups of advertising & promotional programs that you are describing. Your goal is to make it easy for someone to read and understand. You should work together as a team to determine how to communicate a lot of information in a concise and meaningful way.

IMC PLAN PRESENTATION – 25% of final grade

An effective IMC plan is not simply executing every marketing program available. It takes into consideration the purpose and effectiveness of various marketing tactics in delivering your message to your target audience. Students will work with the same groups as the Company Analysis project to develop an IMC Plan for a company or brand of their choice. The company or brand will be assigned on a first-come basis and cannot be the same as any used for the Company Analysis project (by any group). Groups can choose the context for their IMC Plan – campaign and tactics to support the company/brand as a whole, support a specific product, or support a new product (that group can create).

Each group will present their recommended IMC Plan to the class (see course schedule for presentation dates). Presentations target time is **15 minutes** and groups are responsible for planning and managing their presentation time. Ending significantly early (i.e. less than 13 minutes) or running out of time (i.e. past 16 minutes) will negatively affect the presentation grade.

The presentation should include the following elements:

- 1) Company & Category Landscape
 - a. Introduce the company
 - b. Provide relevant context for the category and key competitors
 - c. Show where the company fits in the category (value / mainstream / premium)
- 2) Overview of company's target customer
 - a. Who are they trying to reach and influence with their marketing efforts?
 - b. Include both demographics and psychographics
- 3) Overview of past / current promotional programs
 - a. What has company done in the past? What has been their key messaging?
 - b. What have been key vehicles for advertising & promotions?
- 4) New Campaign & Messaging Overview
 - a. If you are going after a new target, start with a summary of this new target
 - b. Share the new messaging / campaign that you have developed (at a high-level). What is the core message you want the audience to take away (this should not get into the tactical executions)?
- 5) Advertising & Promotional Support Plan
 - a. Detailed tactical examples of how the campaign will be executed across the recommended marketing vehicles
 - b. Plan should include broad-reaching awareness tactics + more engaging trial/conversion tactics

INDIVIDUAL COMPONENT DETAILS

ONLINE CARMEN ASSIGNMENTS – 20% of final grade

Carmen Discussion Posts (10% of final grade)

In addition to in-class discussions, I will be posting questions on the Carmen Discussion Board. Each student is expected to participate in these discussions as if we were in the classroom by responding to every question that is posted. These questions will be related to in-class discussions and will help students be prepared to participate during class. Each post will be graded based on their quality using the following criteria:

3 points: Thorough answer supported with detailed explanations and additional references. (i.e. here's a detailed answer, why I think this, and what supports that position)

2 points: Answers the question a high level with minimal explanation or support. (i.e. here's the answer and why I think this)

1 point: Provides the answer to the question with no rationale. (i.e. here's the answer)

0 points: Nothing submitted or generic answer barely related to question.

Guest Speakers Follow-Up Papers (10% of final grade)

As you can see from the course timeline, we will be having many guest speakers who are experts in different areas of marketing. Students will submit a follow-up assignment for **five (5)** speakers of their choosing (due one week after that class). Carmen will be set to keep the top five highest grades so students can submit more than five if they would like to increase a score. Template for these submissions are in Carmen Module "Course Documents" and include the following topics:

- 1) Summarize **three main points** shared by the speaker as it relates to their area of expertise.
- 2) What did you learn that was surprising or different from what you thought before?
- 3) Are you more or less interested in careers in the speaker's field after listening?

Below are the grading criteria for these papers:

5 points: very thorough answer with very strong support and examples from speaker presentation

4 points: thorough answer but could have stronger support & examples from speaker presentation

3 points: mediocre in level of depth and support from speaker presentation

2 points: missing support or lacking examples from speaker presentation

1 point: weak answer without support or un-related to speaker topic

ATTENDANCE & PARTICIPATION – 15% of final grade

Attendance:

I will be taking attendance every class since being present and participating in discussions are important parts of the learning process. Student's will be allowed two "free pass" absences for credit **only if the professor is notified by email prior to missing the class**. If the absence is caused by an unexpected circumstance, you must email the professor within 24 hours of the missed class. Any additional absences (over two) or failure to notify the professor will result in lost points.

Participation:

If you are intimidated by the "obligation" of speaking up in class, your anxiety will be reduced only through practice! Getting comfortable with public speaking will give you a HUGE career advantage. You should approach this class and our discussions as a "test run" before starting a job in business.

To track participation, I will have a student serve in the role of “reporter” during each class. The reporter will help track the contribution of each student during the class discussions. Any student who is the reporter will receive full participation credit for that day's class. Students who are interested in serving as a reporter can sign up on Carmen (in Discussion Post area).

Participation grading will be based on the below criteria:

Participation Grade = A:

A **consistent leader** in class discussions who regularly (i.e. 75% - 100% of classes) contributes with comments and/or questions.

Participation Grade = B:

Contributes **fairly regularly** to class discussion (i.e. 50% – 75% of classes) making insightful comments and/or questions.

Participation Grade = C:

Occasionally contributes to class discussion with reasonable comments and/or questions, but does not contribute as frequently or consistently as others (i.e. 25% – 50% of classes).

Participation Grade D:

Infrequent comments and/or questions (i.e. less than 25% of classes).

Participation Grade = E:

Infrequent comments and/or questions (i.e. less than 10% of classes).

At the end of the semester, students will be asked to provide a “self-grade” for their participation based on the criteria above. There is an optional “Student Personal Contribution Tracker” located in Carmen (Course Document) that can be used to track your participation throughout the semester.

PEER EVALUATIONS – 15% of final grade

Team collaboration and participation is an important element of this class and will affect the quality of final deliverables. Each team member will provide a performance evaluation of the other members. Lack of effort and contribution to the project by a team member will be reflected in the individual peer evaluations and will negatively affect that individual's overall grade for the course. **Individuals who receive less than 75% Peer Evaluation (as an average of all evaluations) will receive only 75% credit of the Group Project grades.**

It is important that Peer Evaluation scores are determined based on objective criteria rather than personal opinion. It is normal for group members to have different approaches, personalities, and opinions so your group will need a clear framework for how you will work together and the expectations of performance. One of the first tasks your group will have will be to develop and submit a **Team Charter**. The performance expectations laid out in this charter will be the basis for your Peer Evaluation scores at the end of the session.

The template for the Team Charter is posted on Carmen in the Course Documents Module. An electronic version of the completed Charter must be submitted in Carmen and a printed & signed version must be turned in to the instructor by the second class.

TECHNOLOGY POLICY

Technology is both a blessing and a curse. **There will be no laptop or cell phone usage during class (tablets are allowed).** Because this is mostly a discussion and activity-based class, your full attention needs to be in the classroom. Notes slides will be posted in Carmen prior to class if students would like to utilize them.

If a student needs to use their phone for any emergencies, they can step out of the room at any time to address it.

Class Schedule

Date	Topic	Activities or Deliverables
1/7/20 (T)	Course Introduction	
1/9/20 (Th)	Company Analysis Project Overview IMC Overview	- Form Teams (students choose)
1/14/20 (T)	Strategic Marketing Planning Guest Speaker: Kent Rademaker, Director of Strategy, Highlights for Children	- Team Charter Due - Company choice for Analysis Project Due in Carmen
1/16/20 (Th)	Foundations of Branding – Part 1	- Discussion question due in Carmen before class starts
1/21/20 (T)	Setting Marketing Communication Strategy Guest Speaker: TBD	
1/23/20 (Th)	Foundations of Branding – Part 2	- Discussion question due in Carmen before class starts
1/28/20 (T)	Case Study: Evaluating Creative Concepts	- Discussion question due in Carmen before class starts
1/30/20 (Th)	Creative Development Process Guest Speaker: Jon Wink Creative Director, 3Q1 Creative	
2/4/20 (Tu)	Creative Development Exercise	- Discussion question due in Carmen before class starts
2/6/20 (Th)	Consumer-oriented Sales Promotions	- Discussion question due in Carmen before class starts
2/11/20 (T)	Trade-oriented Sales Promotions	- Discussion question due in Carmen before class starts
2/13/20 (Th)	Pricing Strategy & Analytics – Part 1 Guest Speaker: Mike Milanowski Director of Revenue Management, Danone	

2/18/20 (T)	Pricing Strategy – Part 2 - <i>Read article in Carmen prior to class</i>	- Discussion question due in Carmen before class starts
2/20/20 (Th)	Digital Marketing – Part 1	- Discussion question due in Carmen before class starts
2/25/20 (T)	Digital Marketing – Part 2 Guest Speaker: Jason Parks, The Media Captain	
2/27/20 (Th)	Digital Marketing – Part 3	Company Analysis Project Due
3/3/20 (T)	Direct Marketing	- Discussion question due in Carmen before class starts
3/5/20 (Th)	Outdoor Advertising Guest Speaker: TBD	
3/10/20 (T)	NO CLASS – HAVE A GREAT SPRING BREAK!!	
3/12/20 (Th)	NO CLASS – HAVE A GREAT SPRING BREAK!!	
3/17/20 (T)	Engagement Marketing	- Discussion question due in Carmen before class starts
3/19/20 (Th)	Public Relations (PR) Guest Speaker: Susan Fortner Bowers PR & Mkt	
3/24/20 (T)	Marketing Trends Discussion	- Post reference to current marketing trend in news
3/26/20 (Th)	Marketing Research Guest Speaker: Stephanie Lancaster Consumer Insights Manager, Wendy's	- Submit questions for 3/31 class
3/31/20 (T)	Class Decides Topics / Q&A	<i>Questions due in Carmen before prior class (3/26)</i>
4/2/20 (Th)	NO CLASS – GROUP WORKING SESSION	
4/7/20 (T)	Group Presentations	Groups 1 - 5
4/9/20 (Th)	Group Presentations	Groups 6 - 10
4/14/20 (T)	Case Study Activity	
4/16/20 (Th)	Final Class Activity & Debrief	Mandatory class for all students

Professor Bio

Scott LaCross

Senior Lecturer

Department of Marketing & Logistics

Fisher College of Business

Scott LaCross joined the Fisher Marketing & Logistics faculty team in Spring 2013 as an Adjunct Lecturer to teach the Marketing Projects course. For the next three years he taught in an adjunct role while also managing his own business, The Speiro Group, a Columbus-based consulting firm serving companies in the areas of strategic planning, marketing execution, and leadership development.

Scott transitioned into a full-time faculty position as a Sr. Lecturer in Autumn 2016 and has taught multiple courses including Marketing Projects, Marketing Strategy, Advertising & Promotional Strategy, WPMBA Marketing Management and FTMBA Professional Development. He is the Faculty Director for the Consumer Packaged Goods Industry Immersion Program and a Faculty Advisor to the OSU Chapter of the American Marketing Association, Cru and Beta Upsilon Chi.



Prior to teaching and consulting, Scott held various brand management positions with Sara Lee Corporation and Abbott Nutrition. His experience includes strategic business planning, P&L management, profitability improvement, cross-functional team management, market research design, brand identity and positioning, advertising and promotions development, and new product launches.

Scott earned his B.S. in Marketing and Organizational Leadership from Miami University and his MBA from Northern Illinois University.