

# Modern Marketing

## Management 180 Sec 2

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**CLASS TIME:** TUES and THURS 9am-12pm

**COURSE INSTRUCTORS:** Christopher Gebhardt cgebhardt@stirstratstory.com  
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This course provides an overview of integrated marketing communications (IMC) and the strategic role of marketing tools. These tools are comprised of advertising, public relations, sales, promotions, event management and media planning.

Students will analyze the marketplace to create an integrated marketing campaign that will build brand awareness and drive sales by blending multiple touch points with consistent messaging. The primary course objective is to gain exposure, understanding, and experience with the techniques and tools used to define and execute a cohesive.

### **COURSE OBJECTIVES:**

Marketing has long passed by the traditional "4P's" definition and an integrated approach that orchestrates all elements of the marketing mix is critical to building and managing brands of all types. The challenge is that the elements each keep evolving as the media landscapes evolves and drivers of consumer behavior change. This course will provide both historical context and analysis of current trends to provide students with the tools and resources to innovatively manage brands and influence consumer behavior. Class will include high profile guest lectures and hands on assignments.

### **Students Will:**

5. Become familiar with key concepts & terminology that form the basis for defining marketing;
6. Understand and demonstrate the structure of the marketing and communications industry;
7. Gain an appreciation for the unique challenges involved in creating 360° marketing and branding programs;

### **Topics to be covered:**

- Setting the context: marketing vs branding; traditional vs direct; client vs agency. Understanding the current state and structure of the industry and how it got there.
- The changing media landscape: the critical connection to consumers is changing dramatically. How will brands reach consumers in the future?
- Understanding consumer behavior, generating customer insights, and the rise of the Millennial Consumer
- Defining key elements of the marketing mix: TV, digital, direct, experiential, social, mobile. What are each, how do they work independently and together.
- Marketing approaches in key sectors: what are they, who are the key players, and how do they differ (packaged goods, entertainment, technology, auto, retail and others)

- Important new trend: Brands and social impact— can a corporation authentically drive social impact and how. What can the non-profits and foundations learn from the private sector about brand building.
- Important new trend: Brands as content creators— good or bad thing?
- Applying analytics: All consumers are not created equal— how will you know whom to target, when, where, how and why
- Applying analytics: Measurement and tracking— tools and approaches to understand impact of marketing investment

The class will have multiple group project assignments (mini case studies) culminating in a final group project and presentation.

Reading assignments will be assigned in class.

Grades will be based on class participation and group projects.