

Integrated Marketing Communications (2019) – Syllabus, period III

*Tentative syllabus.

Introduction and course practicalities:

- **Course introduction, course related practicalities, group work, group case assignment and other nitty-gritty course details**
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Pre-reading material (I highly recommend you read the article below by Batra and Keller (2016) before the class):

- *Batra, R., and Keller, K. L. (2016). Integrating Marketing Communications: New findings, new lessons, and new ideas, Journal of marketing.

Reading material:

- *Cornelissen, J. P., Christensen, L. T., & Vijn, P. (2006). Understanding the Development and Diffusion of Integrated Marketing Communications (No. 06-02, pp. 06-02). NRG Working Paper Series.
- *Cornelissen, J. P., & Lock, A. R. (2000). Theoretical concept or management fashion? Examining the significance of IMC. Journal of Advertising Research, 40(5), 7-7.

*** compulsory reading material. A number of exam questions are based on compulsory reading articles**

1.
Tuesday
(8.1.2019)
Room LO1

<p>2. Thursday (10.1.2019) Room LO1</p>	<p>Lecture:</p> <ul style="list-style-type: none"> • IMC history, perspectives and the strategic nature of IMC <hr/> <p>Reading material:</p> <ul style="list-style-type: none"> • *Kliatchko, J. (2008). Revisiting the IMC construct: A revised definition and four pillars. International Journal of Advertising, 27(1), 133-160. <p>Suggested reading material:</p> <ul style="list-style-type: none"> • Kliatchko, J. (2005). Towards a new definition of integrated marketing communications (IMC). International Journal of Advertising, 24(1), 7-34. <p>* compulsory reading material.</p>
<p>3. Tuesday (15.1.2019) Room LO1</p>	<p>Lecture:</p> <ul style="list-style-type: none"> • Different theoretical perspectives on marketing communication • Advertising and Semiotics <hr/> <p>Reading material:</p> <ul style="list-style-type: none"> • *Kozinets, R. V., De Valck, K., Wojnicki, A. C., & Wilner, S. J. (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. Journal of marketing, 74(2), 71-89.

	<ul style="list-style-type: none"> • *Duncan, T., & Moriarty, S. E. (1998). A communication-based marketing model for managing relationships. <i>The Journal of marketing</i>, 1-13. <p>Additional reading:</p> <p>Articles:</p> <ul style="list-style-type: none"> • McQuarrie, E. F., Miller, J., & Phillips, B. J. (2012). The megaphone effect: Taste and audience in fashion blogging. <i>Journal of Consumer Research</i>, 40(1), 136-158. <p>Books on visual research. Covers advertising and semiotics:</p> <ul style="list-style-type: none"> • Rose, G. (2016). <i>Visual methodologies: An introduction to researching with visual materials</i>. Sage. (Book) • Schroeder, J. E. (2005). <i>Visual consumption</i>. Psychology Press. (Book) <p>* compulsory reading material. A number of the exam questions are based on compulsory reading article</p>
<p>4. Thursday (17.1.2019) Room LO1</p>	<p>Lecture:</p> <ul style="list-style-type: none"> • Branding perspectives and IMC <hr/> <p><u>Reading material:</u></p> <ul style="list-style-type: none"> • Aaker, D. A., & Joachimsthaler, E. (2012). <i>Brand leadership</i>. (Book) • Thompson, C. J., Rindfleisch, A., & Arsel, Z. (2006). Emotional branding and the strategic value of the doppelgänger brand image. <i>Journal of marketing</i>, 70(1), 50-64. • Holt, D. B. (2004). <i>How brands become icons: The principles of cultural branding</i>. (Book)

	<p>Blog:</p> <ul style="list-style-type: none"> • http://sethgodin.typepad.com/seths_blog/2008/12/what-is-viral-m.html
<p>5. Tuesday (22.1.2019) Room LO1</p>	<p>Student group mini-lectures on a commutation mix tool:</p> <p>On top of your final group assignment, your group will be giving a lecture on a designated marketing communication promotional mix tool. For this assignment, you are required give a PowerPoint presentation lecture by drawing on the designated chapter by Fill, Chris. (2009), or on a newer version of the book by Fill, Chris.</p> <p>Extra reading material will be provided.</p> <p>In depth details pertaining to this task will be explicated during the first class.</p> <p>G1: Public Relations (PPT presentation) G2: Sponsorship (PPT presentation) G3: Sales promotion (PPT presentation)</p> <p>Reading material: Fill, C. (2009). <i>Marketing Communications: interactivity, communities and content</i>. Pearson Education.</p> <p>See the additional material part below.</p>

<p>6. Thursday (24.1.2019) Room LO1</p>	<p>Student group mini-lectures on a commutation mix tool:</p> <p>On top of your final group assignment, your group will be giving a lecture on a designated marketing communication promotional mix tool. For this assignment, you are required give a PowerPoint presentation lecture by drawing on the designated chapter by Fill, Chris. (2009), or a newer version of the book by Fill, Chris.</p> <p>Extra reading material will be provided.</p> <p>In depth details pertaining to this task will be explicated during the first class.</p> <p>G4: Personal selling (PPT presentation) G5: Interactive /social media/Digital (PPT presentation) G6: Direct/data base marketing (PPT presentation)</p> <p>Reading Material: Fill, C. (2009). <i>Marketing Communications: interactivity, communities and content</i>. Pearson Education. See the additional material part below.</p>
<p>7. Tuesday (29.1.2019) Room LO1</p>	<p>Workshop ➔ in class group case assignment workshop</p>

<p>8. Thursday (31.1.2019) Room LO1</p>	<p>Guest lecture: Mr. Olli Sirén Miltton Creative</p>
<p>9. Tuesday (5.2.2019) Room LO1</p>	<p>Lecture:</p> <ul style="list-style-type: none"> • Creative agencies and client-brand relationships. <p>Reading material:</p> <ul style="list-style-type: none"> • Cronin, A. M. (2004). Regimes of mediation: advertising practitioners as cultural intermediaries?. <i>Consumption Markets & Culture</i>, 7(4), 349-369. • Cayla, J., & Eckhardt, G. M. (2008). Asian brands and the shaping of a transnational imagined community. <i>Journal of Consumer Research</i>, 35(2), 216-230.
<p>10. Thursday (7.2.2019) Room LO1</p>	<p>Lecture:</p> <ul style="list-style-type: none"> • Budgets and valuations • Ethics <p>Reading material:</p> <p>Fill, C. (2009). <i>Marketing Communications: interactivity, communities and content</i>. Pearson Education.</p>

<p>11. Tuesday (12.2.2019) Room LO1</p>	<p>Student group final assignment presentations (the assignment details will be laid out during the first class, soon after we form student groups)</p>
<p>12. Thursday (14.2.2019) Room LO1</p>	<p>Student group final assignment presentations (the assignment details will be laid out during the first class, soon after we form student groups)</p>
	<p>Additional reading material related to the final group assignment:</p> <ul style="list-style-type: none"> • Parmentier, M. A., & Fischer, E. (2014). Things fall apart: The dynamics of brand audience dissipation. <i>Journal of Consumer Research</i>, 41(5), 1228-1251. • Scaraboto, D., & Fischer, E. (2012). Frustrated fatshionistas: An institutional theory perspective on consumer quests for greater choice in mainstream markets. <i>Journal of Consumer Research</i>, 39(6), 1234-1257. • McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. <i>Journal of consumer research</i>, 16(3), 310-321. <p>→ the nature and the usefulness of the additional reading material will be discussed throughout the course.</p> <p>Reading material for both, the final group assignment, as well as for your group lectures: (Further details to be explicated during the first class)</p>

Sales promotions:

Fill, C. (2009). *Marketing Communications: interactivity, communities and content*. Pearson Education. (Chapter 18)

Brito, P. Q., & Hammond, K. (2007). Strategic versus tactical nature of sales promotions. *Journal of Marketing Communications*, 13(2), 131-148.

+ other material of your choice.

Public relations (PR)

Fill, C. (2009). *Marketing Communications: interactivity, communities and content*. Pearson Education. (Chapter 19)

Grunig, J. E., & Hunt, T. T. (1984). *Managing public relations*. Holt, Rinehart and Winston.

+ other material of your choice.

Personal selling

Fill, C. (2009). *Marketing Communications: interactivity, communities and content*. Pearson Education. (Chapter 22)

Weitz, B. A., & Bradford, K. D. (1999). Personal selling and sales management: A relationship marketing perspective. *Journal of the academy of marketing science*, 27(2), 241-254.

+ other material of your choice.

Sponsorship

Fill, C. (2009). *Marketing Communications: interactivity, communities and content*. Pearson Education. (Chapter 20)

Aaker, D. A., & Joachimsthaler, E. (2012). *Brand leadership*. Simon and Schuster. (Chapter 7)

Meenaghan, T. (2001). Understanding sponsorship effects. *Psychology and Marketing*, 18(2), 95-122.

Meenaghan, T., & Shipley, D. (1999). Media effect in commercial sponsorship. *European journal of marketing*, 33(3/4), 328-348.

+ other material of your choice.

Direct Marketing

Fill, C. (2009). *Marketing Communications: interactivity, communities and content*. Pearson Education. (Chapter 21)

+ other material of your choice.

Social Media/Interactive

Fill, C. (2009). *Marketing Communications: interactivity, communities and content*. Pearson Education. (Chapter 25/26)

+ other material of your choice.