

**Study Abroad Business & Management Programme
MANAGING PRODUCT AND BRAND PROMOTIONS: INTEGRATED
COMMUNICATIONS FOR EFFECTIVE MARKETING**

Course contact hours: 45

Recommended credits: 6 ECTS – 3 US credits

Objectives

Business organizations design and implement promotional programmes to stimulate the demand for a company's goods or services and keep customers loyal. Well-designed product and brand strategies create product and brand awareness, bring in more customers, build trust and generate repeat purchases, ensuring long-term success. Effective promotional campaigns require a careful alignment of promotional efforts with strategic marketing goals as well as with today's increasingly fragmented audiences and ever-increasing media channel alternatives. This brings in the perspective of Integrated Marketing Communications (IMC), a complex orchestration of information transmitted coherently through complementary channels to target audiences. This concept is central to the course.

Managing Product and Brand Promotions is an applied course which provides a complete immersion into the study and practice of promotion management within the IMC paradigm. During the course you will learn about the planning and implementation of demand stimulating promotion such as advertising, sales promotion, direct selling, and public relations, among others. You will also gain expertise in the areas of customer research, market analysis, the advertising industry, promotional planning and budgeting, product sales and measuring the effectiveness of promotional campaigns.

This course is particularly relevant to students interested in the careers of marketing, advertising, (new) product or service and brand management. The intended audience is graduate students enrolled in business master's programs with specializations in Marketing Management, Marketing Communications, Advertising, Sales Management, Digital Marketing, E-commerce, Innovation and Entrepreneurship, New Product Development/Management.

Learning outcomes

Upon the successful completion of this course you will be able to:

1. Critically appraise a company's specific campaign including media strategy, target market selection and message content.
2. Design and implement an integrated marketing communications (IMC) program.
3. Determine the most effective promotional tools for a specific product or a brand.
4. Locate and evaluate relevant information needed to effectively design and plan promotional campaigns.
5. Identify and analyse the appropriate media channels for your promotional plan.
6. Select the best promotional alternatives and develop an approach to implement those alternatives.
7. Understand contemporary issues and technological initiatives in promotional management and their applications in business.
8. Analyse ethical dilemmas of marketing communications professionals.
9. Effectively communicate and defend your recommendations and critically examine and build upon the recommendations of your peers.
10. Demonstrate project management skills as you work cooperatively with peers on team projects.

Programme

Week	Topics	Readings
1	Introduction to IMC. IMC defined. The advertising industry structure. The IMC planning process	Juska, Chapter 1
2	IMC and Consumer Behaviour Market segmentation, positioning, target audience, audience profiles and the value proposition.	Juska, Chapter 5 Sarkar & Shah, 2014 – <i>Marketing of a Bollywood Film: Ankur Arora Murder Case</i>
3	Promotion Research Brand research and consumer insights. Categories of marketing research. Secondary information research. Primary insight research. B2B	Juska, Chapter 4
4	IMC Budgets and Objectives IMC funding sources. Budget calculation methods. IMC category allocation strategies. Budget changes and adjustments. Writing IMC objectives.	Juska, Chapter 3 & 12 Di Muro, 2019 – <i>Five Guys: Developing a Promotional Strategy for the Future</i>
4	Message Strategy Message processing. Positioning. Communication objectives. Creative idea. Pre-testing	Juska, Chapter 6
5	Executing the Creative Applying consumer insights. The brand brief. Selecting creative strategies. Presenting creative concepts. Synchronized brand messages.	Abril Barrie, 2020 – IKEA: Global Communication Strategy, Multimedia Case
6	Campaign Analysis Project Team presentations, class discussion and feedback	
7	Media Planning Media concepts. Media categories. Media planning methods. Media metrics.	Juska, Chapter 7
8	Media planning Advertising campaigns: Print, TV, radio, and outdoor advertising.	Juska, Chapter 8 Eisenbeiss & Bleier, 2020 – <i>VayCayNation: Driving Website Traffic Through Second-Screen Analytics</i>
9	Media planning Digital media environments	Juska, Chapter 2 Lyu et al. (2020) <i>KÜB: Brand Marketing on New Media.</i>

Week	Topics	Readings
	Websites, brand sites, social media, email marketing, streaming video, mobile applications	
10	Sales Promotion Strategies	Juska, Chapter 9 Purani & Jeeshha (2017) <i>Impex Kitchen Appliances: Evaluating the Reader's Offer</i>
11	Brand Visibility Strategies Brand visibility defined. Brand visibility categories. Retail marketing environments.	Juska, Chapter 10 Sawhney & Goodman (2016) <i>The Hunger Games: Cathcing Fire</i>
12	Public Relations, Influencer Marketing and Corporate Promotions	Juska, Chapter 11
13	Brand Visibility Strategies Event Sponsorship, Product Placements and Corporate Promotions	Juska, Chapter 10 Anik & Miles (2017) <i>From Heineken With Love: James Bond Product Promotion</i>
14	The IMC Plan. Purpose and value. Responsibility for development. Plan outline and content.	Juska, Chapter 12
15	IMC Plan Project Team presentations, class discussion and feedback	

Approach

Learning in this course is designed to be experiential and collaborative. In addition to class lectures you learn how to assess and evaluate the quality of promotional communications through monitoring current brand programs, using social monitoring tools, reviewing case studies, participating in team projects, collaborative exercises, and interactive class discussions. You are also challenged to solve problems, apply critical thinking, and use organizational, analytical, and creative thinking skills to design and present an effective Integrated Marketing Communications Plan.

Assessment criteria

Campaign Analysis Project: 20%

IMC Plan project: 30%

Case reviews and assignments: 30%

Class participation: 20%

Bibliography

Required readings:

Juska, J.M. (2018) *Integrated Marketing Communication. Advertising and Promotion in a Digital World*, 1st Edition, Routledge, Taylor and Francis.

Eisenbeiss, M.; Bleier, A. (2020) *VaycayNation: Driving Website Traffic through Second-Screen Analytics*, Case Study 9B20A027, Ivey Publishing, Richard Ivey School of Business Foundation.

Lyu, Y.; Li, L.; Han, S.; Lin, H.; Sun, J. (2020) *KÜB: Brand Marketing on New Media*, Case Study 9B20A051, Ivey Publishing, Richard Ivey School of Business Foundation.

Abril Barrie, C. (2018) *IKEA: Global Communication Strategy*. Multimedia Case. I0042E-HTML-ENG IE Business Publishing, Madrid.

Anik, L.; Miles, J. (2017) *From Heineken with Love: James Bond Product Promotion*, Case Study UVA-M-0952, Darden Business Publishing, University of Virginia.

Purani, K.; Jeesha, K. (2017) *IMPEX Kitchen Appliances: Evaluating the "Reader's Offer"*, Case Study 9B17A010, Ivey Publishing, Richard Ivey School of Business Foundation.

Sawhney, M.; Goodman, P. (2016) *The Hunger Games: Catching Fire: Using Digital and Social Media for Brand Storytelling*, Case Study 5-415-750. Northwestern Kellogg School of Business.

Recommended readings:

Smith, P.R.; Zook, Z. (2020) *Marketing Communications: Integrating Online and Offline Customer Engagement and Digital Technologies*, 7th Edition, Kogan Page.

Percy, L. (2018) *Strategic Integrated Marketing Communications*, Routledge, Taylor and Francis.

Berger, J. (2016) *Invisible Influence: The Hidden Forces that Shape Behavior*, Simon&Schuster.

Berger, J. (2013) *Contagious. Why Things Catch On*, Simon&Schuster.

Ogden-Barnes, S.; Minahan, S. (2015) *Sales Promotions Decision Making: Concepts, Principles and Practice*, Business Expert Press, New York.

Lindstrom, M.; Underhill, P. (2010) *Buyology: Truth and Lies About Why We Buy*, Broadway Books, New York.

Heath, C.; Heath, D. (2007) *Made to Stick: Why Some Ideas Survive and Others Die*, Random House.

Godin, S. (2005) *The Purple Cow: Transform Your Business by Being Remarkable*, Penguin Books.