



Rotman Commerce UNIVERSITY OF TORONTO

Course Outline Strategic Marketing Communications – RSM457H1F Fall 2019

Classes Meet: Friday 11-1, WO 20

Lectures begin 10 minutes past the hour and end on the hour (duration: 1 hour 50 minutes)

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Office Hours: Friday 1-2 (appointment recommended)
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Course Administration Issues

- Please bring your name tent card to each class. Photos are taken on second class.
- You cannot use your cell phone or laptop during lectures.
- For any questions related to course administration, ask your TA.

Course Scope and Mission

This course is a discussion of the rapidly changing landscape of marketing communications. At the end of this course you will understand many of the current players, approaches and communication strategies.


The course will a group seminar in which we all discuss the topics assigned for the week. The course will make extensive use of outside speaker to facilitate our discussions and give the most current perspectives on account management, creative development, traditional and digital advertising, PR, and experiential marketing.

Course Prerequisites


Principles of Marketing (RSM250) and Marketing Management (RSM350, formally RSM 251H1)



Weekly Schedule

Week - Topic		Material
1	Sept 6 Intro and Syllabus	<p>Reading: McKinsey: How to unlock marketing-led growth (Quercus)</p> <p>Reading: Euromonitor 2019 Global Trends (Quercus)</p> <p>Reference: AD AGE 2019 Fact Pack (Quercus)</p>
2	Sept 13 The New World	<p>Case: Apple, Amazon, Google and Facebook (HBP)</p> <p>Reading: The 2020 presidential candidates and the tech giants (Quercus)</p> <p>Reading: eMarketer's July Earnings Recap - FAGTSN (Quercus)</p> <p>Assignment 1 Due</p>
3	Sept 20 Strategy	<p>Case: Dove Real Beauty (HBP)</p> <p>Reading: Brand Activism (HBP)</p> <p>Reading: 'True Gen': Generation Z and its implications for companies (Quercus)</p> <p>Reading: Gen Zers Are Less Inclined to Participate in Loyalty (Quercus)</p> <p>Reference: 2019 Edelman Trust Barometer Report: In Brands We Trust? (Quercus)</p> <p>Assignment 2 Due</p>
4	Sept 27 Strategy and the Brief	<p>Case: Glossier - Co-Creating a Cult Brand with a Digital Community (HBP)</p> <p>Reading: IAB – Disrupting Brand Preference (Quercus)</p> <p>Reading: The Creative Brief (Quercus)</p> <p>Reference: IAB – How to Build a 21st Century Brand 2019-2020 (Quercus)</p> <p>Reference: Adspeak (Quercus)</p> <p>Reference: Briefing an agency (Quercus)</p> <p>Reference: The State of Fashion 2019 (Quercus)</p> <p>Assignment 3 Due</p>
5	Oct 4 Agency	<p style="text-align: center;">Rizwan Devji Senior Account Director, Sapient</p> <p>Reading: Client Service Primer (Quercus)</p> <p>Reading: ANA In-House Agency (Quercus)</p> <p>Reading: The In-House Agency (Quercus)</p> <p>Assignment 4 Due</p> 

6	Oct 11 PR	<p>John Clinton CEO Edelman (Past)</p> <p>Reading: CEOs View of Marketing 2019 (Quercus) Reference: CMO Report 2019 V10 2019 (Quercus) Reference: 2019 Edelman Trust Barometer Report: In Brands We Trust? (Quercus)</p> <p>Assignment 5 Due</p>	
7	Oct 18 Creating Marketing Stuff	<p>Robin Whalen President, Church+State</p> <p>Reading: Terri&Sandi Ad Age's Small Agency of the Year for 2017 (Quercus)</p> <p>Assignment 6 Due</p>	
8	Oct 25 Creative Director	<p>Gerald Schoenhoff Executive Creative Director, Crew Marketing</p> <p>Case: Under Armour (HBP) Reading: Unifying creativity and analytics (Quercus)</p> <p>Assignment 7 Due</p>	
9	Nov 1 Story Telling	<p>Andrea Cook President, FCB/Six</p> <p>Case: The Hunger Games: Catching Fire (HBP) Reading: Brand Storytelling (HBP)</p> <p>Assignment 8 Due</p>	
	Nov 8	Term Paper Due EOD by Email	
10	Nov 15 New Media and Privacy	<p>Reading: Marketing in the Age of Alexa (HBP) Reading: Will CCPA Have GDPR-Like Effects? (Quercus) Reading: Why Consumer Privacy Matters (Quercus) Reference: The Definitive Guide to Web Personalization (Quercus)</p> <p>Assignment 9 Due</p>	

11	Nov 22 MARTECH, In-House and Digital Media	<p style="text-align: center;">Stephen Kim Senior Director, Audience and Personalization, CIBC</p> <p>Reading: Programmatic Advertising (HBP) Reference: Tech Tax a Third of \$ (Quercus) Reference: Five Charts on Ad Tech Tax (Quercus)</p> <p>Assignment 10 Due</p>	
12	Nov 29	Special Topics Catch Up Wrap Up Final Exam	
Final Exam		Case: Anheuser-Busch INBEV NV: The Budweiser Brand in Canada	

Readings and Case Package

There will be a combination of readings and cases that are listed in the weekly calendar. Some readings and videos are from free sources. Others, from Harvard Business Publishing (HBP), can be purchased at <https://hbsp.harvard.edu/catalog/course/566938>. The course pack costs \$42.50 USD and contains the following items:

1. Dove Real Beauty Sketches Campaign
2. Amazon, Apple, Facebook, and Google 2018
3. The Hunger Games: Catching Fire: Using Digital and Social Media for Brand Storytelling
4. Marketing in the Age of Alexa
5. Glossier: Co-Creating a Cult Brand with a Digital Community
6. Under Armour: Creating and Growing a New Consumer Brand
7. A Primer on Programmatic Advertising
8. Brand Activism
9. Anheuser-Busch InBev N.V.: The Budweiser Brand in Canada
10. Brand Storytelling

Evaluation and Grades

Each student will be judged based on how well he or she has command of the course materials understanding that some of the grading is necessarily subjective.

	<u>Weight</u>	<u>Due Date</u>
1) Class attendance and participation	20%	Ongoing
2) Research Requirement	3%	See "Research Requirement" below
3) Short Assignments (6 of 10)	30%	Ongoing
4) Term Paper	20%	November 8 th
5) Take Home Final Exam	<u>27%</u>	December 11 th
Total	100%	

1. Grading Elements: Class Participation (20%)

You are expected to prepare thoroughly and make every effort to attend class. Please feel free to raise an opinion or offer an analysis no matter how different it is from the emerging theme in the classroom, or how unusual it may be. As a seminar course, it will only work for you if you prepare and engage the material in discussion. You are also invited to start any class with a topic that "IN THE NEWS".

2. Grading Elements: Research Requirement (3%)

Marketing and Organizational Behaviour researchers run experimental studies to test theories about human behaviour. The research requirement in this course is intended to supplement the material on marketing and organizational behaviour by giving you direct exposure to research in these fields. You may fulfill this requirement by:

1. Participation in three hours (credits) of research studies, or
2. Analysis of three articles that report research studies, or
3. A combination of research studies and article analyses

Note, this is not an extra credit assignment, credit-hours of participation translate into real point (percentage) values, as determined by the professor whose course you are enrolled in. You will receive one credit-hour towards your course grade for each one-hour of research study participation you complete: each credit-point may be comprised of a single 1-point study, two 0.5 credit studies, or an article analysis that you complete, up to a maximum of three points for this course.

To participate in a research study, you will need to sign into our Rotman Behavioural Research Lab (BRL) research participation website (Sona): <https://rotman.sona-systems.com/>. Please add both the Sona Admin, rotman-admin@sona-systems.net, and Behavioural Research Lab, Behavioural.Lab@rotman.utoronto.ca, email addresses, to the contact list of the email account linked to your Sona account. This will ensure that registration and password reset links and important updates regarding your account and the study participation assignment are not mistakenly marked as spam.

Former Participants: those with existing BRL credit-pool accounts on Sona can use their previous credentials to log into Sona, and immediately, begin registering for courses as soon as they are posted.

New Users: those of you new to our credit pool, have had your course(s) added to an account that has been created for you. This account is linked to your “[Username]@mail.utoronto.ca” email address, and a link to complete registration has been sent to that address.

Trouble Logging In: if you have overlooked your password registration link, or forgotten details of your log-in information, please use the “Forgot Password” feature on the Sona log-in page to have these credentials sent to the email linked to your Sona account (UofT address for new users).

Please familiarize yourself with the “Student Research-Participation Guide,” made available to you by your professor: this guide, as well as the FAQ on Sona, cover all the pertinent steps and criteria for registering for studies and completing your participation requirement through either study participation or article analyses. Feel free to email Behavioural.Lab@rotman.utoronto.ca if you have any question.

Participation opportunities in research studies for the fall session are anticipated to begin the week of September 9, 2019, and the final participation deadline is December 5, 2019.

3. Grading Elements: Small Assignments (30%)

The purpose of the small assignments is to give you time to reflect on the topic of that day and prepare your response. Most of the assignments come directly from the assigned readings or cases

There are ten assignments and you are to complete six of them. You should target 500-700 words and you will hand them in before class. If you know you can't be in class, you can send it in by email.

4. Grading Elements: Term Paper (20%)

The Term Paper will be written on a subject of your choice. In the Quercus class folder, there are several references to the evolving and transformative aspects of the field of MarComm. These include elements of new media, influencer marketing, artificial intelligence, native advertising, social media, CRM, UGC, mobile, augmented reality, agency-client structure, neuromarketing, creativity, design, storytelling, advocacy, search, generational targeting, martech and others.

Your task is to select one of these subjects and to provide your assessment of its role in marketing currently and in the future. You are welcome to use and properly reference research material, but it is expected that the paper focuses on your personal reflection.

The paper length should be around 1200-1500 words, composed in Word (docx) and submitted by email prior to November 8th EOD. Note that November 8 is in Reading Week and you are welcome to submit at any time prior to the 8th. If there is time, we will discuss some of the papers on November 29th.

5. Grading Elements: Final Examination (27%)

The final exam is a take home exam. The questions to answer will be provided in our class on November 29th and you will have until December 11th to deliver your answers electronically to both the TA and me.

Missed Exam and Assignments

Students who miss a test or assignment for reasons entirely beyond their control (e.g. illness) may submit a request for special consideration. The Request for Special Consideration Form and supporting documentation must be submitted in a timely manner in order for the request to be reviewed.

In such cases, students must notify the Rotman Commerce Program Office on the date of the course deliverable such as a missed test, or assignment missed class (in the case of participation marks), or due date. They must then complete a [Request for Special Consideration Form](#) and submit it along with supporting documentation (e.g. [Verification of Student Illness or Injury form](#)) to the Rotman Commerce Office within **2 business days** of the originally scheduled course deliverable. Students who do not provide appropriate or sufficient supporting documentation will be given a grade of 0 (zero) for the missed course deliverable.

Documentation submitted in support of petitions for missing tests and assignments must be original; no faxed or scanned copies will be accepted.

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 later report of illness made by the student to a physician.

There will be no make-up midterm test. If the documentation is satisfactory, the weight of the midterm test will be moved to the final exam (i.e., the final exam will carry 47% instead of 27%).