**Strategic planning**

A study of integrated approach in planning marketing communication. This course is designed to develop concepts, principles and methods of planning marketing promotion and communication. Topics discussed cover planning, develop communication strategies, media strategy, factors influencing media selection and social media.

This course aims to be highly experiential, active participation is required both in class and in group work and constitutes one of the judgment criteria.

**Course outline**

1. Frame communication within the big picture:

Business – marketing – communication

Focus on communication: how does it work and why?

Communication agencies: different types, what do they do? What’s the process? Who does what?

The phases of communication development:

1. Planning and strategy development
2. Creative development & executions
3. Testing advertising
4. Planning and strategic development:
   1. Setting objectives:
      1. Business objectives – Marketing Objectives – Communication Objectives
      2. Path to purchase
      3. Jobs to be done
   2. Concept development:
      1. What is a concept and different types
      2. Insights, benefits and reasons to believe
      3. How to write a concept?
5. Executions & media channels
   1. Creative executions and how to judge executions
   2. Channels and channel selection
   3. Media Planning
6. Focus on digital and Social media: how it works and why is it important
7. Case studies

**Evaluation criteria**

I will assess students on the basis of:

1. Participation and case study presentation (40% of total result)
2. Final written exam (60% of total result)

**1. Participation and actual case study**: during the course I will ask students to bring their own examples, argue and justify their points of view.

Real case studies to work on will be key part of the learning and evaluation.

Each case study will be structured so that students will be required to apply what they’ve learned during the classes and present their strategic approaches.

**2. Mid term presentation** will be based on the content of the course discussed at that point.

**3. Written exam:** will cover any topic discussed during class.

**Textbooks**

*"Advertising and Promotion: an integrated marketing communications perspective - global edition 9th"* G. Belch – M. Belch

ISBN 978-007-131440-4

Please note, this edition (Global – 9th) is:

1. Global edition containing examples from the world

2. the most updated one

During the course I will provide other materials such as power point presentations, case studies, websites, blogs, articles that students can read.

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|  |  | Week | Course content | Reference material | |
|  |  | 1 | IMC: course outline – the big picture  Marketing – Communication – IMC | Teacher’s material distributed during class according to topics  "Advertising and Promotion: an integrated marketing communications perspective - global edition 9th" G. Belch – M. Belch  ISBN 978-007-131440-4 | |
|  |  | 2 | Path to purchase | As above | |
|  |  | 3 | Path to purchase application | As above | |
|  |  | 4 | Different types of responses to communication  *Theory + Models* | As above | |
|  |  | 5 | A practical application on different models of responses to communication | As above | |
|  |  | 6 | Integrated communication brief (1/4)  *The overall view*  Case study briefing | As above | |
|  |  | 7 | Midterm Exam |  |  |
|  |  | 8 | Integrated communication brief (2/4)  *Objectives, JTBD and practical exercise* | As above | |
|  |  | 9 | Integrated communication brief (3/4)  *Target, Insight, communication concept* | As above | |
|  |  | 10 | Integrated communication brief (4/4)  *Different types of executions*  *Judging communication* | As above | |
|  |  | 11 | Channels and media planning | As above | |
|  |  | 12 | Digital and social media  *Digital communication, social media comms, viral videos* | As above | |
|  |  | 13 | E-commerce  *Communication* | As above | |
|  |  | 14 | In-store  *Promo, signaling and activation* | As above | |
|  |  | 15 | Case study presentation | As above | |
|  |  | 16 | Final Exam Date |  |  |

NOTE: the outline is subject to change