Instructor: Dr. Gary Tunnison, owner of GT Marketing & Fundraising has been providing a wide variety of marketing services to Lincoln businesses for the past 23 years.

Contact Information
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Class Schedule: To be determined during the initial meeting on Jan 16, 2014

Course Description:

This is a hands on course requiring application of marketing communication knowledge and skills to solve marketing problems. Students will create, from a managerial perspective, a comprehensive Integrated Marketing Communication (IMO) plan for a Lincoln business. At the conclusion of the course, students will present a formal presentation to the class. There will be few formal class meetings. Conceptual thinking and practice will be emphasized. Upon completion of this course, students will be able to: 1) create, produce, and evaluate an IMC campaign for a Lincoln business. 2) develop, execute and apply research, 3) analyze client product/brand information and data. 4) work within a team environment, 5) develop appropriate marketing, creative, and promotional strategies. 6) develop prototype creative materials, 7) develop a comprehensive written communications plans book, 8) present a communications plan to client management, 9) understand the problems inherent in working with clients, and 10) understand job responsibilities in the marketing industry.

The instructor has a working relationship with more than 47 businesses in Lincoln, and may be able to provide a contact person within a business to consult with the student.

No textbook is required for this course.
Course Objectives - Upon completion of this course, students will be able to:

1) create, produce, and evaluate an IMC campaign for a Lincoln business
2) conduct marketing and consumer behavior research and use that research to present the plan.
3) analyze client product/brand information and data.
4) use skills for client negotiation, team building, and oral presentations
5) develop a comprehensive written communications plan
6) understand the ethical responsibilities in conducting market research and know how to market within legal and ethical guidelines

Grading:

Grades will be determined by the following:

- Individual activity folder 20%
- Research / survey plan 20%
- Marketing plan 20%
- Final presentation 20%
- Attendance 20%

The Final Presentation will require the student to create a professional Marketing Communication plan for a client. This plan will then be presented to the class. Class contribution will be critical to the success of this course.

If you are going to miss 2 or more classes, do not take this course.