BUS453. Marketing Communications Campaigns
WINTER 11 Term, JAN 11 - MARCH 5 2016
6 PM Doane Lincoln

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.

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Class Schedule: To be determined during the initial meeting on JAN 11, 2016

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 inform the plan.
3) analyze client product/brand information and data.
4) use skills for client negotiation, team building, and oral presentation
5) develop a comprehensive written communications plans book.
6) understand the ethical responsibilities in conducting market research and know how to market within legal and ethical guidelines.
Grading:

- Class notes, attendance report 20%
- Research citations, minimum 15 20%
- Survey results minimum 30 20%
- Final PP presentation 20%
- Hand in final completed folder 20%

Final Presentation:

The Final Presentation will require the student to create a professional Power Point Marketing Communication plan for a client. This plan will first be presented to the class. Class contribution will be critical to the success of this course. Students must have at least one guest at their final presentation.

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