BUS 453, Marketing Communications Campaigns  
First class meeting, August 23rd, 2012, 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 August 23, 2012

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 (IMC) 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.

Required Text: 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: Grades will be determined by the following:

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

Final Presentation:
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.