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

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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 some 47 businesses in Lincoln, and may be able to provide a contact person within the business community to consult with the student.

Required Text: No book required for this course
Students will be able to:

1. determine the target audience for marketing strategies.
2. look at present ads for the selected company to find the negatives and positives of present marketing strategies. Find the void.
3. understand the economy and consumer confidence. Do consumers have disposable income to make purchases?
4. learn persuasion strategies when presenting in a group setting.
5. use classmates as a focus group to get feedback on student’s Marketing Plan.
6. understand the positives and negatives of different forms of media; radio, TV, cable, magazines, newspaper, internet, facebook, Youtube, Twitter, etc.
7. understand the relationship between the graphic artist and the media sales person.
8. understand the effectiveness of developing an effective Marketing Plan.
9. accept constructive criticism when presenting the marketing plan and make adjustments if appropriate.
10. understand a marketing plan is considered a success when a customer buys it. This is not a requirement of the course but a strategy to be considered.

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.

If you are going to miss 2 or more classes do not sign up for the class.