

**Graduate Program in Communication Studies
Communication Studies 721 (Lec.91)
Advanced Marketing Communication**

**Mondays: 6:30 - 9:30 pm
Fall Session**

Instructor: Dr. Timothy J Buell
Office: Social Sciences 210
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Description

The word *creativity* comes immediately to mind when we think of such things as the visual arts, mathematical discoveries, musical composition and poetry. But what of business, marketing and entrepreneurship? If we use the word *creative* to describe a particularly innovative strategic marketing plan, are we talking about the same process? In other words, are there really standard, reliable mechanisms underlying creative thought, as opposed to just plain pedestrian thought? This course proceeds on the assumption that there are, and that an understanding of them is an essential part of innovative and successful marketing communication.

The course will begin with a discussion of the creative process in general. We will then work toward developing a perspective on creativity relevant for business and strategic marketing. Special emphasis will be placed on strategic marketing for not-for-profit organizations, and specific case studies will be examined. Facing a decline in their traditional bases of support, these organizations must develop particularly innovative--or creative--marketing plans in order to survive.

Format

The course will be conducted as a seminar. The major component will be a term project, which will be the development of a strategic marketing plan for a particular organization. This will consist of a formal proposal, a class presentation outlining the problems and proposed solutions provided by the marketing plan, and a final report. Students may wish to draw on their own professional experience in the selection of the organization, or one can be chosen in consultation with the instructor.

Evaluation

Term projects will be evaluated on the basis of the following required work:

Proposal	15%	October 19
Individual Presentation	25%	Oct./Nov: TBA
Final Report	50%	December 7
Class participation	10%	

Texts

Kao, John J. *Managing Creativity*. Prentice Hall, 1991

Kotler, Phillip, and Andreason, Alan. *Strategic Marketing for Non Profit Organizations*. Prentice Hall, 1991.

Additional readings and source material will be placed on reserve.

Class notes and other resources on course website: www.ucalgary.ca/buell/courses/coms721.html

Class Schedule

Monday, September 14

Introduction: Mechanisms of Creativity
Creativity, Invention and Discovery

Monday, September 21

Survey of current literature I:
Informal book reports

Monday, September 28

Survey of current literature II:
Informal book reports (continued)

Monday, October 5

Creative Applications I:
The need to respond to changes in the marketplace: the "demassified" market.
Targeted messages, building data bases, niche marketing.

To read: Kao (pp 1-28; 163-167)

References in Kotler & Andreason: Chapters 3 - 8

Monday, October 12

Thanksgiving: No Class

Monday, October 19

Creative Applications II:

New types of media; new developments in traditional media; new uses for media

To read: Kao (pp. pp 43-61)

References in Kotler & Andreason: Chapters 12 - 15

Monday, October 26

Creative Applications III:

Accountability in strategic marketing: measuring attitudes and attitude changes; comparisons of advertising alternatives; awareness advertising; the Caples method and split-run testing.

References in Kotler & Andreason: Chapters 16 - 21

Monday, November 2

Class Presentations

Monday, November 9

Class Presentations (Continued)

Monday, November 16

Class Presentations (Concluded: if needed)

Monday, November 23

Creative Applications IV:

What do we mean by "left-brain" vs "right-brain" approaches to marketing and advertising? How do we choose the correct emphasis?

Monday, November 30

Creative Applications V:

Sales *promotion* vs *persuasion*: what are the differences, advantages/disadvantages of each?

"Creative" ways of stretching marketing and advertising budgets

References in Kotler & Andreason: Chapters 9 - 11

Monday, December 7

Wrap-up -- Future directions in strategic marketing.