COURSE: MRKT1001 Concepts in Marketing

FACULTY: Michelle Morin/Elizabeth Carey

COURSE DESCRIPTION: This is an introductory course in the study of marketing presenting basic principles and practices. Topics include marketing orientation, external environments, the industry's code of ethics, the importance of marketing to the economy and the business firm and more. Emphasis is placed on marketing strategy; target consumer plus, product, price, place and promotion.

COURSE OBJECTIVES:
1. Assess the role of marketing within the firm and the economic system.
2. Identify the external and uncontrollable environments of marketing and their impact on a firm's marketing strategy.
3. Apply the terminology of the marketing profession to realistic business case studies and examples.
4. Interpret the Code of Ethics of the American Marketing Association and relate specific parts of the Code to professional endeavors.
5. Apply the marketing principles to well-known companies, products, and advertisements.
6. Identify new and attractive marketing opportunities as the central part of a marketing professional's responsibility to his/her employer.

CBEE IN COURSE:
Michelle Morin has involved her MRKT1001 courses in developing marketing ideas to assist WaterFire Providence, and then the students volunteer at a WaterFire event. A JWU Advertising student interned at WaterFire and then began working at WaterFire after graduation in the marketing promotions department. She then became Michelle’s “client” for the MRKT1001 course, and the students worked on social media promotion for a WaterFire fundraiser they have at Ruth Chris Steakhouse each fall. The students then worked the fundraiser and a WaterFire lighting. The alum, Sierra Barter, then came back to JWU to work in social media at the University.

Elizabeth Carey’s MRKT1001 students have worked with Roots Cultural Center to develop event promotion strategies for a Roots event. She also had her ADVC1011 Marketing Communications II students develop a social media marketing plan for the same event the following year, demonstrating how complementary projects can be spread between courses to maximize impact.

COURSE: ADVC4015 Integrated Marketing Communications Seminar 1
FACULTY: Oscar Chilabato, Christine Ure

COURSE DESCRIPTION: This is the first of a two-tiered course offered only to senior Advertising & Marketing Communications and Creative Advertising majors. By using the project from the American Advertising Federation’s National Student Advertising Competition, as well as other projects from real and simulated clients, this course provides students the opportunity to develop fully-integrated marketing communications plans for major marketing organizations using all of the promotional mix elements. Students are given promotional budgets with which to work to develop a marketing position strategy from which all the elements (including advertising, public relations, sales promotion, direct and interactive marketing, and personal selling) are all integrated into a cohesive communications program. A final presentation, including the submission of a marketing communications plan book, culminates the course.

COURSE OBJECTIVES:
1. To give students a practical framework to develop and implement the promotional mix elements in creating a seamless integrated communications plan.
2. To have students write succinctly and clearly in developing plans.
3. To have students conduct research and evaluate findings so as to develop positioning and creative strategies.
4. To have students apply theoretical communications models to solve communications challenges.
5. To have students develop a media plan complete with reach and frequency objectives.
6. To have students experience the discipline imposed by deadlines in developing plans, advertisements and presentations.
7. To have students develop interpersonal skills by working within groups comprised of diverse individuals.
8. To have students learn firsthand focus group techniques and implications.
9. To have students understand the strategy used to launch a global band.

CBEE PROJECT: Develop marketing campaign, video and brochure for annual luncheon, integrated public relations campaign, digital and print strategy.

PROJECT OBJECTIVES: Each year, Chris Ure and I teach a seminar course for advertising majors and bring in the Rhode Island Coalition for the Homeless (RICH) as our client. We have been providing this organization with a video and collateral materials all produced by students and presented at their annual luncheon, for 8 years (not sure – it may be longer). In any event, students get a very deep experiential learning opportunity while fully understanding how advertising and communications can help the community in a very real way. This is the major thrust of the course work for the term so students are fully vested in this project and many use the work in their portfolios.

OUTCOME: http://vimeo.com/116497693
Reference Articles, Books and Links:
