

Course Outline

MK 331 Integrated Marketing Communications

Prerequisites: MK311

A study of integrated approach in marketing communication. This course is designed to develop concepts, principles and methods of marketing promotion and communication. Topics discussed cover planning, media strategy, factors influencing media selection, media mix strategy, media testing and evaluation, communication strategy that are consistent with other marketing strategies.

Course outline

1) Frame communication within the big picture (10% of the course):

Business – marketing – communication

Focus on communication: how does it work and why?

Communication agencies: different types, what do they do? What's the process? Who does what?

The phases of communication development: the big picture

- Planning and strategy development
- Creative development & executions
- Testing advertising

2) Planning and strategic development (25% of the course):

a. The advertising brief

b. Why we need advertising:

- i. Business objectives – Marketing Objectives – Communication Objectives
- ii. Behaviors and how we take decisions
- iii. Jobs to be done

c. Concept development:

- i. What is a concept and different types
- ii. How to write a concept?

d. Testing assumptions:

- i. Methodology and practical cases

e. Creative brief and briefing session

3) Communication development - executions (25% of the course)

a. Creative executions

b. Channels and channel selection

c. How to judge executions

d. Creative techniques

4) Social media: how it works and why is it important (15% of the course)

5) Case studies and work on a specific project (25% of the course)

Evaluation criteria

I will assess students on the basis of:

- 1) Active Participation to the course
- 2) Mid-term exam
- 3) Presentation of their strategies/execution based on actual case study
- 4) Final written exam

1. Participation: during the course I will ask students to bring their own examples, argue and justify their points of view; they should be able to find information everywhere on the web and share relevant ones with their colleagues

Also I will ask them to merge into specific context and analyze people's behaviors in order to share insights with the class

2. Mid term presentation will be based on the content of the course. In specific it will be focused on the relevant topics:

- Communication strategy
- Creative Executions

3. Actual case study: during the course I will give to students a real case study to work on.

The case study will be structured so that students will be required to apply what they're learning during the classes

An example could be: Develop a multi-channel campaign to launch the new "xxx" amongst secondary school students

The work will be done in teams of 3/5 people; they will need to organize their time, ways of working and activities in order to meet the deadline presentation to client

I will be available for guidance

Before the end of the course groups will be asked to present their strategic approach and initial execution ideas

4. Written exam: at the end of the course

Final Exam date: May 18, 2012, 09.00 – 12.00 hrs.

Textbooks

I will follow below textbook

"Advertising and Promotion: an integrated marketing communications perspective - global edition

9th" G. Belch – M. Belch

ISBN 978-007-131440-4

Please note, this edition (Global – 9th) is:

1. Global edition containing examples from the world
2. the most updated one

During the course I will provide other materials as case studies, websites, blogs, articles that students can read.

I believe it is fundamental that students make their own researches; especially on the web there are plenty of resources available. At the end of the course I will also prepare a bibliography of interesting things to read

Syllabus

EE 476 Environmental Economics

Course Description

Study of concepts of efficiency and cost-benefit analysis, environmental problems, policy effectiveness, tools and measures to correct environmental problems, and assessment of impacts of development projects on environment. Concepts of sustainable development and issues related to global climate change are also covered.

Course Evaluation

Midterm Exam	40 %
Final Exam	50 %
Paper and Homeworks	10 %

Textbooks

1. K = Kolstad, Charls D. (2000). Environmental Economics. New York: Oxford University Press.
2. CT = Callan, Scott J. and Janet M. Thomas (2000). Environmental Economics and Management: Theory, Policy and Application. Second Edition. Dryden; TX : Fort Worth.
3. PMMC = Perman, Roger; Yue Ma; James McGilvray and Michael Commin (2003). Natural Resource and Environmental Economics. Third Edition. Harlow: Pearson Education.
4. HSW = Hanley, Nick; Jason F. Shogren; and Ben White (2001). Introduction to Environmental Economics. Oxford: Oxford University Press.
5. FF = Field, Barry C.; and Martha K. Field (2002). Environmental Economics: An Introduction. Third Edition. New York: McGraw-Hill/Irwin.
6. T = Tietenberg, Tom (2003). Environmental and Natural Resource Economics. Sixth Edition. Pearson International Edition. New York: Addison Wesley.

Course Outline

1. Introduction
 - What is Environmental Economics?

[K*-Ch. 1-2; PMMC-Ch.1; CT-Ch.1]
2. Efficiency and Markets
 - What is efficiency?
 - Pareto Efficiency: Goods
 - Pareto Efficiency: Bads
 - 2 Fundamental Theorems of Welfare Economics
 - Demand, WTP, Consumer and Producer Surplus
 - Benefit-Cost Analysis

[K*-Ch.4; CT-Ch.2&10; PMMC-Ch.5]
3. Market Failure

- Market Failure
- Public Goods and Public Bads
- Externalities

[K*-Ch.5; CT-Ch.3; PMMC-Ch.5]

4. Coase Theorem

- The Polluter and The Victim: Who should have rights?
- The Coase Theorem
- Problems of Public Bads and Bargaining

[K*-Ch.6]

5. Pigovian Fees

- Single Polluter Case
- Multiple Polluters: The Equimarginal Principle
- Fees versus Subsidies
- Pigovian Fees and Imperfect Competition

[K*-Ch.7; CT-Ch.5; PMMC-Ch.6&7]

6. Emission Fees and Marketable Permits

- Pollution Sources, Receptors, and Transfer Coefficient
- How much pollution do we want?
- Emission Fees
- Marketable Ambient Permit
- Implementing Marketable Permits

[K*-Ch.9; PMMC-Ch.6&7]

7. Regulation with Unknown Control Costs: Asymmetric Information

- A Simple Model of Incentives in Environmental Regulation
- Fees or Permits?
- Hybrid Price/Quantity Regulations

[K*-Ch.10; PMMC-Ch.8 – Optional]

8. Environmental Valuation

- Indirect Market Valuation
- Hedonic Price Method
- Travel Cost Method
- Contingent Valuation Method

[K*-Ch.16-18; CT-Ch.8-9; PMMC-Ch.12]

9. Concepts of Sustainability

- The Origin of Sustainability Problem
- Concepts and Constraints
- Economists on Sustainability
- Ecologist on Sustainability

[PMMC*-Ch.2&4 – Optional]

10. Greenhouse Effect and Global Climate Change

[related articles*; CT-Ch.13; PMMC-Ch.10]