



Business

COURSE NUMBER: MKTG 6290

COURSE TITLE: International Consulting Practicum: Positioning and the Consumer Journey in Marketing Communications Strategy

COURSE DESCRIPTION: This consulting practicum teaches students how to develop a positioning statement and consumer journey description and implement them into marketing communications strategy. Topic areas include market research, buying processes, positioning, the consumer journey, and communication strategy.

PREREQUISITES: Permission of instructor

CONTACT HOURS: 45

PROFESSOR:
Department of Marketing
Office: Funger 301D
Office Hours: By appointment
Phone: 202.994.8204
E-mail: maddox@gwu.edu

CREDIT HOURS: *3 credit graduate class. Students will spend 17 hours in class on campus at GWU and 40 hours of cultural and academic contact in Sweden. Students are required to attend all sessions. Required outside reading and research for the project is expected to average 50 hours. Over the course of the semester, students will spend 45 hours in total attending lectures, coaching sessions, attending cultural and academic field trips and presenting to and receiving feedback from the client. In addition, students attend approximately 25 hours of social events with the professor, class members, Volvo executives, and Swedish students, 85 hours preparing for class. Instructional time includes discussions and activities in class.*

**LEARNING
OBJECTIVES:**

1. Provide an understanding of positioning, persona building, and the consumer journey and their importance to branding and marketing communications strategy
2. Provide an experiential teamwork environment that simulates the process of developing a marketing communications campaign in the real world
3. Give students the tools necessary to do a great pitch to executives in Sweden. Students will learn how to gain insights, organize information, and present effectively.

**READINGS
& MATERIALS:**

Volvo Case Brief

Kevin Lane Keller. **Strategic Brand Management: Building, Measuring, and Managing Brand Equity**, Fourth Edition, ISBN-10: 0-13-266425-9, ISBN-13: 978-0-13-266425-7.

Course Smart online version: **Strategic Brand Management: Building, Measuring, and Managing Brand Equity**, Fourth Edition, 2013.

http://www.coursesmart.com/IR/1047061/9780132664288?__hdv=6.8

GRADING:

Interim Presentations -- 40 percent (#1=10 percent, (#2=15 percent), (#3=15 percent).

Final Oral Presentation to Client – 40 percent (includes oral + slide deck)

Attendance and Participation in class and at all events -- 20 percent

Your grade on the interim assignments will be a group grade. Each student receives an individual grade on the final client presentation. A rubric is attached to this syllabus. It will be based upon my evaluation of the project and the peer evaluations from your team. Each team member is required to submit a peer evaluation at the end of the semester. Failure to do so will result in an incomplete grade in the course.

ASSIGNMENTS:

A case brief will be provided by Volvo executives who will come to class to discuss and present background information and answer questions.

Three interim assignments will be assigned to guide you through the case process.

Each assignment must be completed to the best of the team's ability. Presentations are 20 minutes and then the remainder of the time is devoted to team confidential feedback and coaching. The goal is to make yours the winning pitch to the client.

ACADEMIC INTEGRITY:

The code of academic integrity applies to all courses in the George Washington School of Business. Please become familiar with the code. All students are expected to maintain the highest level of academic integrity throughout the course of the semester. Please note that acts of academic dishonesty during the course will be prosecuted and harsh penalties may be sought for such acts. Students are responsible for knowing what acts constitute academic dishonesty. The code may be found at: <http://www.gwu.edu/~ntegrity/code.html>

UNIVERSITY POLICIES:

Religious Accommodation

Students should notify faculty during the first week of the semester of their intention to be absent from class on their day(s) of religious observance. Faculty should extend to these students the courtesy of absence without penalty on such occasions, including permission to make up examinations. Faculty who intend to observe a religious holiday should arrange at the beginning of the semester to reschedule missed classes or to make other provisions for their course-related activities.

Disability Support Services (DSS)

Any student who may need an accommodation based on the potential impact of a disability should contact the Disability Support Services office at 202-994-8250 in the Rome Hall, Suite 102, to establish eligibility and to coordinate reasonable accommodations. For additional information please refer to: gwired.gwu.edu/dss/

Mental Health Services 202-994-5300

The University's Mental Health Services offers 24/7 assistance and referral to address students' personal, social, career, and study skills problems. Services for students include: crisis and emergency mental health consultations confidential assessment, counseling services (individual and small group), and referrals. counselingcenter.gwu.edu/

Schedule of Topics, Readings and Problems

Date	Topic(s) and readings
5/11/18 6:10-10:00	<p>Course introduction and expectations</p> <p>Introduction to Volvo as a brand</p> <p>Unique challenges of Volvo as a Swedish brand</p> <p>Team formation</p> <p>Definition and positioning and the consumer journey</p> <p>Role of primary and secondary research in marketing communication</p> <p>The importance of actionable insights</p> <p>Developing a research plan to gather insights</p> <p><i>Readings:</i> Volvo Case Brief</p> <p>Textbook: <u>Chapters 1-4, 8</u></p>
Date	Topic(s) and readings
5/12/18 Noon-5 pm	<p>Client to class for presentation of course brief and review of existing knowledge, insights, research</p> <p>Question and answer session with client and professor</p> <p><i>Readings:</i> Volvo Case Brief and research deck from client</p> <p>Each team should have secondary research on Volvo well underway to be able to ask intelligent questions.</p>

Date	Topic(s) and readings
5/18/18 6:10-10:00	<p>Guiding Research Questions – What do you need to know to construct positioning, personas, and the consumer journey for the Volvo case?</p> <p>Using creativity and strategy in conducting research. Importance of objectives, time, and budget in conducting research.</p> <p>Development of objectives, strategy and tactics.</p> <p>How to use your insights to construct a positioning statement, personas, and consumer journey.</p> <p>How to manage your information in the “pitch.”</p> <p>Preparation for Interim Presentation #1.</p>

Date	Topic(s) and readings
5/19/18- 5/27/18	<p>Interim assignments 1 & 2:</p> <p>During this time period, each team should schedule two two-hour coaching sessions With the professor. Guidelines will be provided based upon the case. The goal is to help you to develop your ideas to their greatest potential and to coach you so that your pitch has the best content and is presented in the most convincing way. In essence, these sessions will lead you to the “winning” pitch.</p> <p>You will also experience rigorous Q&A sessions and suggestions will be made how to improve content based upon your answers.</p> <p>Prepare for trip to Sweden—briefings from GE&E and professor. June 1-9 in Sweden. See itinerary.</p>