

## **Syllabus: MARKETING & COMMUNICATION**

**Professor Robert Lyon, New York University Stern School of Business**

for Special A Academy

July 13 - August 9, 2017

*[INSERT COURSE MEETING TIMES, DAYS, LOCATION]*

### **OVERVIEW**

**Marketing & Communication** will introduce students to the tools that businesses use to convey their value to society. Businesses succeed through an extensive array of communication tools: gaining insight into social needs, designing products & services to meet those needs, marketing their products, and an ongoing process of social communication that sustains positive relationships between businesses and their multiple stakeholders. Much of the communication expertise that enable businesses to succeed are also essential to individual success.

Through project work, case study analysis, and personal communication exercises, students will gain skills, knowledge & confidence to solve communication challenges and communicate their value.

Topics are organized into seven learning modules built around multiple case studies for discussion and analysis. Communication topics include marketing, brands, culture, leadership, teamwork, social engagement, stakeholder communities, ethics and corporate & personal responsibilities.

In addition, students will work in small teams throughout the four-week course on a business marketing project. At the end of the course, teams will present their projects to the entire class.

### **EVALUATION & DELIVERABLES**

Students will be given a grade at the end of the course based on three components:

- A. Reports & Deliverables                      33%  
*(writing, slide decks, & personal presentations)*
- B. Participation                      33%  
*(student in-class participation in discussions and exercises)*
- C. Final project                      33%  
*(team members will all receive the same grade for their class project)*

### **TEXTBOOK**

The course content will be drawn from books available for students: two chapters from *Exploring Business*, 2014, Karen Collins, eISBN: 978-1-4533-6660-8, and *Guide to Presentations*, Mary Munter & Lynn Russell, ISBN: 0-13-092995-6

### **ASSIGNMENTS**

All learning content will be presented during class sessions via lecture, power point, and videos. We will cover chapters eight and nine from the business textbook (Teamwork &

Communication; Marketing), most of the short book on presentations, as well as extra videos, in-class readings, and special class exercises. While students will be responsible for learning the material, we will not assign any additional outside readings. Students will be given in-class time to work on their course projects within their teams, but are encouraged to also find time to work together outside of class.

## **COURSE SCHEDULE**

### 1. INTRODUCTION MODULE *(3 days)*

- Key concepts & frameworks
- Learning process and deliverables
- Introduce and launch team project

MODULE 2: From social needs to business purpose. Intro to brands and marketing *(3 days)*

MODULE 3: Communicating with stakeholder communities *(2 days)*

MODULE 4: Audience, intentions, & messages (AIM) *(5 days)*

MODULE 5: Crisis response *(3 days)*

MODULE 6: Business & personal ethics *(2 days)*

MODULE 7: Presentation skills & team project delivery *(2 days)*