Course Title: Marketing Today: Multi-Channel Marketing and Communications
Course Code: BUS 155
Instructor: Melissa McVicker

Grade Options and Requirements:
• No Grade Requested (NGR)
  - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.
• Credit/No Credit (CR/NC)
  - Students must attend at least 80% of class sessions.
• Letter Grade (A, B, C, D, No Pass)
  - Students must attend at least 80% of class sessions, and complete a written marketing plan and presentation at the end of the course.

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.

Tentative Weekly Outline:

Course Syllabus:

Week 1
• Today’s communication and media landscape
• Building foundation: Your corporate purpose, values and narrative

Week 2
• Defining audience and buyer personas
• Integrating traditional and digital capabilities across marketing channels

Week 3
• Building a content marketing engine
• Guest speaker TBD: Multichannel marketing case study

Week 4
• Measurement, polling and research
• Organizing for success

Please contact the Stanford Continuing Studies office with any questions
365 Lasuen St., Stanford, CA 94305
continuingstudies@stanford.edu
650-725-2650
Week 5
  • Managing your stakeholders: Executive buy-in & Employee Engagement

Week 6
  • Pitching your plan: student presentations