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spring_summer 2009

WVU wins IMC awards



Detail of WVU's award-winning Visual Identity System, "Gold and Blue Campus"

Industry leader discusses low-cost buzz building

2009 IMC Weekend Preview



INTEGRATED MARKETING COMMUNICATIONS
Master's Degree Program at West Virginia University

IMC Weekend approaches

2009 marks the IMC Program's fifth annual IMC Weekend. It's an event that has grown substantially since our first gathering, and with many prospective students, current students, graduates and faculty already scheduled to attend, as well as an exciting line-up of speakers, this year promises to be the best yet.



Although the IMC Weekend has become a wonderful opportunity for networking and sharing of knowledge, no one quite knew what to expect when we held the event for the first time. We were bringing together a group of people who had never met in person – people from around the country with different backgrounds and different experiences. Frankly, we were worried we might end up with a room full of people staring awkwardly into their coffee cups.

So when that first group gathered, we stood back, held our breath and waited to see what would happen. The result was amazing.

The attendees met with smiles, handshakes and even a few hugs. They were talking and laughing together as if they'd known each other for years. And really, they had. It was inspiring to watch the online relationship translate smoothly into face-to-face communication. The weekend was a great success, and the attendees went away with a heightened sense of community in the IMC program as well as an increased knowledge of integrated marketing.

Five years later, the weekend has grown to become our biggest event of the year, bringing together students, faculty, graduates and prospective students to socialize, network and learn more about the field. As the 2009 IMC Weekend draws near, I encourage to you finalize your plans to attend. You'll be glad you did.

Chad Mezera
IMC Program Director



feature_spotlight

WVU's marketing strategy puts IMC in action.

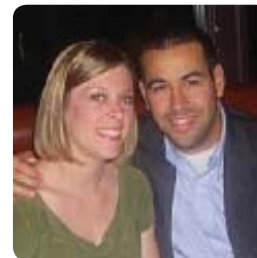
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www.imc.wvu.edu

WVU wins IMC awards

University honored for award-winning IMC marketing initiatives

Several West Virginia University marketing initiatives have garnered national attention for their use of IMC tactics.

The University's Visual Identity System, "Gold and Blue Campus," won a bronze Circle of Excellence award from the Center for Advancement and Support of Education (CASE).

The identity system is the image of the Mountaineer statue, Woodburn Hall and the PRT, flanked by trees in shades of blue and gold. It is seen throughout University publications, on websites, in videos and even as a graphic treatment in the student union.

Creation of the Visual Identity System was the result of collaboration among WVU's TV producers, web designers, print designers and marketing experts.

Dana Coester, IMC Faculty Member and assistant vice president for branding and creative direction in the WVU Office of University Relations, believes this type of collaboration is an important facet of IMC. Bringing experts in different fields together creates a unique blend of creative perspectives, Coester says.

Another example is WVU's "What will you start?" initiative. This message was the basis for a national 30-second

TV spot that aired during WVU football and basketball games.

The spot (and the associated website) caught the attention of Freddie J. Nager, author of the prominent marketing blog *Cool Rules Pronto* and owner of L.A.-based ad agency and production company, Atomic Tango.

Nager was impressed by the way the University showcased its academic programs. Each program had a brief overview with links to short stories about students in those programs.

In his blog, Nager called this method "a great way to personalize the school, as opposed to, say, describing the classes. Most importantly, it talks directly to the prospective student and invites them to discuss their dreams."

According to a March 2009 article in *Currents* magazine written by Chris Martin, vice president of university relations; Tricia Petty, assistant vice president for integrated marketing communications in the Office of University Relations; and Coester, "The site features video and print narratives of faculty, students and alumni who started careers, initiatives and relationships at WVU. It combines user-generated material with WVU-produced content."

-Angela Lindley

Social media:

Building low-cost buzz in a high-cost world

An industry leader explains what all the tweeting is about

Some things never change in the world of marketing. Your boss is always asking for more hype, less cost and higher return. In today's hyper-fast, over-communicated-to world, this task is actually getting harder and harder.

Today's consumer is constantly bombarded with messages. Today's marketer must stand out with an audience that is too busy, too distracted, too overwhelmed or simply too disinterested.

Today's consumer is struggling to synthesize these messages before they even make a choice on preference. INS Media Intelligence lists more than 2 million brands in its database, growing at over 700 a day or 10% a year. These brands are marketed across thousands of TV and radio stations and print editions, not to mention the millions of web pages constantly popping in and out of existence. Reaching today's audience takes a lot more effort.

Integrated marketing communications to the rescue! Our chief weapon in the battle to elevate the mundane, rescue the droll, enhance the unimpressive, and build legions of supporters: buzz building via social media. It's a great way to plug the leaks of your marketing strategy in support of your business goals.

Having consumers help you create

the buzz for your products seems like a no-brainer. But often we savvy marketers outthink ourselves. We want to come up with all the brilliant tag lines, or the cool brand positioning, or the innovative calls to action. The reality is that there are more of them (consumers) than there are of us (marketers). And if they want to help you tell your story, more power to them.

Building awareness through the help of social media requires one key understanding: People gravitate to their specific interests. Want to make your product or idea stand out? Find the specific thing that makes it unique and then find the people who care about that... and then laser target them.

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Hugo Perez at the 2008 IMC Weekend

Don't miss the boat: Why you can't ignore social media

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Plant the seeds and watch them turn into a huge harvest. The insider's group you will build, your brand evangelists, will be empowered to tell your story. If done right, you unlock a group of loyalists who will go out of their way to share the virtues of your wonder gadget, creating an exponential circle of influence that is a fantastic gift to marketers.

It's about true engagement. Pull back the curtain and give them a glimpse of what it takes to get your product out: the people who make it, the years of development, the commitment to making a consumer's life better. Be transparent with the frustrations. Today's consumer gets it. Make them a part of the story, then arm them with insider info along the way. You'll create a group of storytellers who are eager to share your message with the world.

Blogging is a great way to engage in this dialogue, get feedback and create interactions. Thought-provoking posts can generate great feedback. Consider a blog hosted on your company site or a hosting site like WordPress, or even use a micro-blog via Twitter (for those who really think they can get their messaging honed to under 140 characters.) Enabling comments from the community you build is important, even if moderated. Remember that the goal is

to create dialogue.

You might decide to add a product page on the world's largest social networking community, **Facebook**. Adding a **YouTube** channel for video submissions around your area of focus or a **Flickr** page for photos also broadens your ability to create viral moments while minimizing any need for infrastructure.

You should also spend some time finding the online spots where people are talking about your subject area and become a regular in those communities. Read the posts, contribute ideas and just keep tabs on what is being said. You'll gain knowledge and make connections that will make you better recognized in your area too. **Technorati** tracks blogs globally. Use the site to help you find the most popular places to visit.

If blogging is too stressful or too technical for you for now, consider a regular e-mail newsletter to your select group of enthusiasts. Find them through convention sign-ups or existing interest groups. Keep it focused and limited, this increases desire to participate. (We all love being part of an exclusive community!) **Emma** is a great tool that provides pre-built templates with customized headings and managed databases that are simply waiting for your content to be dropped in. Consider filling your regular e-blast with trends,

insights, sneak-peaks or anything else that keeps your insiders group excited. Don't overdo it when it comes to sending these out – you don't want to drown them with too much information.

Bringing brand evangelists with you from an e-newsletter to an online community is where the magic really happens. Create a non-branded site to carry on the conversation started with your newsletter. Promote this at the end of your third or fourth newsletter. Presto ~ you have bridged over into the world of Web 2.0.

Now that you are heavily engaged in

buzz building, be warned: authenticity goes hand in hand with transparency. As quickly as brand evangelists can tell your story, they can also bring it to a dead halt or even worse if they sense a manipulative marketer at work. Respect your audience or suffer the consequences. Keep it real!

One last note... making social media work in your marketing strategy means truly becoming a user and believer yourself. "Put up or shut up" comes to mind. Jump in with both feet – I promise you'll be just fine.

-Hugo Perez, contributor

IMC in action: After graduation

-Todd Hudak, contributor

I use the lessons I learned in the IMC program every day.

Shortly after enrolling in the program in 2006, I took a job with an advertising agency. I needed to expand my skill set and learn how to design and implement creative strategies, marketing proposals and campaigns.

The IMC program was the perfect fit for me. It showed me how to use methods I was unfamiliar with, such as the SWOT analysis and the "Big Idea." I learned how to conduct research, understand audience behavior, design and execute creative strategies, write marketing proposals, and combine all of these skills into a comprehensive IMC campaign. I've even been able to implement some of the tools from the program at my agency, such as the format we use for client proposals.

The IMC program is the perfect blend of theory and practice. The academics are rigorous and the quality of instruction and level of interaction is as high or higher than in a traditional graduate-level classroom.

I recently had the opportunity to write a marketing article for a university academic journal. I would not have been able to do this without the training in research and critical thinking that I received in the IMC program.

At the same time, the program stays abreast of the latest real-world developments in the field. The faculty reflects this, both through academic and research achievements and professional success in all facets of IMC.

My IMC education has proven to be invaluable, not just as an entry on my resume, but as something I use daily in my career.

Todd Hudak is a writer/strategist at Semaphore Inc., in Columbia, S.C. His professional experience includes work in news media, university communications and advertising. He graduated from the IMC Program in 2008.



Hugo Pérez teaches Emerging Media in the IMC program. He is global vice president of Corporate Affairs and Marketing Communications at Mars Symbioscience, a division of Mars, Incorporated. He has been teaching the value of blogging in business for the past five years. You can follow him on Twitter at newzdude.

Academic Q&A

An industry expert and IMC instructor discusses the importance of an IMC degree



Jensen Moore, Ph.D., contributor

Q: What's the value of a master's degree vs. a bachelor's degree?

A: The bachelor's degree has ceased to be valued the same as it previously was. Nowadays it is regarded as almost the same as a high school diploma. However, the Master's degree tells potential employers, "This person has the experience, initiative and acumen to be an extremely productive member of our organization." It says that you are so dedicated to your profession that you chose to equip yourself as fully as possible.

Q: What's the "professional value" of an IMC degree?

A: Where do I start? It's incalculable. The amount spent on tuition and books is really a drop in the bucket compared to the career-long dividends. IMC graduates are decidedly more employable as they receive not only the "textbook" education, but also the "hands on" learning necessary to succeed. You will reap the benefits of this degree as you are promoted, earn raises, and become

a more influential member of your organization.

Q: What skills would you expect an IMC graduate to demonstrate?

A: First of all, IMC graduates must be motivated in order to complete the online program. Graduates of the IMC program do not simply "regurgitate" material they were exposed to in their courses – they KNOW it. They apply the concepts, theories and ideas they were taught to everyday situations with ease.

Q: Would you recommend an online program?

A: I have to say, the structure of the IMC program is superior to others. Each course is designed to have the same professional look and feel. Expectations and formats for assignments are consistent so that students understand and can easily follow what is required of them. In addition, students taking the same course from a different instructor get the same education ~ so there is no disparity between learning environments. Overall, one of the biggest strengths of this program is the online formatting as it truly aids student learning and the online experience.

IMC Weekend May 29-30: informative and social



Terrace Talk. Enjoying the social hour before dinner, faculty Gary Myers and graduate Mindy Jimison chat at Touchdown Terrace during the 2008 IMC Weekend.

The 2009 IMC Weekend promises to be a rewarding experience for attendees of the 5th annual event, May 29 and 30. The event is held on WVU's campus in Morgantown and offers opportunities for networking, socializing and discussion about integrated marketing.

The Weekend will kick off on Friday with the welcome dinner and keynote address.

This year's keynote speaker is Jeff James, principal at Mythology. Jeff is a WVU alumnus who spent 14 years in marketing at Microsoft and FLX Corporation, as well founding Digital Fish, an early Internet marketing services pioneer for non-profits.

Saturday's events include an IMC information session for prospective students. Attendees can also participate in two of the four breakout sessions, which include presentations by some of the industry's most respected leaders. Topics include:

Customer Relationship Marketing - Tales from the Front, by Bryan Bennett, president of Insight Data Group

Using IMC Principles to Reach the Latino Market, by Rachael Post, owner of Luna Sky Media

Social Media in IMC, by Larry Stultz, Ph.D., chair of advertising at the Art Institute of Atlanta

Adapting the Pipeline - Running the Business of Emerging Marketing Disciplines, by Brandon Holmes, managing partner of WELD

Register now for the IMC Weekend: www.imc.wvu.edu/weekend

New Courses, New Faculty

Upcoming academic year brings exciting changes in curriculum and faculty



Dr. Kristen Wilkerson,
Curriculum Director

New Courses

IMC 693D - Special Topics: Social Marketing

This course examines the application of commercial marketing principles, theories and techniques for multifaceted campaigns designed to influence social change.

IMC 693E – Special Topics: Direct/Interactive Creative Strategy

This course emphasizes how creative strategy fits into the marketing plan and what the creative team needs to know to produce superior results that are both strategically correct and tactically effective.

IMC 621 – Current Topics in IMC

This team-taught seminar highlights significant issues and trends in integrated marketing communications.

Early Spring 2009 topics included: Buzz, Viral & WOM Marketing, Cultural Ethnography and Sports Marketing.

For more information on IMC courses, go to www.imc.wvu.edu/curriculum/courses.php.

New Instructors

Susan K. Jones, M.S.J.

Professor Jones teaches marketing at Ferris State University in Big Rapids, MI and is the principal of Susan K. Jones & Associates. She has authored or co-authored more than 25 books.

J. Bryan Bennett, M.B.A., C.P.A.

Professor Bennett is an internationally renowned data-driven business strategy and customer-centric marketing solutions professional. He is also a Certified Public Accountant.

Russell Casey, D.B.A.

Professor Casey enjoys attending professional conferences and researching various areas of marketing and other business-related fields. He is currently working on management-related case studies for professional development.

Jensen Moore, Ph.D.

This summer, Dr. Moore will join the faculty at the WVU School of Journalism as director of undergraduate online programs and assistant professor. Previously, she worked as the media and public relations director of the Grand Rapids Hoops professional basketball team and as the community relations director and advertising executive for the St. Paul Saints Baseball team.

Rachael Post, M.A., M.J.

Professor Post is a consultant and owner of Luna Sky Media, a public relations and strategic communications firm with a specialty in green technology. Fluent in Spanish, she helps a diverse roster of clients reach Latino markets across the U.S. Her journalistic work has been featured in the San Francisco Chronicle, the San Jose Mercury News, the Daily Yomiuri in Tokyo and Business Mexico magazine.

Nancy Furlow, Ph.D.

Dr. Furlow is currently the director of the bachelor of business administration program and an assistant professor of marketing at Marymount University in Arlington, VA. In addition to publishing journal articles, she was a contributor to the Encyclopedia of Advertising and the Encyclopedia of Public Relations.

Drew Stevens, Ph.D.

After a distinguished career on Wall Street in several sales and marketing roles, Dr. Stevens formed Stevens Consulting Group, an organization focused on dramatically accelerating business growth for organizations. He is the author of several books on sales and customer service and is a sought-after international speaker on these topics.

Patricia Marciano Girardi, M.B.A.

Professor Girardi is an author and marketing consultant. Previously, she served as regional vice president, affiliate sales and Marketing for Fox Cable Networks, overseeing all affiliate activities for the Western region of the United States.

Jay Gitomer, M.A.

Jay Gitomer is a marketing consultant specializing in internet strategy and content. Formerly, she was the manager of corporate web development of USInternetworking and was on the marketing staff of Silicon Graphics.

For more information on IMC faculty, go to www.imc.wvu.edu/about/faculty.php.

Growing and Changing

Notable changes within the lives of those connected to the IMC program

Engagements

Jessica Spinozzi, '06

Jessica will be married to Mitch Posel in September 2009 in Texas. She is the vice president of marketing for Rotobrush International LLC, based in Dallas-Fort Worth area.



Job Changes

Tracey Gould, '09

Tracey recently accepted a position as marketing director with Baskervill in Richmond, Va. Tracey will oversee all marketing, public relations and communications efforts for this 100+ person architectural, engineering and interior design firm. Previously, Tracey worked as a Marketing Director for an architectural firm in Tucson, AZ and has been in the marketing field and A/E/C industry for 14 years.

Patti Girardi, Faculty

Patti recently accepted a position as vice president of sales for Pinpoint Systems Corporation, a North Carolina-based firm that specializes in



Births

Kristin Shallenberger-Pavlovich, '07

Kristin and her husband Matthew welcomed a son on March 23. Dane Anthony Pavlovich weighed 8.8 lbs. and was 21.5 inches long.



planning, designing and implementing marketing automation software and high-performing marketing databases. She has also secured literary agency representation for her manuscript, titled, "The Branding of Obama: How the Marketing of a Presidential Candidate Changed History."

Amanda Rachel, '09

Amanda recently accepted a position as senior marketing coordinator at American Public University System in Manassas, VA. Her new responsibilities include managing the online campus store, managing print advertising relationships and contracts, and acting as community manager for the University Ambassador program. In addition to her new position, Amanda is planning her Fall 2009 wedding.



Other Milestones

Susan Jones, Faculty

Susan was honored by her alma mater, Northwestern University, with an Alumni Service Award in September 2008. She has had two books published in recent months, including "The

IMC Handbook: Readings and Cases in Integrated Marketing Communications" (edited with Dr. J. Steven Kelly of DePaul University,) and "Business-to-Business Internet Marketing" (sole author).



Debra Davenport, Faculty

Debra was invited to participate in Mercedes-Benz Fashion Week in Los Angeles in October 2008. In addition, she had the opportunity to design Jordin Sparks' red carpet gown for the 2009 Grammy awards in February.



2009 May and August IMC Graduates

With more than 60 students preparing to graduate from the IMC program this May and August, this will be the program's largest graduating class to date.

Congratulations to all our graduates. The IMC program wishes you the very best in your future endeavors.

Go to www.imc.wvu.edu/community to submit your own milestones for the next issue of the_link

submission_info

Call for Articles

We invite you to send your industry and academic case histories, research findings, feature story ideas and community update submissions. Faculty, graduates, current students and prospective students are encouraged to participate.

Materials may be submitted via e-mail to IMC Marketing Coordinator Angela Lindley at angela.lindley@mail.wvu.edu.

[the link](#) is published twice a year by the IMC program at West Virginia University's Perley Isaac Reed School of Journalism.

To request a subscription or to make an address change, please contact Angela Lindley at angela.lindley@mail.wvu.edu.

West Virginia University is an Equal Opportunity/Affirmative Action Institution. West Virginia University is governed by the WVU Board of Governors and the West Virginia Higher Education Policy Commission.

Would you like a copy of
this newsletter?

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