

October 16, 2007

# Marketing 224: Advertising – Fall 2007

**M-W 1:30-2:50**  
**JMHH G60**

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This syllabus contains links to cases and suggestions for applying various techniques. As a result, you may find it easier to use the electronic version, which is located at SPIKE and at the course website:  
<http://advertisingprinciples.com>

## **Objectives**

To learn about evidence-based principles for developing and evaluating persuasive advertising campaigns.

## **Resources**

My manuscript, *Persuasive Advertising (PA)*, approximately 400 pages of text, describes the basic steps involved in developing a campaign. It provides over 300 principles for creating persuasive campaigns. The principles are summarized as checklists. The text serves as a review of material covered in class sessions and fills in areas that we do not have time to discuss in class. Copies will be provided to you in class.

The course also draws upon the <http://advertisingprinciples.com> website. This site won the Merlot Award as the best educational site in business and economics for 2004. It has been improved substantially since that time. It contains an advertising dictionary, techniques for advertising, archives of ads, and much more. Take a tour.

With respect to the readings, there is no need to go beyond the *Persuasive Advertising* book (PA) and the web site. However, you might like the short and interesting book *Ogilvy on Advertising*, based somewhat on research, but primarily on the experience of this famous practitioner. It is good for details about how to construct an ad, find a job, and run an agency. It provides the agency's viewpoint, and the examples are great. Ogilvy's recommendations have held up well over time, but they do not say much about the conditions under which they are relevant. It has been the top selling book in advertising since 1983. If you go into advertising, you would be expected to be familiar with this book and its examples. That said, I have abstracted all of his principles in PA, so as far as the exams are concerned, there is no need to read this book.

## **Grading**

The grading will be as follows:

class contributions (including Waste Management case)	30%
exam (near end of course)	40%
mini-project	30%
If you take the exam on time, you get an additional 10 points.	

On the class contribution, I look for people who can help to create a positive learning experience, ability to offer useful feedback to others in a clear and concise way, to demonstrate an understanding of the principles and to show clever applications of principles and techniques. In particular, I will see how you handle the class presentations and short reports.

All of the testing materials will be taken from *Persuasive Advertising (PA)*, [advertisingprinciples.com](http://advertisingprinciples.com) (AdPrin), and the class. Things that are discussed in class and are also on PA or in AdPrin will be emphasized on the tests. I do not

distribute summaries of what was discussed in class. If you expect to miss some classes, you might work with a learning partner who can fill you in.

### **Format for the Class Sessions**

Based on some research on learning and on some ideas about how to save time for you, I am trying something new this year. In general, I recommend that you should not prepare for class. The reasons for this are:

- (1) Learning is aided if you consider how you would approach a problem prior to hearing about other approaches.
- (2) I can save time for you by picking out the key points; if you want to read further, there are follow up readings that go into more detail.
- (3) You will get some sense of what to look for in the readings and to decide how to allocate your time to the readings.

If you have suggestions on how to improve the course, or if you need advice on how to reach your objectives, the most effective way to reach me is via e-mail. Also, you can see me after class on most days.

### **Schedule**

#### **S1\_\_\_\_\_ Oct. 24 (W) Introduction& Creativity**

**Class:** This first session describes the course and why techniques and research findings are valuable in advertising.

\_\_\_\_\_ Bose Ad Exercise (If you miss this class you can find the exercise at <http://advertisingprinciples.com> under Educational Materials/exercises). We will discuss how to evaluate an ad.

- Follow-up:**
1. Course outline and see if you have any questions or corrections. If so, send an email to Scott.
  2. Read PA *Introduction* up to, but not including Conditions.
  3. View: "Sample of a Traditional Advertising Proposal" <http://advertisingprinciples.com> on Evaluating Ad Proposals page. You might want to do the recommended exercise.
  4. Read Nurturing Creativity at <http://advertisingprinciples.com> .

#### **S2. \_\_\_\_\_ Oct. 29 (M) Conditions; Information: Product**

**Class:** We will discuss how to identify the conditions that affect advertising. I will present a short exercise. Then we will move onto presenting information about the product

**Follow-up:** Read PA, rest of Introduction and the section on Product principles

#### **S3.\_\_\_\_\_ Oct 31 (W) Information: Pricing and distribution**

**Class:** Your questions, corrections, and examples from the previous readings?

I will present evidence on the most effective ways to present information.

**Follow-up:** Read PA sections on pricing and distribution

**S4. \_\_\_\_ Nov 5 (M) Influence**

**Class:** Discussion of how to get others to take action. We will apply these principles to an actual TV campaign.

**Follow-up:** Read PA section on influence principles. Working in groups, demonstrate an understanding of influence *principles* by applying them to the Waste Management Case. In addition, demonstrate that you can use the creativity techniques. Ten-minute oral presentation with one-page management summary. Feel free to use the Checklist for making oral presentations

**S 5. \_\_\_\_ Nov. 7 (W) Reducing Resistance**

**Class:** Lecture/discussion on reducing resistance

**Follow-up:** Read PA Section on Resistance

**S 6. \_\_\_\_ Nov 12 (M) Present Waste Management Case/ Emotion & Exposure**

**Class:** Your oral presentation of Waste management case. Provide one-page management summary,

**Follow-up:** Revise your group's written report for waste management. Feel free to use the Checklist for writing management reports.

Read PA Sections on Emotion and Exposure.

**S7 \_\_\_\_ Nov 14 (W) Acceptance**

**Class:** Assume you have their attention and they are open to change, how do you gain acceptance?

Submit written report on Waste Management

**Follow-up:** Read PA section on Acceptance

**S8. \_\_\_\_ Nov. 19 (M) Message**

**Class:** Using words and pictures to persuade.

*Form groups for a mini-project. The purpose of the mini-project is to apply principles to a problem. You can select any existing campaign and try to improve it*

**Follow-up:** Read PA section on Message

**S9. \_\_\_\_ Nov 21 (W) Media Allocation**

**Class:** Methods for determining how much should you spend on a campaign in total, by media, and by time? Exercises

**S10. \_\_\_\_ Nov 26 (M) Attention**

**Class:** Lecture/discussion on getting and keeping attention

**Follow-up:** Read PA on Attention

**S11 \_\_\_\_ Nov 28 (W) Exam**

**S 12. \_\_\_\_\_ Dec 3 (W) Media-related persuasion principles**

**Class:** Methods for still and motion media

**Follow-up:** Read PA on still and motion media

**S 13. \_\_\_\_\_ Dec 5 (M) Oral and written presentation of your mini-project**

**Class:** Oral presentation of your mini-project. Leave a five page written report with 5 pages or less of appendices.