

January 4, 2008

Marketing 224-2: Advertising – Spring 2008*

M-W 3:00-4:30

Room TBA

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Course website: <http://advertisingprinciples.com>

Objectives

The objectives are to learn about evidence-based principles for developing persuasive advertising campaigns and for evaluating campaigns to make them more persuasive.

Resources

We will always follow the syllabus unless we come to a clear agreement on changes. This syllabus contains links to cases and suggestions for applying various techniques.

My manuscript, *Persuasive Advertising (PA)*, approximately 380 pages of text, describes the basic steps involved in developing an effective campaign. It provides around 250 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.

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.

I will set up a web café account for this course.

Grading

The grading will be as follows:

House ad	10%
class contributions	20%
mini-project on print ad	30%
exam (near end of course)	40%

On the class contribution, I look for people who can help to create a positive learning experience, offer useful feedback to others in a clear and concise way, demonstrate an understanding of the principles, and show good applications of principles and techniques.

All of the testing materials will be taken from *Persuasive Advertising (PA)*, 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 because the information is all from the book and web site. If you expect to miss some classes, you might work with a learning partner who can fill you in. I suggest that you take good notes in class. Those people that do so wind up doing better on the exams.

Mini-project: Select a full-page magazine ad for a high-involvement utilitarian product/service from a well-known organization. Analyze, then improve the ad by showing at least two alternatives. Follow these steps:

1. Send a letter to the company telling them what you are doing and ask if they have any interest in seeing the results.
2. When you finish the report, send a copy to the client
3. The report should be as follows:
 - a) A one-page management summary
 - b) A maximum of five pages of text with up to five additional pages for exhibits.
 - c) A maximum of 10 pages for appendices.
4. The report should apply principles and techniques.
5. Conduct copy testing on the old and new ads.

The report will be graded on the success of applying techniques/principles and on how well it follows the checklist for writing a persuasive business report.

Format for the Class Sessions

Based on some research on learning, I recommend that you should not prepare by reading ahead in the book. Learning is aided if you consider how you would approach a problem prior to hearing about other approaches.

I do not require attendance, but here are some reasons why you might want to come to class:

- (1) 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. These are the points that are most likely to go on the exams.
- (2) You will get some sense of what to look for in the readings and to decide how to allocate your time to the readings.
- (3) I will present examples of print ads and TV commercials (my book does not present any ads)
- (4) You will work through exercises that are designed to help you understand and remember the principles.
- (5) I will provide stories related to the principles that may also help you to remember the principles.

In the past, people who have not come to class have done poorly on the exams. Those who come to class but do not take notes nor study the readings also do poorly.

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.

Schedule

S1____ March 17 (M) 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. Watch the video: "Sample of a Traditional Advertising Proposal" <http://advertisingprinciples.com> on Evaluating Ad Proposals page, and do the recommended exercise. Save your analysis.

4. Study Nurturing Creativity at <http://advertisingprinciples.com> .

S2. _____ March 19 (W) Conditions; Information: Product

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

Follow-up: Read PA section on Conditions and PA sections 1.1.through 1.3.

S3._____ March 24 (M) Information: Pricing and distribution

Class: How to advertise prices – and how to set prices that can be effectively advertised. How to advertise ways in which people can obtain the product.

* Form groups and start on the House ad.

Follow-up: Read PA sections 1.4 and 1.5. Apply concepts and techniques for the section on “Names” on AdPrin.

S4._____ March 26 (W) 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.

S 5. _____ March 31 (M) Complete Influence/ Start Reducing Resistance

Class: Your oral presentation of House Ad. Bring hard copies for everyone.

Lecture/discussion on reducing resistance

Follow-up: Read PA Section on Resistance

S 6. _____April 2 (W) Complete Reducing Resistance/ Emotion & Exposure

Class: Lecture/discussion

Follow-up: Read PA sections on Emotion and Exposure.

S7 _____ April 7 (M) Acceptance

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

- Get started on a mini-project on the improvements you would make to an existing advertising campaign for a major U.S. organization (either a commercial or a social product). It should involve a high-involvement utilitarian product/service. Oral presentation in the next to last session of the semester along with a written report on May 5.

Follow-up: Read PA section on Acceptance

S8. _____ April 9 (W) Message

Class: Using words and pictures to persuade.

Follow-up: Read the section on Message

S9. _____ April 14 (M) Attention

Class: Once you have the message, how do you get people to pay attention?

Follow-up: Read the rest of the PA section on Attention.

S10._____ April 16 (W) Media allocation

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

Follow-up: Study the media section on advertisingprinciples.com.

S11. _____ April 21 (M) Exam

S 12. _____ April 23 (W) Still and motion media principles

Class: Lecture/discussion on getting and keeping attention. Methods for still and motion media

Follow-up: Read PA sections 9 and 10

S 13. _____ April 28 (M) Last class session

Class: Five-minute oral presentations on your mini-project to improve a print ad.

May 5: * Submit written group report on improvements for an existing print ad.** Cover letter (and any correspondence from the client), one-page management summary, five-page maximum report, and an appendix. Please follow the “Checklist for Writing Management Reports.” (on the AdPrin site).