

**MARKETING DEPARTMENT  
The Wharton School  
University of Pennsylvania**

**MKTG 224: Advertising Management  
Fall 2009**

Professor Tony Adams  
734 Jon M. Huntsman Hall  
Office Phone: 573-6632  
Home Phone: (610) 688-2666  
[aanthony@wharton.upenn.edu](mailto:aanthony@wharton.upenn.edu)

Office Hours:  
By appointment

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This course is a soup-to-nuts immersion in the *total* advertising process. From 19<sup>th</sup> century print ads to 21<sup>st</sup> century on-line, from strategy development, the identification of the “big idea,” execution, and evaluation, the focus will be on ***collective learning***, what works, what doesn’t and why. The agenda is filled to the brim with industry case histories which the class will participate in with critiques, alternative approaches, discussions, etc.

Guest lectures from leading practitioners will further the objective of bringing the ***marketplace into the classroom***.

**Course Objective:** A clear understanding of the role of advertising and the process of developing superior advertising in the 21<sup>st</sup> Century.

**Strategy:** Within practical limits, **bring the past and current world of advertising into the classroom for observation, discussion, and evaluation.**

**Execution:** Pepper the class schedule with collective learning reviews of all media advertising, case histories, and guest lectures. We’re shooting for at least three guests from industry: ad agencies large and small, creative and media, advertisers, advertising research firms and media companies.

**Promise:** You will never view or listen to another ad without questioning its effectiveness, its strategy, and its execution.

**You will create advertising** for a beverage in your team assignment. You will also **critique/judge “live” advertising award** candidates – for David Ogilvy Awards..

**Required Material**

- **Bulk Pack** – contains cases and assigned readings and is available from Wharton Reprographics.
- Webcafe (on line)

## Readings and Class Participation

I will assume you have completed the assigned reading and are prepared to offer your input and interpretation. I am comfortable calling on participation from *anyone* at any time.

We will have short class to class oral and written assignments designed to pull you into key milestone subjects and issues – so if a class is missed, you should catch up with colleagues to stay current.

## Grading

Grades will be weighted as follows:

- Advertising strategy team project (groups of 6-7) with Peer Review 40%
- Written strategy brief/David Ogilvy Award 33%
- Class discussion/participation/assignments 17%

## Marketing 224 – Advertising Class Schedule

| <u>Class</u>          | <u>Focus</u>  | <u>Bulk Pack Read/Presentations</u>  |
|-----------------------|---|--|
| #1 –10th              | <u>Advertising Immersion</u><br>“Hello”, Logistics<br>Advertising Defined<br><u>Team Formation</u>  | -Superior Television<br>Presentation   |
| #2 – 15 <sup>th</sup> | <u>Role of Advertising</u><br>- Role of Advertising (ANA)<br>What Ads Can and Cannot Do<br>( Harper),<br>Porter’s “What is Strategy?”<br>Advertising Objectives, budget<br>Teams Formed | Ogilvy “Winner” video<br>Class 2 assignment<br>pg. 1 - 136                       |
| #3 –17th              | The Concept of Branding<br>Segmenting, Targeting<br>Positioning   | Pg 67-96, Handout<br>Garfield vs. Adams<br>Class 3 assignment<br>Webcafe, 97-136 |
| #5 –22nd              | <u>Segmenting, Targeting, Positioning Continued</u><br>Ogilvy’s Advertising that Sells  | Pgs147-160<br>Class 5 assignment   |

|                          |   |                             |
|--------------------------|---|-----------------------------|
|                          | Positioning Tools<br>Marketing Research                                       | Pgs 137-145,                |
| #6 – 24th                | The Creative Brief  | Team Assignment, Pg 161-178 |
| #8 –29th                 | The Big Idea  | Pg 179-231                  |
| ”                        | 50 Year “argument”  | Handout                     |
| -                        | “Awards”- EFFIE’s, CLIOS, Ogilvy, Cannes                                      |                             |
| #9 – 1st                 | Creative Techniques   | Pgs. 215-254, 301/302       |
|                          | Taglines, Slogans, Comparative ads  |                             |
| #10 –6th                 | How to Create Great Print – Presentation and assignment                       |                             |
| #11 –8th                 | Guest: Lisa Wollen, Dir. Consumer Insights and Branding<br>Wawa               |                             |
| #12 – 13 <sup>th</sup>   | Evaluating Advertising  | Pg 255-282                  |
|                          | Advertising Agencies  | Pg. 283-343                 |
| #13 –15 <sup>th</sup>    | Guest: Maureen Linder, V.P. Global Advertising and<br>Design, Campbell’s Soup |                             |
| #14 – 20 <sup>th</sup> - | Media, “Digital”  | Handout, Pg 345-372         |
| #15 – 22                 | Team Presentations  | Written Assignment Due      |
| #16 – 27 <sup>th</sup>   | Team Presentations  |                             |