

MARKETING DEPARTMENT
The Wharton School
University of Pennsylvania

MKTG 224: Advertising Management
Fall 2011

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Office Hours:
By appointment

This course is a soup-to-nuts immersion in the *total* advertising process. From 19th century print ads to 21st 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 strategy 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 21st 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 two 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./Study.net.**
- 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:

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

Course Outline

- Advertising Defined
 - Role of advertising
 - What it can and can not do
 - What is strategy?
 - Setting advertising objectives
- The Importance of a Well-Planned Strategy
 - Sources of Strategy Development
 - The Consumer
 - Segmentation
 - Optimizing Brand Strategy
 - The Positioning Statement
 - The Creative Brief
- The Big Idea/Creativity
 - How to advertise
 - Key drivers of successful advertising
 - Print, Radio, TV
- Advertising Execution
- Evaluating Advertising
 - “Counting Eyeballs”!
 - Recall? Persuasion? Both? Neither?
 - How advertising works
 - Advertising and profitability
 - Modeling advertising
- Advertising Agencies
 - Pitching clients, compensation
- Media
 - Planning
 - TV, print, radio, outdoor, yellow pages, Internet
 - Creating a “**Buzz**”
 - Non-traditional media

Marketing 224 – Advertising Class Schedule

<u>Class</u>	<u>Focus</u>	<u>Bulk Pack Read/Presentations</u>
#1 –7th	<u>Advertising Immersion</u> Hello”, Logistics Advertising Defined <u>Team Formation</u>	-Superior Television Presentation
#2 – 12 th	<u>Role of Advertising</u> - Role of Advertising (ANA) What Ads Can and Cannot Do (Harper), Porter’s “What is Strategy?” Advertising Objectives, budget Teams Formed	Ogilvy “Winner” video Class 2 assignment PDF # 1& 2, 3
#3 –14th	The Concept of Branding Segmenting, Targeting Positioning	.PDF #3,4 Handout Garfield vs. Adams Class 3 assignment, webcafe
#4 –19th	<u>Segmenting, Targeting, Positioning</u> Continued Ogilvy’s Advertising that Sells Positioning Tools Marketing Research	PDF #5.6 Class 5 assignment PDF #6
#5 –21st	<u>The Creative Brief</u>	Team Assignment, PDF #7
#6 –26th	<u>The Big Idea</u> 50 Year “argument’ ‘Awards”- EFFIE’s, CLIOS, Ogilvy, Cannes	PDF # 8 Handout
#7 –28th	Creative Techniques Taglines, Slogans, Comparative ads	PDF # 9, 10
#8 –3rd	How to Create Great Print	Presentation and assignment
#9 –5th	Evaluating Advertising Advertising Agencies	PDF# 11 PDF # 12
#10 – 12 th	Guest: Andrew Brennan, V.P. Global Advertising and Design, Campbell’s Soup	
#11 –17th	Media/ “Digital”, Int’l, Buzz,	PDF #13
#12 – 19th	Guest, Austin Leib, Franchise Director, Pfizer, Avil, Thermacare, Advertising post tracking, ethics	
#13 – 24th	Team Presentations	Written Assignment Due
#14 26 th	Team Presentations	