MARKETING DEPARTMENT
The Wharton School
University of Pennsylvania

MKTG 224: Advertising Management
Spring 2013

Office Hours:
By appointment

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This course is a soup-to-nuts immersion in the *total* advertising process. From 19th century print ads to 21st century digital, 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.**
- Canvas (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 or 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%

Course Outline

- Advertising Defined
    - Role of advertising
    - What it can and cannot 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

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Written Assignment

Due: May 1st - David Ogilvy Award Critique

You have been chosen a 2012 David Ogilvy Award Judge – judging the merits of five (5) "live" entries which are current case histories of advertising success. You will judge the entries on the basis of marketing research's contribution to superior advertising (as David Ogilvy would define as "advertising which sells**!").** **But more importantly, you will also judge them on criteria beyond just marketing research** including **all** **issues covered in class and in our course pack - ad objectives, positioning (target group, core user, segmentation, etc.), "Big Idea", media plan, use of non traditional media, "buzz", tracking/results, etc.**

1. After reading and analyzing the five cases, provide a **written critique** of each entry, your choice for a "winner" and reasons why. Your critiques of each candidate and reasons for choosing your winner should incorporate **at least six (6) key learnings from class, guest lecturers and course pack**. These six should be highlighted and footnoted as to which class, which reading, etc.

2. Don't be influenced by the "fancifulness" or finish of an entry. Samples of the actual advertising are sparse or not included at all (judges don't get the ads either). However, using adage.com, adweek.com, YouTube, Hulu, adforum.com, adcritic.com, TV viewing, magazines, etc. you can get a feel for the campaign. If you do, you can use our class/bulk pack knowledge to add to your eight learning's critique.

3. Your total written critique should be no longer than three (3) pages. (Hint: Comparison tables are space efficient) **Keep your evaluations and the cases themselves confidential! (You will be asked to sign a confidentiality agreement).**