

MARKETING DEPARTMENT
The Wharton School
University of Pennsylvania

MKTG 265: Advertising Management
Fall 2014

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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 digital, on-line and mobile 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 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 four 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.
- **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 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% |
| • Mid Term Quiz | 10% |