

Syllabus

Advertising Management **Marketing 724 – Fall 2014 Q1**

Sec 001- TR 10:30-12:00pm
Sec 003 - TR 1:30pm-3:00pm

Basic Information:

Professor: Keith E. Niedermeier, Ph.D.
750 Jon M. Huntsman Hall
215-898-1700
keith1@wharton.upenn.edu

Office Hours: TR 3:15-4:30pm and by appointment

Text: Advertising and Promotion, 10th edition, by Belch & Belch. Special edited edition available at bookstore, but any 10th edition is acceptable.

Course packet available at Reprographics/Study.net

Course Objective:

The purpose of this course is to provide you with a working knowledge of the major frameworks, theories, and research findings in the area of advertising management. The goal of this course is not to simply learn the material, but rather it is to integrate and apply it. By the end of this course, you should not only be familiar with a large body of advertising knowledge, but you should also be able to apply this information to create and evaluate effective advertising strategies and tactics. The emphasis will be on understanding customer *motivations*, crafting effective *messages*, making efficient use of *media*, and understanding *metrics*. Moreover, we will strive to understand advertising from the broader Integrated Marketing Communication perspective.

Readings and Lecture:

Assigned reading should be completed by the day it is listed on the class schedule. Class time will NOT be a reiteration of the reading. Classes will be interactive and will be an extension and synthesis of the ideas discussed in the reading. You are highly encouraged to ask questions and participate in class.

Exam

There will be one exam, which will count as 25% of your final grade. Everything discussed in class and in the assigned readings may appear on the exam.

Case Report

You must write one 1000 word case reports. The report is due the day the case is listed on the class schedule. The report should include a *short* summary of the relevant facts, application of class concepts to the problem, and strategic recommendations. The report will count as 20% of your grade. This is an individual assignment. You should answer the following questions in the report:

1. What is the role of online versus offline advertising for acquiring checking customers for the BBVA?
2. If CPA for offline customers is lower (\$20 vs. \$81 for online) and retention rates are better, does it make sense to spend so much online?
3. What are the steps in online customer acquisition? Compare and contrast display versus search. What are strengths and weaknesses of each?
4. How would you change the budget allocation moving forward? Why?

Class Participation and Attendance

Class attendance and participation is mandatory to do well in this class. You are expected to come to each class prepared to discuss the current topic and meaningfully participate in class exercises. Attendance will be collected. Participation and attendance will count as 25% of your grade.

Group Project

Groups of 4-5 will present a complete promotional plan for a brand which will include business objectives, target market analysis and selection, creative brief, story boarded creative tactics with concept testing, media plan, and metrics. The deliverable will be a 10-15 minute PPT pitch in class. Your PPT deck will be due on October 14. More details will follow. The group project is 30% of your grade. You will have the opportunity to evaluate your teammates and other groups.

Academic Integrity

In order to ensure fairness, students suspected of cheating will be referred to the Office of Student Conduct. The Office of Student Conduct will determine if there was cheating and if so, what punishment will be administered. There are no exceptions to this policy under any circumstances. Please familiarize yourselves with the University Code of Academic Integrity: <http://www.vpul.upenn.edu/osl/acadint.html>

Grading:

Your final grade will be determined in the following manner:

Exam	25%
Written case reports	20%
Group project	30%
Participation/Attendance	<u>25%</u>
	100%

<u>Grade</u>	<u>Distribution</u>
A+/A/A-	25-35%
B+/ B/B-	60%
C+ and below	5-15%

Additional/Recommended Materials:

What Sticks: Why Some Ideas Survive and Others Die – Chip Heath & Dan Heath
Contagious - Jonah Berger

Advertising Age Magazine - <http://adage.com>
Adweek Magazine – <http://www.adweek.com>

Tentative Schedule

<u>Date</u>	<u>Topic/Readings</u>
Aug 28	Introduction (Belch & Belch, Ch. 1-3)
Sept 2	The Role of Advertising in IMC and Marketing Strategy
Sept 4	Customer Insights (Belch & Belch, Ch 4)
Sept 9	Consumer Motivation
Sept 11	ZMET (Belch & Belch, Ch 5-6)
Sept 16	Message and Creative Strategy (Belch & Belch, Ch 8-9)
Sept 18	Media and Metrics (Belch & Belch, Ch 10- 12, 18)
Sept 23	Media and Metrics cont.
Sept 25	Guest Speaker – Ami Anderson – Director of Marketing Excellence, General Mills
Sept 30	Guest Speaker – Chad Dreas, Senior Vice President of Media Analytics Consulting, Nielsen
Oct 2	BBVA Case - (Belch & Belch, Ch 15)
Oct 7	Guest Speaker – Catherine Pao, Digital Ocean, former Senior Marketing Manager at Fab.com and Microsoft
Oct 9	NO CLASS – FALL BREAK
Oct 14	Presentations
Oct 16	Presentations/Exam