



**Advertising Management
MKTG724002**

**Spring 2016, Q2
Tuesday/Thursday 09:00am-10:30am
Syllabus
(Draft 3-14-2016)**

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E-mail is the best way to reach me. I will usually respond to your e-mail within 24 hours.

Office Hours: Wednesday 11am-12pm and by appointment

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Required Text: *Advertising and Promotion. An Integrated Marketing Communications Perspective*, by Belch & Belch. 10th edition. Special edited edition with selected chapters available at bookstore, but any 10th edition is acceptable.

Course Bulk Pack (available through Study.net).



Overview and Objectives

The purpose of this course is to provide students with an opportunity to learn and apply the major frameworks, theories, current research findings, principles and practices of effective advertising management as part of an Integrated Marketing Communications (IMC) program. By the end of this course, students should not only be familiar with a large body of advertising knowledge, but should also be able to apply this information to create and evaluate effective advertising strategies and tactics. The emphasis will be on: 1) understanding the psychology of customer *motivation* and *persuasion*; 2) crafting effective and creative *messages*; 3) making efficient selections and use of *media*; and 4) understanding *metrics*, all within the broader Integrated Marketing Communications perspective. The course will incorporate presentations of key concepts and frameworks, in-class exercises and analysis of advertisements, case discussions, and guest lectures by marketing professionals. Throughout the term, students will work in groups to develop a marketing communications campaign.

Course Structure and Materials

In the course we will use a variety of readings (both in the textbook for the course and in the course bulkpack) and watch a large number of actual ads. The readings are designed to introduce advertising and IMC concepts and principles. Cases will allow us to examine, in detail, the application of particular concepts and principles.

Assigned readings should be completed by the day they are 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 participate in class.

Assessment

Your final grade in the course will be based on both individual and group work. The evaluation is as follows:

A. Class Participation (individual)	25%
B. Discussion question analyses & write-ups (individual)	25%
C. Project: Creating Viral Content (group)	20%
D. Project: Marketing Communications Campaign (group)	30%

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

Assessment Details

A. Class Participation/Preparation (individual, 25%)

The value of this course depends heavily on the insights generated through class discussion. Each of you has individual knowledge and unique work experience that can contribute to your classmates' understanding of the course concepts. In other words, each of you is individually responsible for the



quality of the course! In addition, you are expected to come to each class prepared to discuss the current topic. Your total participation grade will depend on:

- 1) Attendance;
- 2) Thoughtful analysis of required readings or cases prior to class;
- 3) Insightful contributions to class discussions;
- 4) Full engagement during in-class application exercises;
- 5) Sharing individual work experiences or real-world examples that illustrate course concepts.

B. Discussion question analyses & write-ups (individual, 25%)

Discussion questions will be posted in Canvas prior to in-class application exercises (e.g., case discussions). To ensure that class discussions are valuable, each of you will be responsible for submitting responses to these questions prior to the start of class. Most analyses can be brief, though length requirements will vary based on the nature of the exercise. Specific guidelines will be posted in Canvas. Each analysis will be graded (check minus, check, check plus) based on your understanding of the relevant concepts, depth of analysis, and clarity of thought.

You will also be doing two, double page write-ups, based upon either in-class discussions, academic articles or relevant real-life events. More details will be available through Canvas.

C. Project: Creating Viral Content (group, 20%)

This field project presents an opportunity to test your understanding of creative execution in a cluttered media space in the real world. Each group of 5-6 students will collaborate to create digital content on a specific topic on the BuzzFeed Community platform. Groups will compete to create BuzzFeed articles that generate as many pageviews as possible ($n > 1000$). You will be reporting your pageviews twice throughout the assignment. Grades will be largely based on objective performance: how many unique pageviews your content generates. More details will be available through Canvas.

D. Project: Marketing Communications Campaign (group, 30%)

Groups of 5-6 will present a complete promotional plan for a brand which will include business objectives, target market analysis and selection, creative brief, storyboarded creative tactics with concept testing, media plan, and metrics. The deliverable will be a 10-15 minute PPT pitch in class, in the last two lectures of the course, and an executive summary of the key recommendations (2 single-spaced pages, not including references and appendices). Grades will be based on a clear understanding of the brief and an overall strategy, as well as creative and media strategy that, within the brand guidelines, execute effectively against that brief. You will also have the opportunity to evaluate your teammates and other groups. More details will follow.

Tentative Course Schedule

In most instances, I will not lecture from the assigned readings, but will assume that you have prepared the relevant material prior to coming to class. Nevertheless, we will discuss issues related to assigned material during the class, and I will presume that you have completed the readings in advance of class and are familiar with the topics covered.

Date	Topic	Readings / Deadlines
Tuesday 3/15	<i>Course Introduction and the Role of IMC in the Marketing Process</i>	- Belch & Belch, Ch. 1-3 - Bulkpack Readings 1-2
Thursday 3/17	<i>Marketing Strategy & Advertising - Objectives and Budget</i>	- Belch & Belch, Ch. 6-7
Tuesday 3/22	<i>Consumer Psychology and the Persuasion Process – Insights and motivation</i>	- Belch & Belch, Ch. 4-5 - Bulkpack Readings 3-6
Thursday 3/24	<i>Message and the Creative Strategy</i>	- Belch & Belch, Ch. 8-9 - Bulkpack Reading 7
Tuesday 3/29	<i>Guest Lecture – GAP (tentative)</i>	- Launching Final Project - 1 st write-up due (8pm)
Thursday 3/31	<i>Mountain Dew Case</i>	- HBS Case a - Case questions due (9am) - Launching Viral Project (VP)
Tuesday 4/5	<i>Media Strategy: Objectives and Options</i>	- Belch & Belch Ch. 10-12, 15 - Bulkpack Reading 8 - VP Promotional Plan due
Thursday 4/7	<i>Guest Lecture – MT Carney, CEO, Untitled Worldwide LLC (tentative)</i>	- 2 nd write-up due (8pm)
Tuesday 4/12	<i>Metrics and Advertising Effectiveness</i>	- Viral Project (VP) Presentations - Belch & Belch, Ch. 18
Thursday 4/14	<i>Integrated Brand Promotion and Earned Media Strategies</i>	- Final Project Slides and Executive Summary due (Sun. 4/17)
Tuesday 4/19	<i>BBVA Case</i>	- HBS Case b - Case questions due (9am)
Thursday 4/21	<i>Group Project Presentations</i>	
Tuesday 4/26	<i>Group Project Presentations</i>	

BulkPack Readings:

1. Integrated Marketing Communications – *Harvard Business School Reading* 2006
2. Beyond Paid Media: Marketing’s New Vocabulary – Edelman and Salsberg, *McKinsey Quarterly*, 2010
3. Branding in the Digital Age. You’re Spending Your Money in All the Wrong Places – Edelman, *Harvard Business Review* 2010
4. Harnessing the Science of Persuasion – Cialdini, *Harvard Business Review* 2001
5. The Persuasion Knowledge Model: How People Cope with Persuasion Attempts – Friestad and Wright, *Journal of Consumer Research* 1994
6. Winning the Zero Moment of Truth – Lecinski 2011, Google
7. The Fundamental Templates of Quality Ads – Goldenberg, Mazurky and Solomon, *Marketing Science* 1999
8. Word of Mouth and Interpersonal Communication: A Review and Directions for Future Research – Berger, *Journal of Consumer Psychology* 2014

Harvard Business School cases:

- a. Mountain Dew (9-502-040)
- b. BBVA (9-511-096).

Additional Recommended Materials

- *What Sticks* – Briggs and Stuart 2008 (Chapters 1-17)
- *Contagious: Why things catch on* – Berger 2013
- *Made to Stick* – Heath and Heath 2007
- *Ogilvy on Advertising* – David Ogilvy, 1983
- *Cracking the Ad Code* – Goldenberg, Levav, Mazursky and Solomon, 2009
- *Beyond Advertising: Creating value through all customer touchpoints* – Wind and Hays, 2015

Advertising Age Magazine - <http://adage.com>

Adweek Magazine – <http://www.adweek.com>