

PRELIMINARY

Principles of Advertising Course Syllabus

Instructor: Michelle Greenwald

Class Schedule: Monday & Wednesday 1:30-2:50 PM Fall Term Starting August 30th

Office Hours: Before class by appointment

Required Reading: Text: *Advertising and Promotion: An Integrated Marketing Communications Perspective*, George E. Belch and Michael A. Belch, 10th Edition

Course pack

Overview & Objectives

Advertising and Promotion encompass the arsenal of tools marketers use to position their brands in the minds of consumers to create a desirable image, product awareness, purchase interest, and loyalty. In this full semester course, we will learn about all major advertising and promotion tools, when and how to deploy them to achieve brand objectives, how advertising and promotion selection decisions are made, and how to measure effectiveness and optimize the marketing element mix and individual programs. We'll learn how companies organize for integrated marketing management, what skill sets lead to successful careers, and we'll hear from industry professionals about the real life working of agencies and companies to plan and execute advertising and promotion.

Course Structure and Materials

Course materials will consist of the *Advertising and Promotion* text book, several readings, a case study (Sephora), and the professor's own materials. Lecture notes and handouts will be made available throughout the semester via the course Canvas site. The readings will explain the advertising and promotion concepts and should be completed before the class discussion. Individual assignments will enable students to develop critical evaluation and communication skills. The team assignment will pull all the learning together through an integrated team project, reflective of what would go into a "real life" client integrated marketing pitch.

Assessment

Your final grade will be based on individual and group work, as follows:

- Class participation (individual) 15%
- Individual assignments (3) 25%
- Quizzes (2) 25%
- Group assignment (Paper 25%, presentation 10%) 35%

The class participation grade will include attendance and punctuality, sharing your own experiences and observations, and good, relevant questions. Individual assignments will be judged based on your insights, incorporation of course concepts, and ability to express yourself in a cogent and professional manner. The team project will be evaluated based on analytical skills, persuasiveness and logic flow, creativity and insight, inclusion of course concepts, and the look of the presentation.

Session Content

Session 1

Topics

- Introductions
- Course objectives, scope, mechanics, deliverables & grading

Session 2

Topics

- Integrated Marketing Communication
- Organizing for IMC

Assignment

- Chapters 1,2, 3
- Form teams for class project. Describe project in 1 paragraph & provide team members names and email addresses

Session 3

Topics

- Consumer Behavior
- Consumer Decision Making Process
- Customer Purchase Journey
- Persuasion & Ad Message Processing

Assignment

- Chapters 4 & 5
- *The Customer Decision Journey* (McKinsey, 2009)
- *The New Customer Decision Journey* (McKisey, 2015)

Session 4

Topics

- Ad Source Credibility
- Marketing Messages
- Context

Assignment

- Chapter 6

Session 5

Topics

- Budgeting & Business Objectives
- Marketing Element Budget Allocations
- Marketing Element Objectives

Assignment

- Chapter 7

Session 6

Topics

- Marketing Strategy
- Brand Positioning
- Market Segmentation
- Target Audience Personas

Assignment

- *Customer Journey Maps and Buyer Personas: SILVERPOP, An IBM Company*

Session 7

Topics

- Creative Strategy
- Inputs to the Creative Process
- Unique Selling Propositions
- Creative Agency Structures & Client Interactions

Assignment

- Chapter 8

Session 8

Topics

- Creative Approaches
- Creative Approval Process
- Creative Effectiveness Evaluation

Assignment

- Chapter 9

Session 9

Guest speaker from a major ad agency about the creative development process, from consumer insight to execution and evaluation.

Session 10

Topic

- How advertising campaigns can help reposition brands

Assignment (2 pages maximum)

- Look at historical reel on course YouTube site of Old Spice TV ads showing the evolution of the brand over 4 successive campaign changes and answer the following questions:
 - o How did the target audience change? Describe the target persona for each campaign?
 - o How did the competitive frame change?
 - o How did the points of difference and end benefits change?
 - o How did the brand imagery change? What executional decisions contributed to the brand image changes (casting, advertising approach, product benefit communication)?
 - o How do you feel about the lack of consistency in the approaches and the direction the brand positioning is moving, based on the evolution of the creative?
 - o How is campaign success measured?

Background reading to shed light:

- <http://www.dandad.org/en/old-spice-response-campaign/>
- <http://adage.com/article/digitalnext/marketers-learn-spice-man-campaign/145603/>
- <http://www.jeffbullas.com/2011/08/30/11-social-media-marketing-lessons-from-the-old-spice-campaign/>
- <http://www.slideshare.net/tshashikanth/strategic-brand-management-50118321>

Session 11

Topics

- Media planning & Strategy for traditional media: TV, Radio, Print

Assignment

- Chapter 10

Session 12

Topic

- Traditional media (TV, radio, newspapers, magazines)

Assignment

- Chapters 11 & 12

Session 13

Topic

- "Support" media (product placement, branded entertainment, native advertising)

Assignment

- Chapter 13

Session 14

Media Planning & Evaluation quiz

Session 15

Topic

- Critiquing advertising (creative and media placement) for effectiveness (shared student examples)

Assignment (2 pages maximum)

- Read "*Secrets of the Most Effective Ad Campaigns*": Greenwald, Forbes, July 2014
- Identify the most effective ad campaign you can think of. It can be TV, YouTube, Print, Outdoor or Radio.
 - o State what you think the brand's strategy was and why the ad successfully delivered on the strategy. Who was ad targeted to?
 - o What executional elements contributed to its success (celebrity choice, ad genre, etc.)?
 - o Where did the ad air or appear? Why did the media placement seem smart? If video, was it more strategic to air on traditional TV or YouTube and why? How would you measure success?
 - o Did you find any online buzz to support your point of view?
 - o In-class observations from each others' examples: what factors contribute to the most successful ad campaigns?

Session 16

Guest speaker from Brand Management about managing the integrated marketing communication process, setting business objectives and strategies, developing "big integrated marketing ideas", selecting programs or "activations", and evaluating them for success.

Team meetings (outside of class) to touch base with me on project progress: competitive findings, target personas, brand positioning, big creative idea development, media selection.

Session 17

Topic

- Direct Marketing
- Public Relations

Assignment

- Chapter 14
- Chapter 17

Session 18

Topic

- Trade Promotion (intermediary performance, discounting & merchandising)

Assignment

- Chapter 16, pages. 528-541

Session 19

Topic

- Consumer Promotion (sampling, couponing, sweepstakes, contests, premiums)
- Event Marketing
- Corporate Social Responsibility programs

Assignment

- Chapter 16, pages 541-574

Session 20

Consumer & Trade Promotion quiz

Session 21

Topic

- Digital Marketing
 - o Search engine optimization
 - o Banner advertising
 - o E-mail
 - o E-commerce

Assignment

- Chapter 15, pages 499 - 506

Session 22

Topic

- Digital Marketing
 - o Social media (YouTube, Instagram, Pinterest, Facebook, Snapchat)

Assignment

- Chapter 15, pages 506 - 525
- YouTube for Brands: Harvard Business School, February 5, 2015

Session 23

Guest speaker from a digital agency about digital creative, contextual placement, analytics and continuous optimization

Session 24

Sephora Social Media Marketing Case Discussion

Assignment:

Sephora: Investing in Social Media, Video, and Mobile: Harvard Bus. School Press, 2012

Answer both questions below, with no more than one page per answer.

- 1) Develop 2 separate brand positioning statements: One for Sephora Retail & one for Sephora Online. Describe the target audiences for each in demographic & psychographic terms. Describe the different competitive frames (sets of competitors) for retail vs. offline? What are the points of difference for Sephora among both sets of competitors? What are the end benefits or needs that each channel fulfills? A side-by-side comparison of each part of the brand positioning would be an easy way to communicate the answer.
- 2) How do the online and offline shoppers differ? Are their types of purchases and information needs different? Do the interpersonal natures of each experience differ? What roles and strategic objectives do each channel fulfill in marketing the Sephora brand?

Session 26

Guest speaker from a marketing metric analytics firm to discuss how brands measure return on investment from marketing tactic choices and how to enhance decision making

Session 27

Topics

- How brands measure success against:
 - o Overall business and strategic objectives
 - o Individual marketing element performance
- Reggie Award examples of best Integrated Marketing Programs & how they're selected:
 - o Brand challenge, consumer insight, program elements, success metrics
- Skill sets to do well in integrated marketing related jobs

Assignment

- Chapter 18

Sessions 27 & 28

Team presentations

Team Project Description (4 people per team, 15-minute presentation, class picks best pitch)

- Select a brand that your group would be excited about marketing
- Collect competitive marketing materials as background (ads, in-store activities, etc.)
- Describe the target audience persona (demographics, psychographics, purchase triggers & evaluation criteria, how product or service fits into their lives)
- Develop a brand positioning statement (target audience, competitive frame, point of difference, end benefit)
- Prepare a creative brief using the format reviewed in class
- Develop a "big creative idea", integrated marketing message, and tagline
- Select the type of integrated marketing elements you'd use to launch the campaign, with % of budget allocated to each
- Show how you would execute the idea through these vehicles with examples of your creative in the marketing elements you chose (outdoor, print, TV, in-store merchandising)
- Show an integrated, 52-week marketing flowchart with when all the activities would fall

- Present to the class as though you were an integrated marketing agency trying to win the client's account
- Why would your campaign break through the clutter, resonate with target consumers and position the brand as unique and better?