Advertising Management
MKTG724-001/003

Spring 2018, Q1
Tuesday/Thursday 10:30am-12:00pm; 1:30pm-3:00pm
Syllabus

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Office Hours:	Anytime. Please e-mail me and we'll set up an appointment.
TA	Amaka Uzoh, acuzoh@wharton.upenn.edu
Course Materials:	There is no required textbook; instead, we will rely on a course reader, which includes a few articles, reports, chapters from some seminal books and cases (available through Study.net). If you are interested in supplementing with a textbook, you should get *Advertising and Promotion. An Integrated Marketing Communications Perspective*, by Belch & Belch, 10th edition.

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 *metric*s, 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 and watch a large number of actual ads. The readings are designed to introduce advertising and IMC 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. Exam (individual)	35%
B. Project: Marketing Communications Campaign (group)	30%
C. Write-up(s) (individual)	20%
D. Class Participation (individual)	15%

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

Assessment Details

A. Exam (individual, 35%)
There will be one exam, which will count as 35% of your final grade. Everything discussed in class and in the assigned readings may appear on the exam.

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

C. Write-up(s) (individual, 20%)
You will be doing two, double page write-ups, based upon either in-class discussions, academic articles or relevant real-life events. More details will follow.

D. Class Participation/Preparation (invidual, 15%)
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.

Classes start on time. Being late will count as an absence. If you have documentable circumstances such as illness or grave personal difficulties, you should contact the MBA Program Office, which will work with me in appropriate cases to excuse an absence. If you find yourself with a conflict due to your career search or recruiting activity, you should work with the Career Management Office to find a resolution. Employers cannot require a student, as a condition of his or her employment candidacy, to participate in recruiting-related activities that conflict with his or her academic schedule. A recruiter's inflexibility on this issue is considered a violation of Wharton's recruiting policies. A time conflict due to a job interview, a career-related pursuit, or travel is not an appropriate reason to request accommodation on an academic commitment.

Cell phones, laptops, iPads (tablets) and other technology are not permitted in class.

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
Thursday 1/11	Introduction, IMC, Marketing Strategy & Advertising	- Bulkpack Readings 1, 2, 3
Tuesday 1/16	The Advertising Industry; Objectives and Budget	- Bulkpack Reading 4
Thursday 1/18	Consumer Psychology and the Persuasion Process – Insights and Motivation	- Bulkpack Readings 5, 6a, 6b, 7
Tuesday 1/23	*Guest lecture – Piedad Rodriguez, Managing Director, Marketing Sciences, R/GA*	
Thursday 1/25	*Guest lecture – Bart Sichel, CMO and EVP, Burlington*	- Launching Group Project
Tuesday 1/30	Message and the Creative Strategy: Crafting Contagious Content	- Bulkpack Readings 8, 9 - 1st write-up due (8pm)
Thursday 2/1	*Guest lecture – MT Carney, Founder and CEO, Untitled LLC*	
Tuesday 2/6	Media Strategy: Objectives and Options (*Extra* - Advertising on the SuperBowl)	- Bulkpack Readings 10, 11, 12
Thursday 2/8	*Guest Lecture – Katie Wall, Client Solutions Manager, Facebook*	- 2nd write-up due (8pm)
Tuesday 2/13	Metrics and Advertising Effectiveness	- Bulkpack Readings 13, 14a, 14b
Thursday 2/15	*Guest lecture – Jason Patterson, VP Marketing Solutions, comScore*	
Tuesday 2/20	*Guest lecture – Brette Allen, LVMH Americas Account Lead, Google*	
Thursday 2/22	*Group Project Presentations* (Or Integrated Brand Promotion and Earned Media Strategies)	- Final Project Slides and Executive Summary due (9am)
Tuesday 2/27	*Group Project Presentations*	
Thursday 3/1	Exam + Wrap-Up	

BulkPack Readings (subject to change)
These are the main readings for the class; however, if an interesting article, report, case, etc. is published during the duration of the class, I will ask you to read it in addition to these.

Intro
1. Beyond Paid Media: Marketing's New Vocabulary – Edelman and Salsberg, McKinsey Quarterly, 2010
2. Cannes winner "Fearless Girl," Objective and Metrics: http://www.adweek.com/brand-marketing/fearless-girl-stole-the-worlds-heart-but-what-did-it-do-for-the-clients-business/
3. 10 Best ads of 2017 (according to Adweek): http://www.adweek.com/creativity/the-10-best-ads-of-2017/

The Ad Industry
4. Trends in agency business and industry: http://www.businessinsider.com/companies-are-cutting-out-ad-agencies-and-going-in-house-2017-6

Consumer Psychology
5. Branding in the Digital Age. You're Spending Your Money in All the Wrong Places – Edelman, *Harvard Business Review* 2010
6. Zero Moment of Truth:
   a. Google ZMOT Macro Study
   b. Winning the Zero Moment of Truth – Lecinski 2011, Google
7. The Persuasion Knowledge Model: How People Cope with Persuasion Attempts – Friestad and Wright, *Journal of Consumer Research* 1994 (pages 1-15 only)

Creativity
8. Made to Stick Chapter 1 – Heath and Heath 2007
9. The Fundamental Templates of Quality Ads – Goldenberg, Mazurky and Solomon, *Marketing Science* 1999

Media
10. *Advertising and Promotion, Belch & Belch, Chapter 10*
11. Amazon advertising: https://digiday.com/marketing/amazon-grows-programmatic-ad-business/
12. Word of Mouth and Interpersonal Communication: A Review and Directions for Future Research – Berger, *Journal of Consumer Psychology* 2014

Metrics

13. Facing Up to Ad Blocking. How Publishers, Advertisers and Their Digital Media Partners are Responding – Perrin, 2017, *eMarketer*.
14. Programmatic Ad Buying:
    a. http://blog.whatrunswhere.com/media-buying-101-programmatic-buying/
    b. http://blog.whatrunswhere.com/media-buying-101-ad-networks-ad-exchanges

Additional Recommended Materials
- *Truth, Lies & Advertising* Chapter 7, Serendipity "got milk?" – Jon Steel 1998
- *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
- *Media Planning: From Recency to Engagement* – Erwin Ephron, 2006

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