

Syllabus

****Note: You must attend the first day of class to pass the class****

Advertising Management Marketing 724 – Fall 2018 Q2

TR 1:30pm-3pm

Basic Information:

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

Office Hours: Tues 3pm-4:30pm and by Appointment

Materials: There is no book for this class. Current reading will be available weekly.

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 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 target 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:

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. No computers, tablets, or other electronic devices are allowed in class.

Test

There will be one test, which will count as 30% of your final grade. Everything discussed in class and in the assigned readings may appear on the test.

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, but you may miss two classes without any penalty. Note: You must attend the first day of class to pass the class.

Creative ad assignment

You will write a brief description of an ad you identify as having superior (or horrible) creative execution and share the ad with the class. The goal is to evaluate a creative execution using class concepts. You must upload your ad (link/photo/screen shot) and description by 10am on November 13.

Viral Media Project

Groups of 4-5 will participate in a viral media project. Each team will create actual content and attempt to make it go viral using class concepts. A 10-minute PPT presentation will be due on November 22.

Promotional Plan Group Project

Groups of 3-5 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 15-minute PPT pitch in class. Your PPT deck will be due on November 29. You will have the opportunity to evaluate your teammates and other groups.

Academic Integrity

In order to ensure fairness, students suspected of academic dishonesty 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

You must complete all assignments to pass the class. Your final grade will be determined in the following manner:

Test	30%
Creative Ad assignment	10%
Viral Media project	20%
Group project	25%
Participation/Attendance	<u>15%</u>
	100%

Additional/Recommended Materials and Resources

What Sticks: Why Some Ideas Survive and Others Die – Chip Heath & Dan Heath

Contagious - Jonah Berger

Beyond Advertising – Yoram (Jerry) Wind & Catherine Findiesen Hays

Advertising and Promotion 11th Ed. – Belch and Belch

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

*Adweek Magazine – <http://www.adweek.com> (6-week digital subscription is \$6)

*eMarketer - <http://totalaccess.emarketer.com/> (access through Lippincott)

* Highly recommended for class

Tentative Schedule

<u>Date</u>	<u>Topic/Readings</u>
Oct 18	Introduction to Advertising
Oct 23	IMC and The Advertising Industry
Oct 25	Customer Insights, Motivation, and Positioning
Oct 30	Messaging and Creative Strategy (Team formation due) <i>Reading: What Sticks, Ch 1</i> http://www.heathbrothers.com/download/mts-made-to-stick-chapter1.pdf
Nov 1	Message and Creative Strategy (cont.)
Nov 6	Media and Metrics (Proposal due at 1:30pm)
Nov 8	Guest Speaker: Ezra Brettler, Content Development Specialist, Google Ad Grants at Google
Nov 13	Guest Speakers: Eric Schaefer, President and Chief Digital Officer of Southwest Media Group & Jim Livecchi, Vice President, Strategy and Branding Strategy, Weber Associates (Creative ad assignment due at 1:30pm)
Nov 15	Guest Speaker, Junia Zhang, Product Analytics at Facebook
Nov 20	Viral Presentations (Viral Media Presentation due 1pm)
Nov 22	NO CLASS – Thanksgiving
Nov 27	Media and Metrics: Digital
Nov 29	Presentations (All Group Projects due 1pm)
Dec 4	Presentations
Dec 6	Final comments and Test

Viral Media Project

- Form your team by October 30
- Create digital content on BuzzFeed Community platform
- 1 week (November 12-18) to execute your promotional plan
- Present results (10 minutes) on Tuesday, November 22 (PPT due at 1pm)

The Basics:

- Open one BuzzFeed community account at <http://www.buzzfeed.com/community>
- Review the guide for how/what to publish: http://www.buzzfeed.com/help/how_to_use
- Publish your content on Monday, November 12 (it may not be posted before). You must capture results before midnight on November 18.

Your content can be any length or format, but it must be completely original. You can use any combination of text, image, gif, video, etc. You can choose between making an article, list, quiz, poll, or checklist.

Presentations should include:

1. Objective (Mission)
2. Target identification and rationale (Motivation)
3. Creative rationale and execution (Message)
4. Social Media plan (Media)
5. Evaluation (Metrics) for period of November 12-18 only
 - a. Breakdown of visits
 - b. Screenshots of results from BuzzFeed dashboard, including:
 - i. Traffic history chart
 - ii. Referral breakdown
 - iii. Search breakdown
 - iv. Links breakdown
 - c. Additional evidence of viral promotion (Social media or blog screenshots showing views, shares, likes, etc.)
 - d. Additional dashboards and analytics
 - e. Key insights and lessons
 - i. What worked? What didn't?
 - ii. How can you apply these lessons elsewhere?
 - iii. How did your experience connect with class concepts?
 - f. You may include an unlimited number of appendices beyond what fits into the 10 minute presentation.

Viral Media Project (cont.)

Rules:

- Your content must be original. You may not plagiarize or publish anything without proper attribution.
- You must acquire a minimum of 1000 *legitimate* views
- You may not click farm in any way, shape, or form
- You may not pay for any promotion or clicks
- You must leave your dashboard public, so I can view it (please provide me the link in your report).
- You must present *convincing* evidence in your presentation that views were obtained legitimately

Additional Resources:

Media:

- Pixabay.com (attribution-free stock photos)
- Compfight.com (Flickr Creative Commons photos – attribution required)
- Giphy.com (GIF search)
- Images.google.com (try to identify original source, if possible)

Content/Outreach Research Tools:

- Buzzsumo.com
- <https://moz.com/link-explorer/>
- Followerwonk.com

Grading:

- Targeting and creative execution (20%)
- Viral media plan and execution (20%)
- Evaluation and metrics (20%)
- Presentation, insights, and concept application (20%)
- Page views and impact (20%)

Promotional Plan Group Project

-Groups of 4-5 will present a complete IMC/promotional plan for a brand, which should include:

- Marketing and promotional analysis
- Clear strategic objectives
- Target market analysis and identification
- Creative brief
- Story boarded creative/concept testing
- Budget analysis
- Media plan/allocation/timeline for 1 year
- Metrics/Evaluation plan

-The deliverable will be a 10-minute PPT pitch in class. Your PPT is the main deliverable, but you may also submit additional slides elaborating on strategy, research, budgets, etc. You should do some rudimentary primary research to support your recommendations. Your PPT deck and document will be due on **November 29 at 1pm** via canvas. The group project is 25% of your grade.

-You will be expected to evaluate your teammates and the other groups.

-You must submit a **one-page proposal** on canvas by **1:30pm on November 6 (or earlier)**, which should include your topic, and a few bullet points on rationale and scope of project.

Possible topics are listed below. These are brands/firms with accounts in review or that recently completed reviews and have new agencies. Only one group in each section may do the project on a particular topic (priority will be given to teams that submit a proposal earlier).

Project Topics: (some may require scaling and/or estimating budgets)

Amtrak: <https://www.adweek.com/agencies/amtrak-selects-yr-led-wpp-team-as-agency-of-record/>

Charles Schwab <https://www.adweek.com/agencies/um-retains-charles-schwabs-u-s-media-business-after-a-review/>

Quicken Loans: <https://www.adweek.com/agencies/quicken-loans-sends-400-million-media-account-to-ipg-mediabrand-agency-um/>

Sky: <https://www.adweek.com/agencies/sky-puts-600-million-creative-account-in-review-as-fox-comcast-fight-over-telecom-giant/>

LVMH: <https://www.adweek.com/agencies/french-luxury-giant-lvmh-moves-north-american-media-business-from-havas-to-dentsu/> This project should likely be scaled to one brand.

U.S. Army: <https://www.adweek.com/agencies/u-s-army-review-delayed-for-another-90-days-following-mccann-protest/>

Activision: <https://www.adweek.com/agencies/activision-consolidates-100-million-global-media-account-with-omd/>

Thorne Dietary supplements and at-home tests:
<https://www.adweek.com/agencies/supplement-maker-thorne-rebrands-signs-droga5-as-first-agency-partner/>

Modellez: <https://www.adweek.com/agencies/wpp-is-the-biggest-winner-in-mondelez-global-media-review/> This project should likely be scaled to one brand.

Papa Johns: <https://www.adweek.com/creativity/embattled-papa-johns-hires-wmes-endeavor-as-its-new-agency-of-record/>

QDOBA: <https://www.adweek.com/agencies/qdoba-hands-planning-and-buying-duties-to-marc-usas-cogniscent-media/>

Samsung: <https://www.adweek.com/agencies/samsung-and-publicis-expand-partnership-as-leo-burnett-takes-over-global-creative-tv-duties/>

Essentia Water: <https://www.adweek.com/agencies/rapidly-growing-essentia-water-begins-agency-review-of-creative-and-strategy-work/>

Trojan: <https://www.adweek.com/agencies/trojan-condoms-names-72andsunny-agency-of-record-after-a-review/>

Lenovo: <https://www.adweek.com/agencies/lenovo-consolidates-global-planning-and-buying-duties-with-publicis-media/>

Adidas: <https://www.adweek.com/agencies/mediacom-continues-its-hot-streak-after-picking-up-adidas-global-media-business/>

Cathay Pacific: <https://www.adweek.com/agencies/cathay-pacific-airways-hands-global-account-to-publicis-vccp/>