

Syllabus

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

Advertising Management Marketing 224/724 – Fall 2019 Q1

TR 1:30pm-3pm
TR 3pm-4:30pm

Basic Information:

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

Office Hours: Tues 4:30pm-6pm 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 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 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 35% 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 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 1-2page analysis to canvas.

Promotional Plan 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, storyboarded creative tactics with concept testing, media plan, and metrics. The deliverable will be a 10-minute PPT presentation in class. You will have the opportunity to evaluate your teammates *and* the 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	35%
Creative Ad assignment	15%
Group project	30%
Participation/Attendance	<u>20%</u>
	100%

<u>Grade</u>	<u>Cutoff</u>
A+	98-100%
A	92-97.99%
A-	90-91.99%
B+	87-89.99%
B	83-86.99%
B-	80-82.99%
C+	77-79.99%
C	73-76.99%
C-	70-72.99%
D	60-69.99%
F	0-59.99%

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>

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

* Highly recommended for class

Tentative Schedule

<u>Date</u>	<u>Topic/Readings</u>
Aug 27	Introduction to Advertising
Aug 29	IMC and The Advertising Industry
Sept 3	Customer Insights, Motivation, and Positioning
Sept 5	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
Sept 10	Message and Creative Strategy (cont.)
Sept 12	Guest Speaker: Nicole Goldstein, Rebecca Kortenius, Isadora Coelho from Facebook (Project proposal due at 1pm)
Sept 17	Media Overview
Sept 19	Guest Speaker: TBA (Creative ad assignment due at 1pm)
Sept 24	Guest Speakers: Eric Schaefer, President and Chief Digital Officer of Southwest Media Group & Jim Livecchi, Vice President, Strategy and Branding Strategy, Weber Associates
Sept 26	Media and Metrics
Oct 1	Media and Metrics
Oct 3	Presentations (All Group Projects due 1pm)
Oct 8	Presentations
Oct 10	No Class – Fall Break
Oct 15	Final comments and Test

Promotional Plan Group Project

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

- Situational and promotional analysis
- Clear strategic objectives
- Target market analysis and identification
- Creative brief
- Story boarded creative/concept testing/Facebook ads
- Budget analysis (budget can be hypothetical)
- Facebook ad buy/targeting execution
- Media plan/allocation/timeline
- Metrics/Evaluation plan which includes impact of your Facebook ads

-You must recruit a client (small business, non-profit, student organization, or event) to be the subject of the project. The client must grant you access to their Facebook business page (or create one) and allow you to create and run ads on their behalf.

-The deliverable will be a 10-minute PPT presentation in class. Your PPT is the main deliverable, but you may also submit additional slides elaborating on strategy, research, budgets, metrics etc. You should do some rudimentary primary research to support your recommendations. Your PPT deck and document will be due on **October 3 at 1pm** via canvas. The group project is 30% 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 **1pm on September 12(or earlier)**, which should include your client, and a few bullet points on rational and scope of project.

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).