



MKTG 265 - Principles of Advertising

Monday/Wednesday 3:30-5:00pm

Instructor: Prof. Annie Wilson, Ph.D.

Office hours: In person and via Zoom by appointment.

Course Description

The purpose of this course is to provide students with an opportunity to learn and apply the major frameworks, principles, and practices of effective advertising management as part of an Integrated Marketing Communications (IMC) program. By the end of this course, students should have a deep understanding of advertising, and the ability to think strategically across the functional areas of marketing communication. This class will focus on: 1) understanding the psychology of customer motivation and persuasion; 2) crafting effective and creative messages; 3) understanding the purposes, strengths, and weaknesses of the specialized, marketing communication functions; 4) making efficient selections and use of media; and 5) understanding metrics, all within the broader IMC perspective. The course will incorporate presentations of key concepts, in-class exercises, analysis of advertisements and IMC activities, and case discussions.

Course Structure and Materials

In the course, we will use a variety of reading 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. This class is intended to be highly interactive and will rely heavily on student participation.

Required text: *Hey Whipple, Squeeze This: The Classic Guide to Creating Great Ads, 5th Edition* by Luke Sullivan and Edward Boches.

Course Policies

Attendance on the first day of class is mandatory. If you are not in a seat by the second day of class, you may not take the course. No exceptions. No electronic devices are permitted in class. Class slides will be posted AFTER each class. **If you are not feeling well, do not attend class.**

Assessments

Your final grade will be determined by the following:

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| ○ Class Participation | 10% |
| ○ Discussion Exercises | 15% (3 points each) |
| ○ Case Write-ups | 30% (10 pts each) |
| ○ Group Project 1: The Next Frontier | 20% |
| ○ Group Project 2: Marketing Comm. Campaign | 25% |

Assessment Details

Class Participation (10%)

The value of this course depends heavily on the insights generated through class discussion. Constructive participation is based on analysis rather than opinion, and builds on the discussion flow. Quality is more important than quantity when it comes to class participation. Your participation grade will also be based on your attendance.

Discussion Exercises (15%)

You will be assigned ten discussion exercises throughout the semester. The goal of these exercises is for students to reflect on various aspects of the course, how they would apply certain concepts, or consider where they have seen concepts successfully or unsuccessfully applied in real-world examples. These exercises will be graded based on effort and analysis rather than on opinion or any specific recommendations made (grades will be out of 3, with a 3 reflecting thorough analysis and effort, a 2 reflecting moderate analysis and effort, and a 1 reflecting minimal effort or intelligibility of the submission).

Case Write-Ups (20%):

You will be assigned four two-page case write-ups (size 12 pt font, Times New Roman, single spaced, 1" margins). You will be provided with questions to consider for each case.

Project 1: The Next Frontier (15%):

This assignment is a group project consisting of a PowerPoint presentation (no more than 10 slides) that you will present to the class. Each group will choose a topic related to 'the next frontier' of advertising (e.g. creative AI, augmented and virtual reality, voice dialogue marketing, live streaming, CGI influencers, etc.) and asked to present on: 1. Overview of technology or innovation, 2. Current uses, 3. Promises, 4. Perils, and 5. Suggestions for how a particular brand could integrate this capability into their mix of IMC activities.

Project 2: Marketing Communications Campaign (20%)

This is a group project in which each team will develop an IMC campaign for a company (of your choice). You can choose a company that already executes an IMC campaign, in which case you will need to review and extend this campaign. Your other option is to develop an IMC campaign for a firm that really needs the help, according to your team. Your project must include, but is not limited to: 1) situational and promotional analysis; 2) clear description of strategic objectives; 3) target market analysis and identification; 4) creative brief; 5) storyboarded creative suggestion; 6) media plan and description of how the integrated tools enact the positioning/campaign goals; 7) metrics/evaluation plan.

Course Schedule

Day	Date	Topic	Reading	Assignments Due
Wednesday	8/31	Introduction: Advertising & IMC	Set A	
Monday	9/5	<i>No Class – Labor Day</i>		
Wednesday	9/7	Industry Objectives & Budgeting	Set B	
Monday	9/12	Communications: Breaking through the Clutter	Set C	Discussion Exercise 1
Wednesday	9/14	Segmentation & Targeting	Set D	Discussion Exercise 2
Monday	9/19	Positioning	Set E	
Wednesday	9/21	Positioning Dynamics & Repositioning	Set F	Discussion Exercise 3
Monday	9/26	Consumer Psychology	Set G	Discussion Exercise 4
Wednesday	9/28	<i>Guest Lecture</i>		
Monday	10/3	Source, Message, Channel	Set H	Discussion Exercise 5
Wednesday	10/5	Creative Strategy	Whipple Ch. 1-3	Discussion Exercise 6
Monday	10/10	Creative Tactics	Whipple Ch. 4-8	
Wednesday	10/12	Case: A Mindful Competition	Headspace vs. Calm Case (Israeli & Wilson)	Case Write-Up 1
Monday	10/17	Media Strategy	Harry's Brief	Discussion Exercise 7
Wednesday	10/19	Next Frontier Presentations		
Monday	10/24	<i>Guest Lecture</i>		

Wednesday	10/26	<i>Guest Lecture</i>		
Monday	10/31	Case: BMW Films		Case Write-Up 2
Wednesday	11/2	Digital & Social Media I	Set I	
Monday	11/7	Digital & Social Media II	Glossier Case	Case Write-Up 3
Wednesday	11/9	Support Media	Set J*	<i>*Watch POM Movie</i>
Monday	11/14	<i>Guest Lecture</i>		
Wednesday	11/16	Case: Cool Advertising		Case Write-Up 4
Monday	11/21	PR, Publicity, & Corporate Image	Set I	
Wednesday	11/23	<i>No Class - University operates on a Friday schedule</i>		Discussion Exercise 8
Monday	11/28	Ad Sprint Challenge		
Wednesday	11/30	Advertising & Society		Discussion Exercise 9
Monday	12/5	Group Presentations		Mark. Comm. Campaign Project Due
Wednesday	12/7	Group Presentations		
Monday	12/12	The Big Picture		Discussion Exercise 10

Readings:

- A. -Keller, Kevin Lane (2016), “Unlocking the Power of Integrated Marketing Communications: How Integrated is your IMC Program,” *Journal of Advertising*, 45:3, 286-301.
-Edelman, David and Brian Salsberg (2010), “Beyond Paid Media: Marketing’s New Vocabulary,” *McKinsey Quarterly*.
- B. -Shields, Mike (2017), “The Future of Ad Agencies has Never Been More in Doubt,” *Insider*, <https://www.businessinsider.com/companies-are-cutting-out-ad-agencies-and-going-in-house-2017-6>.
Optional: Kolsarici, Ceren, Vakratsas, Demetrios, and Prasad A. Naik (2020), “The Anatomy of the Advertising Budget Decision: How Analytics and Heuristics Drive Sales Performance,” *Journal of Marketing Research*, 57:3, 468-488.
- C. –“13 Campaigns that Made Ad Pros Jealous in 2021,” *AdWeek*, <https://www.adweek.com/agencies/13-campaigns-that-made-ad-pros-jealous-in-2021/>
-The 25 Best Ads of 2021 – Adweek: <https://www.adweek.com/agencies/the-25-best-ads-of-2021/>
- D. -Mayyasi, Alex and Priceonomics (2016), “How Subaru Came to be Seen as Cars for Lesbians,” *The Atlantic*, <https://www.theatlantic.com/business/archive/2016/06/how-subarus-came-to-be-seen-as-cars-for-lesbians/488042/>
- Tylenol Case
-Haagen Dasz Case
- E. Carpenter, Gregory S., Rashi Glazer, and Kent Nakamoto (1994), “Meaningful Brands from Meaningless Differentiation: The Dependence on Irrelevant Attributes,” *Journal of Marketing Research*, 31:3, 339-250.
- F. Garnett, Christina (2022), “Victoria’s Secret Misses the Mark by Pursuing Inclusivity as a Tactic, Not a Culture,” *AdWeek*
- G. -Friestad, Marian, and Peter Wright (1994), The Persuasion Knowledge Model: How People Cope with Persuasion Attempts,” *Journal of Consumer Research*, 21(1), 1-31.
-Petty, R. E., & Cacioppo, J. T. (1986), “The Elaboration Likelihood Model of Persuasion,” in *Communication and Persuasion* (pp. 1-24). Springer, New York, NY.
- H. -Jennings, Rebcca (2020), “A Celebrity Endorsement, for \$500,” *Vox*.
-McCracken, Grant (1989), “Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process,” *Journal of Consumer Research*.
-Melendez, Steven (2022), “**Influencers are Out – Authenticity is In,**” *Fast Company*.
-Liederman and Canton (2022), “Doja Cat is the Average Marketer’s Worst Nightmare. That’s Why Taco Bell hired Her,” *Adweek*.
- I. -Whipple ch. 10-15

-Pinas, Max (2021), “Why the ‘Metaverse’ Represents a Revolution in Advertising,” *AdAge*. <https://adage.com/article/digital-marketing-ad-tech-news/why-metaverse-will-redefine-advertising-we-know-it/2373971>.

-Wheless, Erika (2021), “Why Classic Brands like Coke are Experimenting with NFTs,” *AdAge*, <https://adage.com/article/digital-marketing-ad-tech-news/why-classic-brands-coke-are-experimenting-nfts/2353291>.

Optional: Berger, Jonah (2014), “Word of Mouth and Interpersonal Communication: A Review and Directions for Future Research,” *Journal of Consumer Psychology*.

J. -Lepitak, Stephen (2022), “Stranger Things Drives Combined Brand Placement Value over \$27 Million,” *AdWeek*.

-Wohl, Jessica (2021), ‘Top Chef’ Bakes in Deeper Brand Integrations to Reduce Reliance on Skippable Ads, *Adweek*, <https://adage.com/article/media/top-chef-bakes-deeper-brand-integrations-reduce-reliance-skippable-ads/2325031>.

-Watch: *POM Wonderful Presents: The Greatest Movie Ever Sold* (available on Amazon Prime, YouTube, Apple TV, Google Play, Vudu)

K. -Public Relations Comes of Age (Coursepack)

-Chernev, Alex and Sean Blair (2015), “Doing Well by Doing Good: The Benevolent Halo of Corporate Social Responsibility,” *Journal of Consumer Research*, 1412-1425.

-Argenti, Paul A. (2020), “When should your Company Speak up about a Social Issue,” *Harvard Business Review*, <https://hbr.org/2020/10/when-should-your-company-speak-up-about-a-social-issue>.

Optional: -Topping, Alexandra, Kate Lyons, and Matthew Weaver (2019), “Gillette #MeToo Razors Ad on ‘Toxic Masculinity’ gets Praise – and Abuse,” *The Guardian*, <https://www.theguardian.com/world/2019/jan/15/gillette-metoo-ad-on-toxic-masculinity-cuts-deep-with-mens-rights-activists>.

-Wilson, Annie (2021), “How Doritos Effectively Doubled the Love this Mother’s Day,” *Adweek*, <https://www.adweek.com/brand-marketing/how-doritos-effectively-doubled-the-love-this-mothers-day/>.

Cases:

Headspace vs. Calm: Israeli, Ayelet and Annie Wilson (2021), *Headspace vs. Calm: A Mindful Competition*, HBS Case #9-521-102.

BMW Films: Moon, Youngme and Kerry Herman (2002), *BMWFilms*, HBS Case #9-502-046.

Cool Consumption:

1. Anik, Lalin, Stephen E. Maiden, and Addison Corriher (2020), *A Supreme Case of Coolness?*, HBS Case #UV8134.
2. Wilson, Annie, Kelly Goldsmith, and Kaylee Tao (2022), *Liquid Death: Water Made Metal*.

Digital & Social II: Avery, Jill (2019), *Glossier: Co-Creating a Cult Brand with a Digital Community*, HBS Case #519022.