The Leonard N. Stern School of Business
New York University
Advertising Management, B70.2309, Sec. 01
Fall Semester 2005
Prof. David S. Seal
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Office Hours: Anytime prior to or after class. Please call or email ahead.
Classes meet Tuesdays and Thursdays, 10:30 – 11:50 a.m., Sept. 6 – Dec. 13, 2005

Course Description: A study of how to plan, develop and execute integrated marketing communications programs using the tools of advertising, direct marketing, sales promotion, public relations, special events marketing, online advertising, and personal selling. Emphasis will be on cooperative learning and free discussion.

Professor Seal has an MBA in Marketing from New York University and spent 30 years in the advertising industry working as a senior executive in account management for BBDO Worldwide, Lintas Worldwide, and Ted Bates Advertising. Thus, there will be much real-life advertising experience as well as theory shared with the class. Professor Seal has taught Marketing Management and Advertising Management at New York University for the past six years at both the graduate and undergraduate level.

There will be a case discussed during the course which will be the basis for a team project, a simulated new business presentation by advertising agencies. All students will participate in the development of advertising strategies and advertising work, and they will present the work. In addition, cases that the professor has developed himself based upon his own 30 years experience in advertising will be discussed. There will be numerous TV commercials and print ads shown and analyzed, and several short video cases also will be used to illustrate specific points and foster discussion.

Course Objectives:

1. Communicate the role of integrated marketing communications within the total context of a marketing plan and IMC’s critical importance in the creation, enhancement, and management of a brand.
2. Communicate the specific functions of the components of an integrated marketing communications program and how they work together and complement each other.
3. Discuss the advertising process, including how an advertising agency works. This will include marketing research, creative, media and account management functions, with an explanation of the contributions of each to the advertising process.
4. Create a highly interactive environment within the classroom to involve students in the discussion of textbook material and the cases. Students must be committed to staying current with all reading assignments.
5. Ensure that every student who completes this course will have a firm basis for creating, implementing and evaluating marketing communications programs.
The first class is Sept. 6th, and students are expected to read the first chapter of the textbook for that class. Please note that there are no classes on Oct. 4th, Oct. 13th and Nov. 24th. The flow of learning over 26 classes will be as follows:

**Class 1, Tuesday, Sept. 6, 2005.** Overview of integrated marketing communications and its role in the marketing plan, beginning with the basics of what constitutes a brand and how integrated marketing communications helps create a brand and enhances brand equity. Discussion focuses on the relationship between consumers and brands, and how those relationships are formed and nurtured. Reading: Chapter One, Advertising & Promotion, Supplemental Aspects of Integrated Marketing Communications, Prof. Terence A. Shimp, 6th Ed., Dryden Press.

**Class 2, Thursday, Sept. 8.** Discussion focuses on the definition of “brand equity”, and the role of integrated marketing communications in building and managing brand equity. Reading: Chapter Two.

**Class 3, Tuesday, Sept. 13.** Emphasis will be on positioning brands to consumer segments and how to define those target audiences through demographics, psychographics, and geo-demographics. Reading: Chapter Three.

**Class 4, Thursday, Sept. 15.** Focus is on the fundamentals of the communications process, including a view from the consumer’s perspective. Further discussion includes how to analyze buyer behavior and relate it to your brand. Reading: Chapter Four.

**Class 5, Tuesday, Sept. 20.** Discussion covers persuasion in the marketing communications process, including the ethics of persuasion, marketers’ needs vs. consumer needs, and the practical implications of persuasion Reading: Chapter Five.

**Class 6, Thursday, Sept. 22.** Material focuses on how integrated marketing communications helps launch new products, including brand naming, packaging, and point of purchase promotion. Reading: Chapter Six.

**Class 7, Tuesday, Sept. 27.** Discussion continues on brand names, logos, point of purchase and packaging and their importance in building brand equity. Reading: Chapter Seven.

**Class 8, Thursday, Sept. 29.** This will be an overview of advertising management, including advertising strategy development and creative execution. Reading: Chapter Eight.

**Tuesday, Oct. 4, no class.**

**Class 9, Thursday, Oct. 6.** This will include a discussion of various advertising strategies and how they are developed through an interactive process between agency and client. Reading: Chapter Nine.

**Class 10, Tuesday, Oct. 11.** Class discussion focuses on how advertising strategies are executed, or turned into commercial messages. Discussion covers different types of message appeals, including celebrity endorsers, humor, sex, fear, guilt, etc. Reading: Chapter Ten.
Thursday, Oct. 13, no class.

Class 11, Tuesday, Oct. 18. Mid-term Exam. The scope of the exam will be on the material from Chapters One through Ten.

Class 12, Thursday, Oct. 20. Part 1 – Case Study: “Café de Colombia”. The professor will lead the discussion of the case during this class. Students must read the case carefully before the class. Focus is on the background facts and the anticipated IMC needs of this client. Reading materials will be provided several weeks prior to the discussion.

Class 13, Tuesday, Oct. 25. Part 2 – Case Study: “Café de Colombia”. Discussion will focus on the format for an advertising agency new business presentation. Agency teams will be finalized and the assignment for this project will be discussed in detail, including each student’s role and responsibility.

Class 14, Thursday, Oct. 27. This class will cover the measurement of advertising effectiveness, both media-based and message-based. Reading: Chapter Eleven.

Class 15, Tuesday, Nov. 1. Discussion will focus on traditional advertising media, including TV, radio, newspapers, magazines, out-of-home, and online. Reading: Chapter Twelve.

Class 16, Thursday, Nov. 3. The class will cover alternative offline advertising such as product placement in movies, video advertising, Yellow Pages, etc., and mass online advertising. Reading: Chapter Thirteen.

Class 17, Tuesday, Nov. 8. Discussion will include offline and online direct advertising and will include database marketing and email advertising. Reading: Chapter Fourteen.

Class 18, Thursday, Nov. 10. The class will concentrate on media planning, including target audience selection, developing a media strategy, and media buying. An actual media plan will be presented and discussed. Reading: Chapter Fifteen.

Class 19, Tuesday, Nov. 15. Discussion will take an overview of sales promotion management, including how to use sales promotion, and how it balances against advertising in the budgeting process. Reading: Chapter Sixteen.

Class 20, Thursday, Nov. 17. Trade sales promotions such as buying allowances, performance allowances, co-op advertising allowances, etc. will be the focus of the discussion. Reading: Chapter Seventeen.

Class 21, Tuesday, Nov. 22. Discussion will be on consumer sales promotions such as sampling, coupons, and premiums. Reading: Chapter Eighteen.

Thursday, Nov. 24, no class.
Class 22, Tuesday, Nov. 29. Discussion will focus on marketing public relations, and sponsorship marketing. Reading: Chapter Nineteen.

Class 23, Thursday, Dec. 1. This class will cover environmental, regulatory and ethical issues in marketing. Reading: Chapter Twenty.

Class 24, Tuesday, Dec. 6. Case Study: “Café de Colombia”. Student teams will be expected to present their presentations and defend their point of view on the case in front of the class. Two teams will present. Selection of presentation order will be random and unbiased.

Class 25, Thursday, Dec. 8. Continuation of presentations. Two more teams will present.

Class 26, Tuesday, Dec. 13. Continuation of presentations. Two more teams will present.

Final exam. Date to be announced.

Grading: Mid-term Exam 30%
Final Exam 40%
New Business Project 30%


Case Study: “Café de Columbia”. Materials to be made available by the professor.