Brief Course Description:
This course covers the basic management principles of the advertising business. Students will learn how to develop, analyze, and invest in integrated communications programs. Classes will be a combination of textbook curriculum and real world examples presented by advertising industry veterans from different disciplines. There will be particular emphasis on the role of advertising in a marketing plan, the promotional mix, strategy and positioning development, creative development, the evolving media landscape, the client agency relationship, and the overall future of the business.

Requirements & Assignments:
Students are required to read weekly textbook assignments, trade articles, and view specific advertising content. Grading will be based on the following criteria.

Class Participation: 25%
Two Case Studies: 20%
Mid-Term: 25%
Final Presentation: 30%

Texts/Trades/Content:
1) Belch & Belch, Advertising and Promotion 10th edition: An Integrated Marketing Communications Perspective
2) Kocek, The Practical Pocket Guide to Account Planning
3) Ad Age/Adweek/HBR March 2013 Advertising that works
4) Industry Speakers, Case Studies, Client Presentations

Course Schedule: (Subject to Change)

Week 1: Course Overview: Everything you didn’t see on Mad Men.

9/8
1) Advertising Today
   • How Media/Technology is changing Advertising
   • Content, Content, Content
   • Personal Backgrounds
   • Course Objective
   • The Real Mad Men & Women of Madison Avenue
   • What is Advertising/IMC?
• Evolution of a brand from Advertising to IMC?
• IMC/BAL Structure
• Group Project

Week 2: It’s not Advertising: Deep Dive into Integrated Marketing Communications.
9/15

Chapter 1: Introduction to Integrated Marketing Communications

1) Ad Forum Discussion – Gatorade

2) Definition of IMC/Promotional Mix:
   • Advertising
   • Direct Marketing
   • Interactive/Internet Marketing
   • Sales Promotion
   • Publicity/Public Relations
   • Personal Selling

2) Discuss Integrated Communications Marketing Planning Model

Week 3: It’s not Advertising: Deep Dive into Integrated Marketing Communications.
9/22

Chapter 2: The Role of IMC in the Marketing Process

1) Marketing Strategy & Analysis
2) Strategic Marketing Plan
3) Market Segments - Consumer Profiling Exercise
4) Market Positioning – Writing Positioning Statements
5) Ad Forum Discussion – Reaching Millennials

The Practical Pocket Guide to Account Planning (pg 100-114)

Chapter 3: Organizing for Advertising & Promotion. The role of Ad Agencies and other Marketing Communication Organizations.

1) The Participants:
2) Client Structure
3) Role of Agencies
4) Ad Forum Discussion – Deutsch LA has Volkswagen on a roll

Week 4: How people really communicate in the communications business.
9/29

Chapter 4: Perspectives on Consumer Behavior
1) Definition of Consumer Behavior
   • Decision Making Process
   • Maslow’s Hierarchy of Needs
   • The Selective Perception Process
   • IMC Technology Perspective

2) Purchase Decision & Brand Loyalty
3) Focus Group Exercises
4) **Guest Speaker - Consumer Behavior**

The Practical Pocket Guide to Account Planning (pg 27-57)

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**Week 5:** From Client to Consumer

10/6

Chapter 5: The Communication Process

1) Ad Forum Discussion – Ford Fiesta Movement Social Media
2) Model of Communication – Page 148
3) Aida Model/Hierarchy of Effects Models – Page 156
4) Cognitive Response Approach
5) Mapping the Mind - Circ Research – Personal Examples from P&G Brands

Chapter 6: Source, Message, & Channel Factors

2) Persuasion Matrix – Spokespeople, pros/cons, Q Scores.
3) Message Structure
4) Message Appeal – Rational/emotional, fear/humor, comparative
5) Effects of Context & Environment

10/13 **NO CLASS - HOLIDAY**

**Week 6:** Putting your money where your marketing is and the case for creative.

10/20

Chapter 7: Establishing objectives and budgeting for the promotional program.

1) Purchase Funnel
2) Marketing, Communications, and Sales Objectives – Three things that don’t always work together, but should.
3) Establishing a budget
• Allocation
• Expense vs. Investment
• Marginal Analysis

Chapter 8: Creative Strategy Planning and Development.

1) Writing a creative strategy, Unique Selling Proposition, Equity Pyramids, Brand Character, and the role of account planning.
2) Creative approach vs. hard selling.
3) Creative process – brainstorms, brand manifestos, late nights
4) Campaign Idea vs. Executional Device
5) Qualitative and Quantitative Research
6) Old Spice Case – “Smell like a man, man”.

The Practical Pocket Guide to Account Planning (pg 22-26)

Week 7: From concept to completion.
10/27


1) Advertising Appeals
   • Informational/Rational
   • Emotional Appeals
   • Transformational Ads
2) Emotional Bonding Pyramid - McCann-Erickson
3) Tactical Approaches – reminder, teaser, user-generated
4) Advertising Executions
   • Straight Sell, Scientific, Demonstration, Comparative, Testimonial, Slice of life, Animation, Personality/spokespeople.
6) Evolution of Music - Jingles to Rock Stars
7) Producing a Commercial - Costs, companies, and process

The Practical Pocket Guide to Account Planning (pg 66-70)

Week 8: Mid-Term
11/3 Group Project Discussion

Week 9: Media – The new creative minds in advertising
11/10

Chapter 10: Media Planning and Strategy.

1) Guest Speaker - Changing Media Landscape
2) Media Planning, Mediums, Objectives, and Strategies
• Reach, Coverage, Frequency
• CPM/CPRP/GRP
• Review Real Media Plans and Flow Charts (not in textbook)

Chapter 11: Evaluation of Media: Television & Radio

1) Benefits/Limitations of TV
2) Network, Spot, Local, Syndication…growth of Cable
3) Measuring TV Audience
   • Program Rating, Share of Audience, Nielsen, Engagement
4) Radio – Rodney Dangerfield of Media…still gets big numbers.
5) Benefits/Limitations of Radio

HBR March 2013, Advertising that works – Hand Out

Week 10: Media – It’s always been more than just TV & Radio
11/17

Guest Speaker – Measuring the impact of Television Advertising on Online Marketing Performance.

HBR March 2013 Advertising that works

Chapter 12: Evaluation of Print Media – Is it really dying?

1) Advantages/Disadvantages
2) Magazines vs. Newspaper
3) The future of Print

Chapter 13: Support Media

1) Product Placement – Lady Gaga Case/Deck
2) Outdoor – It’s not just a billboard anymore.
3) Promotional Products
4) Cinema Advertising
5) Branded Entertainment – Product Placement, Integration, Video Game Ads.

Chapter 14: Direct Marketing

1) Perception vs. Reality – Stepchild vs. Profitable business model
2) DR Media/Response Rate
3) Database Marketing
4) Homeshopping, QVC, and the wonderful world of Infomercials

Week 11: The Internet & Advertising – A Love/Hate Relationship
Guest Speaker – Digital Advertising 101

Chapter 15: The Internet: Digital and Social Media

1) Social Media has changed the advertising environment forever. The power of Facebook, Twitter, LinkedIn, Instagram, MySpace.
2) Evolution of company web sites
3) Communications Objectives
4) Evolution of e-commerce
5) Advertising on the Internet
6) Using traditional tools on the Internet – sales promotion, PR, DM
7) Internet Effectiveness/Measurement
   • Targeting, message tailoring, interactive, information access, sales potential, creativity, exposure, speed, complements IMC

Week 12: Building the Brand Thru Mobile & Beyond Advertising

Mobile Today & Tomorrow - Guest Speaker

Chapter 16: Sales Promotion
1) Define and explain why sales promotion is growing.
2) Different types: Consumer Oriented vs. Sales Oriented
3) The Debate: Consumer Franchise Building vs. Non-Franchise
4) Consumer Promotions Gone Wrong
5) Ad Forum: Subway $5 Footlong

Chapter 17: Public Relations, Publicity, and Corporate Advertising

1) The changing role of PR. It’s not only reactive anymore.
2) Marketing Public Relations Functions:
   • Building excitement, improving ROI, creating news when there is no product news, low budget product introduction, value added customer service, building customer bonds, influencing influencers, defending products at risk, giving consumers a reason to buy, etc.
3) Different Target Audiences: Internal, External, Government, Financial, Community, Media, etc.
4) Corporate Advertising – definition and reasons why?
5) Cause Related Advertising - Does it really work?
6) Ad Forum: Toyota and BP Cases.
7) Tide Loads of Hope – P&G response to Katrina

Week 13: Different Perspectives: From global to ethical

Chapter 19: International Advertising and Promotion
1) The expansion of global brands
2) Top global brands: Coca-Cola, Nike, Disney, Samsung, Apple
3) Forces in International: Economic, cultural, political, demographic, and legal environments
4) Globalized vs. Localized advertising activity
5) The impact of the Internet on global brands
6) View and discuss global advertising campaigns

Chapter 21: Evaluating the social, ethical, and economic aspects of advertising and promotion.

1) Where does a brand draw the line?
2) Do brands have a moral and social obligation?
3) Controversial Campaigns that have helped and hurt brands.
   • Benetton, Sketchers, Got Milk PMS Campaign

Week 14: Parting Thoughts on Advertising from a Creative Director with account management, entrepreneurial experience and an MBA from The Stern School of Business.

CASE PRESENTATIONS