NEW YORK UNIVERSITY
Leonard N. Stern School of Business

Advertising Management
Fall 2005   B70.2309

Professor Jeffrey Green

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Course Overview and Objectives

We will explore together the planning, development and implementation of marketing communications programs – with a particular focus on advertising campaigns and executions. The emphasis will be more on exploring “why and when” advertising works than on the specifics of “how” advertising is done. While the majority of the content will be focused on advertising, we will also address some other elements of integrated marketing communications strategies such as direct marketing, interactive marketing and non-traditional media.

This course is designed for MBA students who seek careers in which you will make marketing communication decisions. It is also appropriate for students who just desire an understanding of how communication strategies work.

The more specific objectives of this course are:
- To increase your understanding of the marketing communication process
- To increase your understanding of the important issues in planning and evaluating marketing communications
- Help you to apply the appropriate theories and tools to plan and evaluate marketing communications
- To apply your knowledge to construct an advertising campaign

Course Materials

Textbook: Advertising Principles and Practice, Seventh Edition (2005), by Wells, Burnett, Moriarty (Prentice Hall)


Case Packet: Four cases will be available as a packet of readings. (Note: one case is on CD.)

Handouts: I will occasionally hand out articles from various trade magazines. I strongly suggest that you read either Advertising Age or ADWEEK this semester. Both of these weekly
publications are excellent sources of information about advertising and marketing. Also, both The Wall Street Journal and the New York Times have daily advertising columns.

**Course Organization**

The course is constructed around the advertising/communication development process. We will focus on learning how to answer six key questions that advertisers and their agency partners must address in order to develop effective marketing communications.

We’ll discuss advertising/communication (business) goals, target market definition, media strategies, message strategies (including knowledge about persuasion in general), message execution and evaluation methods/tools.

We’ll learn the concepts through lectures/discussions, case discussions and written synopses, one class exercise, an end-of-semester project and guest speakers (depending on availability).

**Grading and Course Format**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>% of Grade</th>
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<tbody>
<tr>
<td>Class Participation</td>
<td>15%</td>
</tr>
<tr>
<td>Four Case Synopses</td>
<td>40%</td>
</tr>
<tr>
<td>Media Planning Exercise</td>
<td>10%</td>
</tr>
<tr>
<td>Advertising Project</td>
<td>35%</td>
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</table>

**Class Participation:**
There will be plenty of opportunity for you to contribute to class discussions. You’ll be graded based on your attendance and the quality of your contribution, not the amount of time you demand in the discussion. This means coming to class thoroughly familiar with the assigned reading and, therefore, prepared to raise questions, to open discussion, to identify topics of interest in the reading, and actively engage other students in the discussion.

**Case Synopses:**
There will be four case synopses to hand in. They must be typed, double spaced, using a reasonable font and be two pages long at most. You will receive specific questions to answer for each case a week or two before each case will be discussed in class and your written synopsis is due.

**Media Planning Exercise:**
This will be a relatively short assignment, distributed at least a week in advance, which will reinforce the media planning principles we cover in class.

**Advertising Project:**
For this semester-long project, working on your own or with one other classmate, you will develop a detailed advertising brief for a product/brand that you select. The brief will include the following components:
• key background information about the category, product/brand and competition
• a detailed target audience description
• a summary media plan delineating key media and their rough allocation (by budget or delivery)
• a detailed creative strategy
• a developmental and in-market evaluation plan

In addition, you will develop at least one “ad-like object” based on the creative strategy you’ve identified.

You will present your advertising brief and “ad-like object” during the last class session. You will be handing in your presentation (e.g., PowerPoint slides) for grading; you will not be required to prepare a separate written document.

Feedback
If you have any questions or concerns about the course content, teaching and grading or if you have any suggestions for improvement, please do not hesitate to discuss them with me.

I’m looking forward to a challenging, provocative, interesting, productive and enjoyable semester together!
### Course Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Assignment/Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/22</td>
<td>Introduction&lt;br&gt;Why are we advertising?</td>
<td>APP – Chapters 1, 2 and 7&lt;br&gt;TLA – Chapter 1</td>
<td></td>
</tr>
<tr>
<td>9/29</td>
<td>Who are we advertising to?</td>
<td>APP – Chapters 5 and 6&lt;br&gt;TLA – Chapters 3 and 4</td>
<td></td>
</tr>
<tr>
<td>10/6</td>
<td>Who are we advertising to - continued&lt;br&gt;Chevron Case Part I Discussion</td>
<td></td>
<td>Chevron Case Part I Synopsis due</td>
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<tr>
<td>10/13</td>
<td><em>No Class</em></td>
<td></td>
<td><em>Yom Kippur</em></td>
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<tr>
<td>10/20</td>
<td>Where and when can we reach them?</td>
<td>APP – Chapters 11, 8 and 9</td>
<td></td>
</tr>
<tr>
<td>10/27</td>
<td>Where and when can we reach them – continued&lt;br&gt;Media Planning Exercise</td>
<td></td>
<td>Media Planning Exercise Due</td>
</tr>
<tr>
<td>11/3</td>
<td>What do we say to them?&lt;br&gt;Dewar’s Case Discussion – advertising strategy</td>
<td>APP – Chapters 4 and 12&lt;br&gt;TLA – Chapter 5</td>
<td>Dewar’s Case Part I Synopsis due</td>
</tr>
<tr>
<td>11/10</td>
<td>How do we say it?</td>
<td>APP – Chapters 13 and 14&lt;br&gt;TLA – Chapter 6</td>
<td></td>
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<tr>
<td>11/17</td>
<td>How do we say it - continued&lt;br&gt;Discuss Chevron Case&lt;br&gt;Discuss Mountain Dew Case</td>
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<td>Mountain Dew Case Synopsis due</td>
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<tr>
<td>11/24</td>
<td><em>No Class</em></td>
<td></td>
<td><em>Thanksgiving</em></td>
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<tr>
<td>12/1</td>
<td>How do we know it worked?&lt;br&gt;Dewar’s Case Discussion</td>
<td>APP – Chapter 19&lt;br&gt;TLA – Chapter 7</td>
<td>Dewar’s Case Part II Synopsis due</td>
</tr>
<tr>
<td>12/8</td>
<td>When are non-traditional media appropriate?&lt;br&gt;BMW Z3 Roadster Case Discussion</td>
<td>APP – Chapters 15-17</td>
<td>Prepare BMW Z3 Roadster Case for discussion</td>
</tr>
<tr>
<td>12/15</td>
<td>When is the Internet an appropriate medium?</td>
<td>APP – Chapter 10</td>
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<tr>
<td>12/22</td>
<td>Presentations</td>
<td></td>
<td>Presentation due</td>
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*Note: Schedule is subject to change.*
PERSONAL PROFILE

Your Name: _______________________

Your Email: _______________________

Major/Concentration: _______________________

Please answer the following questions so I can learn more about you.

1. What type of experience have you had with advertising, either on the client side or the agency side of the business?

2. Have you taken an advertising or communications management course before?

3. What do you hope to get out of this course?

4. What would you like to be doing in your career 3 years from now?

5. What other marketing electives have you completed already?
6. Are you taking any other marketing electives this semester? If yes, which ones?

7. Tell me something interesting about yourself or something you think I should know about you?
Suggested Readings and Reference Sources

Books:
- Packard, Vance (1961) *The Hidden Persuaders*

Magazines:
- Advertising Age (www.adage.com)
- Adweek (www.adweek.com)
- American Demographics (www.americandemographics.com)
- Businessweek (www.businessweek.com)
- Mediaweek (www.mediaweek.com)
- Brandweek (www.brandweek.com)
- PROMO (www.industryclick.com)
- Sales and Marketing Management (especially their survey of buying power—www.salesandmarketing.com)

Newspapers:

Journals:
- Journal of Advertising
- Journal of Advertising Research

Data Reference Sources (in the library):
- Brand Information
  - Encyclopedia of Major Marketing Campaigns
  - Standard and Poor’s Industry Survey (www.standardandpoors.com)
  - Market Share Reporter
  - Standard Directory of Advertising Agencies

- Category/Brand Users Information
  - Lifestyle Market Analyst
  - Simmons Market Research Bureau (Choices III CD in library)
  - Mediamark (aka MRI) Research Reports (CD in library)
• Media audience Information
  o Consumer Dimensions
  o TV Dimensions
  o Nielsen Station Index (www.nielsenmedia.com)
  o Magazine Dimensions
  o Simmons Market Research Bureau (Choices III CD in library)
  o Mediamark (aka MRI) Research Reports (CD in library)

• Advertising Budgets
  o CMR Ad $ summary (formerly Leading National Advertisers)
  o Standard Directory of Advertisers
  o Advertising Ratios and Budgets
  o Brand Week Superbrands

• Advertising Rates
  o Standard Rates and Data Services
  o Marketer’s Guide to Media

Consumer Trends:
• See also American Demographics (www.americandemographics.com)
• www.gallup.com
• www.louisharris.com
• www.yankelovich.com

Organizations:
• American Marketing Association (www.marketingpower.com)
• American Association of Advertising Agencies (AAAA) (www.aaaa.org)
• Direct Marketing Association (www.the-dma.org)
• Public Relations Society of America (www.prsa.org)

Other Interesting Sites:
• www.adcritic.com
• www.advertiser.com
• www.ifilm.com
• www.adforum.com
• advertising.utexas.edu/world (a marketing communications directory and archive of ads)
• www.aef.com (advertising education foundation—a source of lots of info including industry events and career information)