

Welcome to:
ADVERTISINGMANAGEMENT
MKT 423



Syllabus Table of Contents

- I. Specifics
- II. Description & Goals
- III. Schedule
- IV. Format, Policies, Evaluation
- V. Reading List
- VI. Course Agreement

I. Specifics

Professor	Dr. Angeline G. Close	Website	Advertising Management http://angelineclose.com/category/teaching/advertising-management/
Office	UNLV College of Business 435 Beam Hall Campus Mail 6010 702.895.5956 (voicemail)	Class Time/ Location	Summer Session II June 6 – July 7 2011 Monday-Friday 9:40am – 11:10am BEH103
Marketing Department	Olga Pena Olga.pena@unlv.nevada.edu 416 Beam Hall 702.895.3364	Office Hours	::Dr. Close: anytime by appointment (note: I teach marketing management immediately after this class) ::Marketing Department: M-F 8:00-4:00

Prepare yourself to delve into advertising:

It motors our economy and the Internet;
 It provides the financial foundation of our mass media system;
 It has found its way into our movies, onto our clothes and into our facebook, myspace, twitter, and blogs.

Advertising is a continuous visual and verbal background to our existence—providing constant messages from the mavens of market, captains of commercialism,etailers in ecommerce, earls of events, and the lords of leisure. These entities sell not only products and experiences, but frameworks of meaning: notions of what is moral/unjust, luxurious/basic, right/wrong, desirable/inadmissible,

dreamable/attainable, normal/perverse, sultry/bleak. Advertising shapes our society and our wallets- at both the conscious and the unconscious level.

II. Description & Goals

Text: Advertising and Integrated Brand Promotion, 6thed. By O'Guinn, Allen & Semenik, ISBN 0-538-47332-0; Optional Supplemental Text Controversies in Contemporary Advertising by Sheehan

Prerequisite(s): Minimum grade of C in MKT 301 and Junior or higher standing

Course Description:

This course is an-depth study of the factors important for the development of successful advertising management from a branding perspective. Topics include a situation analysis, selection of target markets, development of objectives, creative guidelines, media selection and scheduling, budgeting, and performance evaluation. It is important to understand the place of advertising in relation to other forms of marketing in our global society in order to ground our business-based understanding of the ad world. Thus, we will study advertising from a branding framework. I will provide a balanced coverage of communication tools - advertising, event marketing, personal selling, sales promotion, sponsorship, direct marketing, point-of-purchase, public relations, and Internet communications. Both a theoretical and managerial approach to advertising components are examined. This is a time demanding, yet exciting class with a commitment to reading and discussion.

Goals:

1. Interactive Learning: We will learn about the concepts needed for a successful report by website examples of advertising and marketing communications.
Why? The Internet provides an up-to date and real world outlook.
2. New Media: We will build a solid knowledge of netvertising in business-to-consumer business-to-business, and P2P (peer to peer) communication environments.
Why? Internet advertising/social networking examines the explosive growth of direct marketing and e-commerce.
3. Strategic Orientation: We will study campaigns' promotion, ad, and communications efforts across all promotional tools rather than using each tool individually.
Why? Today's businesses are demanding more accountability for promotional spending. As a result, managers are choosing communication tools, such as brand promotion and event marketing, whose effects are more directly traceable than advertising.

II. Schedule*

**subject to minor modifications as announced in class*

I. ADVERTISING PROCESS

Date	Topic	Reading	Assignment Due
June 6	<p>The World of Advertising and Integrated Brand</p> <p>Familiarize yourself with adage.com (and follow them on Twitter—highly recommended if you are going for an ad or marketing or biz career). Read “the ad business” (link on class website).</p>	Chapter 1	Have Syllabus read & printed
June 7	<p>The World of Advertising and Integrated Brand</p> <p>Careers in Advertising—Questions & Overview FAQ with Recent Marketing Grad Tyler Coonts</p>	Chapter 1	Course Agreement
June 8	<p>The Structure of the Advertising and Promotion Industry: Advertisers, Agencies, Media and Support Organizations</p> <p>Search through the "Ad Agencies" (link found under class website under “Ad Agencies”) and choose what you think is: 1) the most creative agency, 2) the most strategic agency, and 3) the agency you would most like to work for. Why? Due in class (all assignments are to be typed). Also check out R&R Partners site (largest ad agency in Vegas). They are also on Twitter if you can follow them. Prepare for discussion.</p>	Chapter 2	Turn in Ad Agency Assignment
June 9	<p>The Structure of the Advertising and Promotion Industry: Advertisers, Agencies, Media and Support Organizations</p> <p>Read Agency Powerhouses (website) How has the ad agency structure changed? Prepare to be called on for discussion on this</p>	Chapter 2	Discuss Agency Assignment
June 10	<p>The History of Advertising & Brand Promotion</p>	Chapter 3	
June 13	<p>The History of Advertising & Brand Promotion</p> <p>Check out the Advertising Archives at http://www.advertisingarchives.co.uk (link found on class website under "Advertising Resources"). How has American advertising and branding evolved? Prepare to be called on for discussion on this.</p>	Chapter 3	Discuss Advertising Evolution
June 14	<p>Social, Ethical, and Regulatory Aspects of Advertising and Promotion</p>	Chapter 4	Turn in Unethical Assignment

	<p>Unethical Ad Assignment: Find the most unethical or personally offensive ad you can (any format-DVD, video, print, newspaper, radio spot, photo of billboard or outdoor advertising). Bring this in class, and be prepared to present this ad to the class and discuss three reasons why it is unethical in your opinion (yet not illegal). The ad is to be turned in with a typed page of why it is unethical, and include a suggestion for alternative creative strategy/copy. Then, conclude the paper with thinking: Has an ad ever enticed you to do something termed “hedonic” you ordinarily would not do (i.e., gamble, drink, smoke, etc.)? Has an ad ever enticed you to do something termed “beneficial” you ordinarily would not do (i.e., vote, volunteer, etc.)? Which is easier to entice in us- the good or the bad? How do advertisers use this knowledge in their copywriting/layout strategy? Type a page on this (due in class) for discussion.</p> <p>To find the ad, please do not google “unethical ad” because the point is for you to think critically about something YOU believe isn’t right. I’ve done this search and it brings up what others find unethical. I want you to use critical thinking about advertising in society first, and then search with the appropriate terms. For instance, search terms could be violence in video game ads, ads exploiting vulnerable groups (poor, children, teens, elderly, handicapped), sexual exploitation, alcohol/smoking/gambling etc. The grade is based not on your opinion per se, but how you support your claim with evidence and reasoning. Critically thinking is what I am looking for. A good debate sparked is appreciated.</p>		
June 15	Social, Ethical, and Regulatory Aspects of Advertising and Promotion	Chapter 4	Discuss Unethical Ad Assignment
June 16	EXAM 1 (Chapters 1-4)		
June 17	Advertising, Integrated Brand Promotion, & Consumer Behavior	Chapter 5	
June 20	Market Segmentation, Positioning, and the Value Proposition	Chapter 6	
June 21	<p>Advertising and Promotion Research Nielsen Peoplemeter (available on class website, under "Supplementary Lectures") & Ad Planning and Strategy</p> <p>In class activity: In a small group (3-4), co-write 3 advertising objectives for a favorite advertiser (at the brand or product/service level). Make sure they meet the requirements</p>	Chapter 7	Ad Objective In-Class Activity

	of a solid objective as discussed in class		
June 22	International Planning Advertising & Integrated Branding Check out some Brazilian ads at http://www.fnazca.com.br/ (link on our site as well) Comparing in the same product category, what are some differences in their ad culture versus American Advertising?	Chapter 8	Discuss Brazilian vs American Advertising
June 23	Managing Creativity in Advertising and Integrated Brand Promotion	Chapter 9	
June 24	Creative Message Strategy	Chapter 10	
June 27	Executing the Creative	Chapter 11	
June 28	EXAM 2 (Chapters 5-11)		
June 29	Media Planning Essentials Why do some companies spend \$2.6 million dollars for 30 seconds of Superbowl airtime? (Check out http://adage.com/SuperBowlBuyers/superbowlhistory07.html)	Chapter 12	
June 30	Art Direction and Production	Chapter 13	
July 1	Media Planning Advertising and IBP in Digital Interactive Media E-advertising Blunders (found under class website “E-Advertising Issues” & Advertising and The Internet Netvertising (found under class website “E-Advertising Issues”)	Chapter 14	Discuss e-Advertising Trends
July 4	Independence Day (No Class)		
July 5	Sales Promotion, Point-of-Purchase Advertising, and Support Media	Chapter 15	
July 6	Event Sponsorship, Product Placements, and Branded Entertainment (Advertainment) Select and read one of my event marketing studies at http://angelineclose.com/category/research/event-marketing/ Be prepared for discussion on event marketing.	Chapter 16	Discuss Event Marketing
July 7	EXAM 3 (Media, netvertising, events/support media, sales promotion, POP)		

IV. Format, Policies & Grading

Format of Course-Lecture & Discussions:

Be prepared for discussion by doing the assigned readings before class begins. Please contribute with insightful questions or comments on the topic at hand. I encourage less lecture, and more rich discussion. Each class we may open with a current topics discussion on the topic of the day (on the syllabus), sparked by your readings on adage.com or any of the advertising sites I provide links to on our class website. I will learn from you as well. Let's have impactful discussions.

Policies, Attendance/Participation & Evaluation

Policies: *You are why I am here.* Email is not the best way to discuss course material, as we can better connect in person. I am happy to take time with you during office hours or virtually any time by appt. Assignments must be typed and handed in on the due date in class. They are not accepted late or via email unless prior agreement. The University requires following copyright requirements. UNLV policies on religious holidays are followed. UNLV Honor code and copyright policies are intact.

Assignments: Attendance and insightful participation is a crucial part to your learning. I will ask you questions in class at random to make sure that you are keeping up with the readings. If you miss an extensive amount of class, it will be recommended that you not receive course credit unless receiving notice from the university of an extenuating circumstance. The Donald says missing meetings means "You're fired!" To maximize your participation, focus and share your views *each session* to show that you are prepared just like in the business world. The assignments through the course, including the class participation for the assignments add up 25% of your grade. Participation can only enhance borderline grades, so come and get ready to speak up on the topic of the day. I will take attendance at random.

Evaluation:

Assignments/Participation 25%

Unethical Ad Assignment (8.3%); Agency Assignment (8.3%); Participation (8.3%)

Participation grade includes participation of assignment discussions and participation/professional conduct during the entire course;

Exams (3) at 25% each

Total Grade=

93% and higher	A
90 to less than 93	A-
87 to less than 90	B+
83 to less than 87	B
80 to less than 83	B-
77 to less than 80	C+
73 to less than 77	C
70 to less than 73	C-

Exams:

The exams are mainly multiple choice, yet necessitate critical thinking. The exams may be a mixture of multiple choice, T/F, and essay.

While some questions are definitional, many are application based. I write exams based on readings and class material; thus, it is crucial to be in attendance and to read (before class) to do your best on my exams. My exams may also cover key *concepts* from any supplementary presentations including any guest speakers. The exams are scantron, which I will provide, and I will provide paper for any essay questions.

I will give the entire course period for exams. Tests are not given after the sanctioned time nor to a latecomer after an exam is turned in. Missed tests= 0. The final, while heavy on the most recent material, is your comprehensive assessment.

Grade Posting/Communications:

Exam grades will be posted on webcampus. Note that webcampus is used exclusively for grade posting here, as I provide you with a personal website for our course.

Please note that I will not receive emails via webcampus, so please email me directly (I will give you my business card with my contact info). I am also on facebook; if it is a general question that will help us all, feel free to use the wall feature. If it is personal, keep it private with me or in person (in person is always recommended).

Course Agreement

I have accessed the course website, syllabus, and I:

- a) understand what is expected from me in this course
- b) will keep up with course content and do the readings
- c) will use the resources provided on our course website
- d) know when the test dates are and am committed to them
- e) know when the final group presentations are
- f) know that the professor will do her best to meet my expectations (e.g., teach you principles of advertising so that you understand them/don't just memorize them, be professional, serve as a positive role model, be there for you to address your questions, respect you as an equal and a human being) as well.

Name (Print): _____

Signed: _____

Date: _____