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Office Hours: TBD

**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 strategy and positioning development, promotional mix, creative development, the evolving media landscape, 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 the following criteria.

Class Participation:	40%
Two Case Studies:	30%
Final Presentation:	30%

**Texts/Trades/Content:**

- 1) Belch & Belch, *Advertising and Promotion 11<sup>th</sup> edition: An Integrated Marketing Communications Perspective*
- 2) Kocek, *The Practical Pocket Guide to Account Planning* -  
OPTIONAL
- 3) Dove HBR Case Study  
<https://hbr.org/product/dove-evolution-of-a-brand/508047-PDF-ENG>
- 4) TBD Case Study – Professor Cohen to provide
- 5) Ad Age/Adweek
- 6) Industry Speakers, Case Studies, Client Presentations

Week 1:  
TH 2/8 Course Overview: Everything you didn't see on Mad Men.  
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?
- Group Project

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

Chapter 1: Introduction to Integrated Marketing Communications

1) Ad Forum Discussion – Gatorade – **Professor Cohen to provide**

2) Definition of IMC/Promotional Mix:

- Advertising
- Direct Marketing
- Interactive/Internet Marketing
- Sales Promotion
- Publicity/Public Relations
- Personal Selling

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

Week 3:  
TH 2/22 It's all about the consumer.

**DOVE CASE DUE**

Chapter 2: The Role of IMC in the Marketing Process

- 1) Market Segments - Consumer Profiling Exercise
- 2) Market Positioning – Writing Positioning Statements

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

How Consumers impact Creative.

Chapter 4: Perspectives on Consumer Behavior

- 1) Definition of Consumer Behavior
- 2) Uncovering Insights
- 3) **Guest Speaker - Consumer Behavior**

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

Coupons.com Consumer Research/Positioning/Creative

Week 4:  
TH 3/1

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 – brainstorming, brand manifestos, late nights
- 4) Old Spice Case – “Smell like a man, man”.

From concept to completion.

Chapter 9: Creative Strategy: Implementation and Evaluation.

- 1) Producing a Commercial - Costs, companies, and process
- 2) Ad Forum Cases – Taco Bell/Dos Equis Most Interesting Man in the World.

Week 5:  
TH 3/8

Media – The new creative minds in advertising

## **SECOND CASE DUE**

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)

### The Internet & Advertising – A Love/Hate Relationship

### 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 websites
- 3) Communications Objectives
- 4) Evolution of e-commerce
- 5) Using traditional tools on the Internet – sales promotion, PR, DM
- 6) Internet Effectiveness/Measurement

Week 6:  
TH 3/22

### **GROUP PRESENTATIONS**

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



