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

Texts/Trades/Content:
1) Belch & Belch, Advertising and Promotion 11th edition: An Integrated Marketing Communications Perspective
2) Kocek, The Practical Pocket Guide to Account Planning (optional)
3) Dove HBR Case Study
   https://nyu.service-now.com/servicelink/kb_search.do?id=041301013183865
4) Casper HBR Case Study
   https://hbr.org/product/casper-sleep-inc-marketing-the-one-perfect-mattress-for-everyone/517042-PDF-ENG
5) Ad Age/Adweek
6) Industry Speakers, Case Studies, Client Presentations
Week 1: 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: It’s not Advertising: Deep Dive into Integrated Marketing Communications.

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

   6) Discuss Integrated Communications Marketing Planning Model

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)
Week 3: How people really communicate in the communications business.
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: It’s all about the Consumer.
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)

Week 5: From Client to Consumer
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

**DOVE CASE STUDY DUE**

Week 6: 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 manifests, 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)

1) Advertising Appeals
   • Informational/Rational, Emotional, 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 7: **Mid-Term (In-Class)**
   Group Project Discussion

Week 8: Media – The new creative minds in advertising

Chapters 10/11: Media Planning and Strategy/Evaluation of Media.

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)

Week 9: 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, Snapchat.
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 10: eCommerce/Shopper Marketing

Guest Speaker – Digital Expert

Casper Case Study Due

Week 11: Building the Brand Beyond Advertising

Public Relations/Event Marketing
Brand You Assignment

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: JCP learns just how much consumers love promotions.

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:
3) Different Target Audiences
4) Corporate Advertising – definition and reasons why?
6) Cause Related Advertising - Does it really work?
7) Tide Loads of Hope – P&G response to Katrina

Week 12: GROUP PRESENTATIONS - ROUND 1

Group Project Work – In Class

Week 13: Different Perspectives: Go Global

Chapter 19: International Advertising and Promotion
1) Ad Forum Discussion – 2022 FIFA World Cup Qatar
2) The expansion of global brands
3) Top global brands: Coca-Cola, Nike, Disney, Samsung, Apple
4) Forces in International: Economic, cultural, political, demographic, and legal environments
5) Globalized vs. Localized advertising activity
6) The impact of the Internet on global brands
7) 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: GROUP PRESENTATIONS - ROUND 2
Parting Thoughts on Advertising from a Creative Director with account management, entrepreneurial experience and a MBA from The Stern School of Business.