



Advertising

"I hear and I forget. I see and I remember. I do and I understand"
Confucius

1. Instructor: Dr. Andrey Mikhailitchenko, California State University, Sacramento
Email: mikhaili@csus.edu

2. Time of the Course: July 15 to 26, 2019; Tuesday, Wednesday, Thursday, Friday 8:30AM-12:00PM.

3. Course Description

Advertising is a course designed on the basis of an interdisciplinary approach combining components of communication, media, and marketing studies. Emphasis will be placed on creative methods, alternative media, measurement of effectiveness, and coordination with other aspects of the integrated communication program through group discussion and written project. Special attention will be paid to cross-cultural communications and design of advertising and promotion campaigns in international setting.

4. Learning Objectives

- Understanding the content and the role of advertising and promotion process from an Integrated Marketing Communications (IMC) perspective
- Getting the knowledge and skills required to implement the IMC approach in real business environment, from situation analysis to designing the execution strategy
- Developing practical skills for designing and execution of IMC campaigns on the cross-cultural platforms in the global marketplace

5. Topics for Each Session (Tentative Course Outline)

DATE	TOPICS	IN-CLASS ACTIVITIES	READINGS
July 16	- Review of course requirements, basic concepts and definitions - The Role of Integrated Marketing Communications in the Society	- Team-building in-class group assignment - Simulation practice round	Text: Chapters 1-3
July 17	- The Communication Process - Source, Message, and Channel Factors	- Quiz 1 (covers Chapters 1-3) - In-class group assignment	Text: Chapters 4-6
July 18	- Establishing Objectives and Budgeting for the Advertising Program - Creative Strategy: Planning and Development in Global Environment	- Quiz 2 (covers Chapters 4-6) - In-class group assignment - Case Study 1 (<i>Benetton-Evolution of Communication Strategy</i>) analysis is due	Text: Chapters 7-8
July 19	- Creative Strategy: Implementation and Evaluation in Global Environment - Case Study 1 (<i>Benetton-Evolution of Communication Strategy</i>) in-class discussion	- Quiz 3 (covers Chapters 7-8) - In-class group assignment	Text: Chapter 9 Case Study 1

July 23	<ul style="list-style-type: none"> - Media Planning and Strategy - Evaluation of Media Carriers Performance 	<ul style="list-style-type: none"> - Quiz 4 (covers Chapter 9) - In-class group assignment - Case Study 2 (<i>IBM-Brand Equity Restoration and Advertising Evolution</i>) analysis is due 	Text: Chapters 10-12
July 24	<ul style="list-style-type: none"> - Support Media and Direct Marketing - Case Study 2 (<i>IBM-Brand Equity Restoration and Advertising Evolution</i>) in-class discussion 	<ul style="list-style-type: none"> - Quiz 5 (covers Chapters 10-12) - In-class group assignment 	Text: Chapter 13 Case Study 2
July 25	<ul style="list-style-type: none"> - Cross-Cultural Issues in Advertising - Digital and Social Media for IMC campaigns 	<ul style="list-style-type: none"> - Quiz 6 (covers Chapter 13) - In-class group assignment - Case Study 3 (<i>The Jessica Simpson Spokesperson Decision</i>) analysis is due 	Text: Chapters 15-16
July 26	<ul style="list-style-type: none"> - Public Relations, Publicity, and Corporate Advertising - Case Study 3 (<i>The Jessica Simpson Spokesperson Decision</i>) in-class discussion - Final course review and wrap-up 	<ul style="list-style-type: none"> - Quiz 7 (covers Chapters 15-16) - In-class group assignment - Term Project is due 	Text: Chapter 17 Case Study 3

6. Teaching Methods and Assignments

Teaching methods will include: interactive lecturing, in-class discussions, creative modeling, analytical activities, and learning outcome testing. Specifically, learning media will consist of the following activities and assignments:

6.1. Term Project

Student groups will conceptually develop and design an advertising campaign for a real existing company or organization. The project has be of 1,500 to 2,500 words long and include three sections: 1) company snapshot, 2) situation analysis, and 3) advertising communication plan. More detailed guidelines will be provided at the beginning of the course.

Team Forming: For the term project all students will join a team of three to four members. During the first class I will ask you whether you prefer self-enrolled groups or to be randomly assigned to groups by the instructor. Whatever you vote for will be the principle of team building.

6.2. Quizzes

There will be seven quizzes on the course. Each quiz will consist of fifteen questions (10 true-false questions worth 0.5 points each and 5 multiple choice questions worth 1 point each). All of the quizzes will be on the textbook material (see tentative course outline above for more details).

6.3. In-class Group Assignments. After we cover the material of each textbook chapter you will be given short assignments done in the groups consisting of 2 to 3 people. The major value of these assignments is finding real-life examples illustrating the concepts that have been discussed in class. The deliverable is the hand-written text and/or graph addressing the question given for the assignment.

Usually these assignments will be completed at the end of the first half of the class, immediately after lectures and class discussions. They will help to widen the horizons of knowledge on

advertising and integrated communication in the global market through applying the studied material to the real-world businesses.

6.4. Case Studies

During the course three case studies on international advertising will be reviewed, and each one will require a brief 1-1.5 pages report answering case questions. After reports submission and grading each case will be discussed in class. Normally case reports will be structured as the following:

1. Brief case facts and case background
2. Key issues/problems covered by the report
3. Your analysis of the issue/problem
4. Suggestions and recommendations
5. Discussion questions to facilitate discussion with the class

6.5. Participation

In-class participation is the essential element of this course. Not only quantity, but also quality of participation will be graded. Constructive class discussions will be rewarded with class participation points. I will also cold call individuals for inputs to class discussions. Please place your name card in front of you for proper recognition during the first two classes.

7. Assessment

<i>Activities</i>	<i>Relative weight</i>	<i>Components</i>
Term project	100 points	- three sections: 20, 35 and 45 points
In-class quizzes	70 points	- 7 quizzes, 10 points each
In-class group assignments	80 points	- 8 assignments, 10 points each
Case studies	30 points	- three case studies, 10 points each
Participation grade	20 points	
TOTAL	300 points	

The grade score to achieve a guaranteed specific letter grade is: A=94%, A- =90%, B+ =87%, B= 84%, B- =80%, C+ =77%, C=74%, C- =70%, D+ =67%, D=64%, D- =60%, F= lower than 60%. Depending on the distribution of total points, the cut-offs for grades may go below those percentages.

8. Required Readings:

2.1. Textbook

Advertising and Promotion. An Integrated Marketing Communication Perspective. By George E. Belch and Michael A. Belch – 10th ed., McGraw Hill, 2015, ISBN: 9780078028977.

2.2. Case Studies:

- a) *Benetton-Evolution of Communication Strategy;*
- b) *IBM-Brand Equity Restoration and Advertising Evolution;*
- c) *The Jessica Simpson Spokesperson Decision*