



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 06 to 17, 2020; Tuesday, Wednesday, Thursday, Friday 8:00AM-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 7	- Review of course requirements, basic concepts and definitions - The Role of Integrated Marketing Communications in the Society	- Team-building in-class group assignment	Text: Chapters 1-3
July 8	- The Communication Process - Source, Message, and Channel Factors	- Quiz 1 (covers Chapters 1-3) - In-class group assignment	Text: Chapters 4-6
July 9	- 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>Under Armour Enters the Basketball Shoe Market</i>) analysis is due	Text: Chapters 7-8
July 10	- Creative Strategy: Implementation and Evaluation in Global Environment - Case Study 1 (<i>Under Armour Enters the Basketball Shoe Market</i>) in-class discussion	- Quiz 3 (covers Chapters 7-8) - In-class group assignment	Text: Chapter 9 Case Study 1

July 14	- Media Planning and Strategy - Evaluation of Media Carriers Performance	- Quiz 4 (covers Chapter 9) - In-class group assignment - Case Study 2 (<i>Kodak: The Rebirth of an Iconic Brand</i>) analysis is due	Text: Chapters 10-12
July 15	- Support Media and Direct Marketing - Case Study 2 (<i>Kodak: The Rebirth of an Iconic Brand</i>) in-class discussion	- Quiz 5 (covers Chapters 10-12) - In-class group assignment	Text: Chapter 13 Case Study 2
July 16	- Digital and Social Media for IMC campaigns - Public Relations, Publicity, and Corporate Advertising	- Quiz 6 (covers Chapter 13) - In-class group assignment - Case Study 3 (<i>Gucci's Turnaround: Repositioning and Rebuilding the Company</i>) analysis is due	Text: Chapters 15-17
July 17	- Cross-Cultural Issues in Advertising - Case Study 3 (<i>Gucci's Turnaround: Repositioning and Rebuilding the Company</i>) in-class discussion - Final course review and wrap-up	- Quiz 7 (covers Chapters 15-17) - In-class group assignment - Term Project is due	Text: Chapter 19 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

Your term project must link your knowledge to the real world business and help you to acquire practical skills needed for designing a comprehensive integrated marketing communications (IMC) plan. Student groups will conceptually develop and design an advertising campaign for a real existing company or organization in the form of the creative brief outline (see Chapter 8).

The project has be of 1,000 to 1,500 words long. For the project you have to pick a really existing company that does business in China. I do not recommend choosing large companies since doing an IMC plan for them will hardly be practically useful.

Your project has three sections, and each of them will be graded separately. The specific requirements for each section are the following.

Section I: Company Snapshot (10 points).

- 1) *Firm's present status*, product lines, and target markets.
- 2) *A description of the industry* in which a company's product competes.

Section II: Situation Analysis (15 points).

- 1) *A description of the product or service* that is the focus of your campaign (features, attributes, and benefits).
- 2) *Market segmentation*. Who buys the product or service? Which of the market segments are reached by the company?

- 3) *Competitive review*. Identification of the important direct and indirect competitors for the product.

Section III: Creative Brief Outline (25 points).

- 1) *Basic problem or issue* that advertising must address.
- 2) *Communication objectives* (awareness? knowledge/comprehension? liking? preference? trial? repurchase/regular use?)
- 3) *Target audience* (major customer characteristics)
- 4) *Major selling idea or key benefits to communicate* (unique selling proposition, major product features and attributes).
- 5) *Creative strategy statement* (campaign theme, appeal, and execution technique to be used).

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 10 questions, 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. After reports submission and grading each case will be discussed in class.

The reports based on the analysis of the issues outlined in the case studies should answer the following questions:

Case 1:

- 1) Which level of Hierarchy of Needs Model do customers satisfy with purchasing the goods produced by Under Armour? (2 points)
- 2) Which communication channels would you recommend for Under Armour advertising campaign and why? (4 points)
- 3) Which source(s) of information communicated by Under Armour's advertising campaign would you recommend? Explain your choice. (4 points)

Case 2:

- 1) Recommend communication objectives for Kodak's advertising campaign (3 points)
- 2) Recommend advertising campaign theme for Kodak and explain your choice (3 points)

3) What kind(s) of appeal would you recommend for Kodak’s ads and why? (4 points)

Case 3:

- 1) Make an informed guess on Gucci’s BDI and CDI indexes on Chinese market. Explain your logic or provide calculations (4 points)
- 2) Recommend media carriers for Gucci in China and provide your approximation for reach and frequency of each of them (6 points)

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>
In-class quizzes	70 points	- 7 quizzes, 10 points each
In-class group assignments	40 points	- 8 assignments, 5 points each
Case studies	30 points	- three case studies, 10 points each
Term project	50 points	- three sections: 10, 15 and 25 points
Participation grade	10 points	
TOTAL	200 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) *Under Armour Enters the Basketball Shoe Market;*
- b) *Kodak: The Rebirth of an Iconic Brand;*
- c) *Gucci’s Turnaround: Repositioning and Rebuilding the Company*