

Communications 211: Principles of Advertising
Fall Semester 2016
Course Syllabus

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Overview of Principles of Advertising:

Marketing permeates our lives; advertising, in particular, is the most visible face of the constant, ubiquitous nature of marketing in 2016 America. We are never far from advertising or its effects – while many people may still think of advertising as billboards at Wrigley Field or on the El, or TV ads during the SuperBowl, the reality is that even favorite new(ish) tools that keep us all connected everyday are supported by, influenced by, and effected by advertising. Whether one wants to pursue a career in marketing or advertising, or simply wants to understand its impact better, this class will provide a basic introduction to the tools and techniques marketers use to create advertising in 2016.

Class time will be spent on both the *theory* and *strategy* behind the development of advertising as well as on real-world examples brought to life by several visiting guest speakers. Students will also get hands-on practice developing and presenting strategies and campaign ideas.

Course Objectives:

1. Introduce students to the *strategy* and *process* of developing integrated marketing and advertising campaigns.
2. Examine the breadth of tools and techniques available today, enabling marketers to connect and communicate with target markets.
3. Explore real world examples of successful marketing and advertising campaigns.
4. Provide students with a solid foundational understanding of how advertising works, whether students pursue advertising as a career or simply want to be more savvy consumers.

Materials to be used:

Required Text: George E. Belch & Michael A. Belch, *Advertising and Promotion: An Integrated Marketing Communications Perspective*, 10th Edition, McGraw-Hill Irwin. Textbook and digital versions available. Specific chapter assignments will be determined in each class.

Additional reading may be required as the semester progresses and, on occasion, other reading may be provided in class. AdAge, MediaWeek, Bloomberg, Adweek, ... are all great publications (online or old-school) for students to become familiar with.

Requirements to Succeed in “Principles of Advertising”

The advertising business – and Communications in general – is a collaborative one, a “team sport,” if you will. Introverts may exist and succeed in advertising, but with a few exceptions in specific disciplines, wallflowers are rare. Participation during class, debate amongst each other, the ability to form and articulate a point-of-view, will all be important to students getting the most out of this class. Speaking in front of – and presenting material to – the other students will be an integral part of class. Needless to say, to participate in class in this way, one must first show up and pay attention – laptops, tablets, phones, etc, are fine for taking notes but please stay off social media and email during class-time.

Guest Lecturers

Your instructor, Brian Hurley, has spent his career in advertising and has met quite a few smart, interesting people who will help bring to life certain aspects of the business (and the craft) of advertising. The plan is to have one such “guest lecturer” in at least half of the classes (speaking for 30 to 40 minutes of that class). Aside from giving students a welcome break from Mr. Hurley, these guests will also add valuable perspective to “text book learning” and will bring different points-of-view. Subject matter from guest lecturers – the value of great research, knowing your target, why so much money in advertising is wasted, how marketing to men and women differ – will be included on tests, so attendance and attention will be expected as much as, if not more than, in “regular class time.”

The Work and the Grades:

Class Participation: 20%

Showing up on time is expected. Discussion and debate during class will be encouraged. This will give you the chance to develop strong points-of-view and hone your skills as communicators. We will spend a portion of each class hearing from a subset of students – on a rotating basis – as they present and discuss existing advertising and their own work.

Even when it is not your turn to present, it is important to come to class prepared to participate, ask questions, and analyze what others are sharing. Students will be expected to share their ideas, questions and points-of-view with the rest of the class.

During the first few weeks of class, students will analyze and present existing advertising campaigns of their choosing – what’s interesting?, who is the target?, what are they trying to get the audience to do?, why or why not is it effective?

Tests: 40%

There will be tests, a mid-term and a final, to make sure students have a solid foundation of advertising knowledge. The tests will cover information from the text book as well as from class discussions (including guest lectures). Each test is 20% of your final grade.

Presentations and written assignments: 40%

Over the course of the semester, students will create actual plans to simulate the development of an actual advertising campaign in the real world. This will be broken into bite-size chunks (also simulating the real world, to some degree). Each “chunk” will represent an element – a phase- of the development of an advertising campaign (and will each be worth 10% of the final grade):

- 1 Research Deep Dive
- 2 Advertising Strategy
- 3 Creative Idea Development and Recommendation(s)
- 4 Media Plan

As mentioned, advertising – all communications – is a team sport. Students will work in small groups of four for these assignments. In this way, students will gain yet more simulated real-world experience (and may get a better sense of which parts of the process they’re drawn to, where their individual strengths and weaknesses lay).

All students will take the lead in presenting at least one portion of their plan - some students will present the research portion; some the strategy; some the creative idea and, finally, some students will present the media plan they develop.

The subject of these assignments will be real-world products or services (or causes) and will be selected by the group in consultation with the instructor.

Deadlines:

Deadlines drive the advertising business. The instructor is unaware of any situation where a client, media network or publication said, “oh no big deal,” about a missed deadline, “just get it to us whenever you can.” Likewise, all work assigned in this class is expected to be done on time and submitted through Sakai.

Original Work:

Every now and then, an advertising idea “borrows from” an idea already done. This is frowned upon as the work of “hacks” and idea thieves. On the contrary, originality is richly rewarded. As in the real world, anyone caught plagiarizing or borrowing another’s work for this class will receive an F for that assignment. Consult the School of Communications Statement on Academic Integrity for more information.

Attendance:

Unless horribly ill or otherwise unavoidably absent, all students will be expected to attend every class. If it absolutely cannot be avoided, please let your instructor know beforehand that you will not be in class.

Class Schedule (as of Aug 31)

Week 1, August 31	Rules of the Road: Course Introduction & Overview Readings: Belch & Belch, Chapter 1 & 2
Week 2, Sept 7	The Agency Business and Consumer Perspectives; Readings: Belch & Belch, Chapters 3 & 4
Week 3, Sept 14	<i>Wed night class to be rescheduled</i> Communications Process Readings: Belch & Belch, Chapter 5 <i>Guest speaker : Cherri Prince (?)</i>
Week 4, Sept 21	Message & Channel Factors; Establishing Budget & Objectives Readings: Belch & Belch, Chapter 6, 7

Week 5, Sept 28	Creative Strategy and Development Readings: Belch & Belch, Chapter 8 <i>Guest speaker: Margot Bogue (or similar)</i>
Week 6, Oct 5	Creative Implementation Readings: Belch & Belch, Chapter 9 <i>Guest speaker: Jean Batthany and/or Lisa Bright</i>
Week 7, Oct 12	<u>Midterm Exam: October</u> (covering chapters 1-9)
Week 8, Oct 19	Media Planning & Strategy and Broadcast Media Readings: Belch & Belch, Chapter 10 & 11 <i>Guest speaker: Fernando Arriola</i>
Week 9, Oct 26	Digital Media Readings: Belch & Belch, Chapters 15 <i>Guest speaker: Brett Groom</i>
Week 10, Nov 2	DM & Sales Support Readings: Belch & Belch, Chapters 13, 14 & 16 <i>Guest speaker: Bridget Lohrius</i>
Week 11, Nov 9	PR, BtoB, and Measurement Readings: Belch & Belch, Chapters 17 & 18
Week 13, Nov 23	No class Nov 30 — Thanksgiving Break
Week 14, Nov 30	Final Class Presentations
Week 15, Dec 7	The Social and Economic Impact of Advertising Readings: Belch & Belch Chapter 21 <i>Guest speaker: Bob Akers</i>
Week 16, Dec 14	<u>Final Exam</u>