

Please note: This is a preliminary syllabus and is subject to change. It provides useful introductory detail and additional course insight as you prepare for the application process.

MKTG 0004: Principles of Advertising

Course Description & Objectives

The purpose of this course is to provide students with an opportunity to learn and apply the major frameworks, principles, and practices of effective advertising management as part of an Integrated Marketing Communications (IMC) program. By the end of this course, students should have a deep understanding of advertising, and the ability to think strategically across the functional areas of marketing communication.

Course Overview

This class will focus on: 1) developing effective advertising and communications strategies; 2) crafting creative campaigns and advertisements; 3) making efficient selections and use of media more maximal impact; and 4) considering ethical questions related to advertising practices. The course will incorporate presentations of key concepts, in-class exercises, analysis of advertisements and IMC activities, and case discussions.

Course Materials

Online:

The course Canvas site will be the source for all class materials and assignments.

Textbook and Readings:

Several readings from popular media articles to enforce what we learn in class will be available on Canvas.

Tentative Course Content & Schedule

- | | |
|---|---|
| 1 | Live content: Introduction
Async content: -Keller, Kevin Lane (2016), "Unlocking the Power of Integrated Marketing Communications: How Integrated is your IMC Program," <i>Journal of Advertising</i> , 45:3, 286-301.
-Edelman, David and Brian Salsberg (2010), "Beyond Paid Media: Marketing's New Vocabulary," <i>McKinsey Quarterly</i> . |
| 2 | Live content: Breaking Through the Clutter |
| 3 | Live content: Influencers, Celebrities, & Other Persuasion entities
Async content: Influencers HBR Article |
| 4 | Live content: Media Strategy
Async content: How Focused Identities...Navigate a Changing Media Landscape (Coursepack) |

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5	Live content: Media Tactics
6	Live content: MilkPEP Case Study Async content: <i>MilkPEP: You're Gonna Need Milk for That</i>
7	Live content: Creative Strategy
8	Live content: Creative Tactics
9	Live content: Experiential Advertising
10	Live content: PR & Corporate Image Async content: Topping, Alexandra, Kate Lyons, and Matthew Weaver (2019), "Gilette #MeToo Razors Ad on 'Toxic Masculinity' gets Praise – and Abuse," <i>The Guardian</i> ,
11	Live content: Presentations & Wrap

Assessments & Grading

Students will be required to attend all synchronous class sessions. Your final score will be determined by your class participation, discussion exercises, write-ups, group project, and the final exam grades, with the following weights:

	% of total
1. Class Participation	20
2. Class Prep Assignments	20
3. The Next Frontier	20
4. Campaign Pitches – Group Project	40