

MBA 695 B
Advertising and Promotions
UNC-GREENSBORO

PLACE: Joseph M Bryan School of Business – Room 205

TIME: Mondays, 6:30 – 9:20pm

INSTRUCTOR: Matt Mitchell

OFFICE HOURS: If you need to meet with me feel free to call me to arrange a time to meet. I am best reached via cell @ 336-324-3056.

DESCRIPTION OF THE COURSE:

Marketers use a variety of tools and techniques to sell their goods and services. This course will explore advertising and sales promotions in their many forms and applications. We will evaluate each to identify advantages, disadvantages, preferred applications, and methods of measuring performance. Most important, we will consider each individual channel's role as a part of a larger Integrated Marketing Communications (IMC) strategy.

COURSE MATERIALS:

Text Book: Advertising and Promotions, 7th Edition. Belch and Belch (2007)

Recommended Reading:

Advertising Age, AdWeek, BrandWeek, Multi-Channel Merchant (on-line versions available for most of these)

PREREQUISITES: MBA 606.

ASSIGNMENTS & GRADING:

Grading Scale

A	-	93 and above
A-	-	90 – 92
B+	-	88 – 89
B	-	83 – 87
B-	-	80 – 82
C+	-	78 – 79
C	-	70 – 77
F	-	69 and below

Assignments

Individual Adv/Promo Analysis (in-class presentation)	20%
Individual Promotional Campaign Development	15%
In class exam (night 6)	20%
Team Presentation of IMC (night 7)	35%
<u>Class Participation</u>	<u>10%</u>
TOTAL	100%

Individual Analysis – In Class Presentation: (Night 2 thru Night 5)

You will be required to prepare an individual analysis of an actual advertising or promotional piece that you find in your daily life. Your example can be drawn from something you received in the mail, print advertising, on-line advertising, broadcast advertising, search engine marketing, e-mail, or any example that allows you to apply the content we discuss in the course. Please be sure that you choose a different company for your IVP and your group project. Your analysis should consider the advertising or promotion's fit with the company's broader marketing efforts (IMC – Integrated Marketing Communications). You should also evaluate the effectiveness of the example with regard to its intent: What is the purpose of this ad (or promotion)? What is its message? Is it effective at communicating that message? Who is the target audience? Was the channel used the right channel for this marketer/message/target audience? In what way is the marketer distinguishing themselves from their competitors or drawing on their unique value proposition? How does the message complement the marketer's brand? What could be done to improve upon this message (or the delivery of it)? How might you determine the effectiveness of their advertising (think performance measurement)?

Your presentations will be presented to the class as an I.V.P. (*individual verbal presentation*) in which you will share your analysis with the class and about which the class will briefly discuss. Your verbal presentation should also be accompanied by a clear, concise, and well-formulated 3-5 page write-up (double spaced) as well as a copy of any power points or other visual aids you use. The total time devoted to each individual presentation will be 14 minutes including Q&A. Therefore, your I.V.P. **must** be no more than 10-11 minutes in length to allow for 2 - 3 minutes of class discussion. Please practice your presentation so that you are able to deliver it within the allotted time. The IVP's will be delivered between nights 2 thru 5 according to a schedule that we develop on night 1. Since we will be building our knowledge with each passing week, my expectations will be higher for those delivering on night 5 than for those delivering on night 2. We will begin each class session (nights 2 – 5) with the I.V.P.'s before moving onto the night's lecture and discussion.

Individual Promotional Campaign Development

Today, marketing communications are delivered more frequently and in more places than ever before and this trend shows no sign of slowing. With so much competitive noise, marketing promotions (in addition to traditional advertising tactics) are becoming an increasingly valuable tool for companies to capture the attention of consumers and to enable them to develop their brand message. Often times, the addition of a creatively developed and well-executed promotion can do much more than advertising alone to help companies carve out an important place of awareness and brand image in the mind of the consumer.

For this assignment you will be asked to choose a company and develop a new promotional campaign that will help the company to get noticed and communicate their unique value proposition. Your promotion might include a product give away, a free sample promotion, a sweepstakes, a customer loyalty program, or any other promotional campaign that you can dream up. The more creative and attention getting the better (so long as we maintain strong adherence to ethical standards). Your proposal should include a write-up describing the promotion in detail and explaining why the program will get noticed, how it ties into the company's desired brand position, and why it fits within the IMC framework. You will also be expected to develop example creative to accompany the promotion. For example, if you propose a sweepstakes, please design an example of the printed piece, or a storyboard for your TV spot, or a radio script if the channel is to be radio. You won't be graded on your artistic skills or your ability to use Photoshop but you will be awarded points, in part, on uniqueness and creativity. We will discuss promotions in depth on night 3 so this assignment is due anytime after night 3 but must be turned in no later than night 6.

In Class Exam (Night 6) –

On night 6 we will have a 50 question in-class exam with questions drawn from the text readings. This will be a multiple choice format and we will allow approximately 60 minutes to take the exam.

Group Consulting Project Presentation (Night 7)

This assignment should be considered the grand finale for the course. For this assignment you will be asked to assume the role of an advertising agency that has been hired to develop a new (or overhaul an existing) marketing campaign for a company. You will be divided up into teams and together each team will choose a company to be the “client”. The goal of your project will be to serve up a fully integrated marketing communication plan based upon your understanding of the company’s brand position, their unique value proposition, and their business strategy. Your presentation should begin with your assessment of the company’s current position with regard to strategy, brand, message, and advertising & promotional efforts. Next you should offer your rationale for why that should be modified per your recommendations. As a part of this assignment you will be expected to develop working examples of your proposed new creative. For example, you might create a mock up of a new print ad, a TV ad (more difficult, I know, but such initiative would be reflected in your grade), a radio spot, an outdoor ad (billboard), a sweepstakes promotion, a customer loyalty program, etc. The number of examples you develop will depend on the sophistication of each one. (One really creative TV spot shot with a home video camera and edited with home editing tools would certainly satisfy the requirement). We’ll discuss all of this a bit more in class but the more you are willing to invest in your efforts here, the more it will favorably impact your grade.

The group presentations will take place on the last night of class, however, you will want to begin working on this project almost immediately since it will take some time to collect enough sample advertising and promotional pieces needed to fully develop your analysis. Also, in order to deliver “A” quality work for your creative “mock-up” you will need to spend a significant amount of time ... certainly more than can be given if you wait until week 6 to begin. We will assign teams on the first night of class and your team will be required to choose its client company and submit a brief written description of this company to me by the 2nd night of class so that I can make recommendations as needed.

Finally, you may find this project to be easier and your recommendations to be more credible if you choose a company that is struggling (or at least one that is not experiencing significant growth). For example, K-Mart would be a better choice than Target and Ask.com would be a better choice than Google. Also, you should avoid parent brands. For instance, Cadillac might be an acceptable choice but General Motors would not.

Class Participation

Group participation is extremely important to the intended dynamic of the course and for everyone’s learning benefit. We each bring our own experiences and insights to the table and, when shared, those experiences enhance the course content for the entire class. Therefore, it is expected that you will not only contribute to class discussions but also that you contribute with something meaningful. With this in mind, please make it a point to come to class each night prepared for the night’s lecture topics, ready to respond if called upon, and fully attentive.

Please note that class participation counts as 10% of your final grade. 5% will be based on my assessment of your preparedness and in-class contribution and the remaining 5% will be based upon your peer’s confidential assessment of your contribution toward the group project.

COURSE OBJECTIVES

The primary objectives of the course are to examine the foundational elements of marketing communications, marketing promotions, and consumer behavior. Specifically, we will explore broadcast media advertising, print advertising, direct marketing, support media (outdoor, kiosk, etc), publicity, public relations, Internet promotion and interactive marketing. Upon completion of the course you should:

1. Understand the importance of marketing communications and promotions.
2. Understand the importance of having Integrated Marketing Communications and what that term means.
3. Understand how consumer behavior impacts buying decisions.
4. Explain the process by which consumers adopt new products including the stages in the decision process.
5. Explain the functions, advantages and disadvantages of advertising and the fundamentals of the advertising management process.
6. Be able to develop models for measuring the effectiveness of advertising and promotional campaigns.
7. Understand the key components, advantages, and disadvantages of broadcast advertising including television and radio.
8. Understand the key components, advantages, and disadvantages of print advertising including magazines and newspapers.
9. Understand the key components, advantages, and disadvantages of internet and interactive advertising.
10. Understand the key components, advantages, and disadvantages of direct marketing.
11. Understand the key components, advantages, and disadvantages of support media advertising.
12. Understand the key components, advantages, and disadvantages of public relations and publicity.

COURSE FORMAT/NIGHTLY SCHEDULE

The course will be taught focusing in part on marketing strategy and in part on marketing tactics. We'll begin the course discussing the advertising and promotion in the broader sense and how all of our efforts should dovetail into our IMC (integrated marketing communications). We'll next shift our focus to the more tactical and discuss some of the major channels in more detail – still always with an eye toward their role in the overall strategy.

Night 1 –

- Introductions
- Review syllabus
- Discuss Expectations (road map for the course)

A&P DISCUSSION TOPIC

- Chapter 1 – Intro to IMC (pp1-32) 31
- Chapter 2 – Role of IMC in the marketing process (pp37-57) 20

LOOKING AHEAD

- Developing the I.V.P schedule
- Assign teams for group presentation
- Discuss brief write-up due the following week

Night 2 –

ASSIGNMENT DUE – Submit proposed company for group presentation

I.V.P.'s (15 minutes each X 4)

A&P DISCUSSION TOPICS

- Chapter 3 – Organizing for Advertising and Promotion (pp 66-81)
- Chapter 4 – Perspectives on Consumer Behavior (pp107-125)
- Chapter 5 – The Communication Process (pp 137 – 150)

Night 3 –

I.V.P.'s (15 minutes each X 4)

A&P DISCUSSION TOPICS

- Chapter 7 – Establishing objectives and Budgeting (pp203 – 213)
- Chapter 16 – Sales Promotion (pp 493 - 537)

Night 4 –

I.V.P.'s (15 minutes each X 4)

A&P DISCUSSION TOPICS

- Chapter 12 – Print Media (pp 377 – 407)
- Chapter 14 – Direct Marketing (pp 447 – 459)

Night 5 –

I.V.P.'s (15 minutes each X 4)

A&P DISCUSSION TOPICS

- Chapter 11 – Broadcast (pp 335 – 366)
- Chapter 17 – Public Relations & Publicity (pp 542 – 561)

Night 6 –

ASSIGNMENT DUE – Last Date to Submit Individual Promotional Development

A&P DISCUSSION TOPICS

- Chapter 15 – Internet and Interactive Media (pp 467 – 488)
- Chapter 13 – Support Media (pp 413 – 431)

IN - CLASS EXAM – 50 questions – multiple choice

Night 7 –

GROUP PRESENTATIONS

- Assume 4 members per team = 30 minutes (including Q+A) for each presentation
- 15 minute break plus 15 minutes total prep/changeover time