

# Course Schedule



## Chapter 1: Introducing Advertising and Promotion

### Assignment

- Read chapter one and complete the 4 review questions at the end of the chapter. Read the case study on page 29 and complete the 4 case questions on page 30.

### Activity

As an activity to begin thinking about advertising, please list ten brands which spring immediately to mind. If necessary, use the following list as a prompt:

1. Coca Cola
2. Microsoft
3. Nike
4. GE
5. Lois Vuitton
6. Google
7. Disney
8. MacDonald's
9. Toyota
10. Pepsi

Please respond to the following:

- List the adjectives that spring to mind when you think of each brand.
- Where did your ideas about each brand come from? From your own experience of using the brand? Or from the communication you have engaged with about that brand, whether in the form of everyday conversation, press stories, TV and movie items, sponsorship or advertising?

### Review Questions

1. Make a list of all the forms of advertising and promotion that you have encountered or heard of in the last month. Does this list surprise you? Can you think of any social spaces that have not yet been exploited by advertisers?
2. After reading this chapter, has your view of advertising's social role changed? Make a list of arguments in favor of advertising and contrast it with a list of arguments against advertising. Convene a study group to discuss their implications: can the opposing viewpoints be reconciled?
3. List all the communication sources you can think of that might potentially influence your perception of a brand. Can you think of ways in which your perception of three brands has been so influenced? In your view, which communications channel was most influential in forming your impression of the brand? Why was this?

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	<p>4. Gather all the promotional material you can for two brands. What meanings do you feel are implied by the imagery, the typography and the other features of these promotions? Could the meanings be interpreted differently by different people?</p> <p><b>Case Study Questions</b></p> <ol style="list-style-type: none"> <li>1. List all the examples of media content your group can think of. Is the category of promotional communication described as ‘branded content’ helpful, or too vague? Can you think of a better label?</li> <li>2. Social media shares have become more than merely an extension of viewing or reader figures for an advertisement, but a proxy for consumer engagement. In what ways do you feel that social media shares of ads might reflect benefits to brands?</li> <li>3. Bought media space refers to advertising on bought media. Earned media space refers to social media shares of a piece of promotional content, such as a viral ad. Compare and contrast the benefits to advertisers of bought media space and earned media space.</li> <li>4. Design a concept for a social networking website. How would you make your concept popular, and, if you were successful in building significant traffic, how do you think you could monetize that traffic (‘by selling the site to Google’ isn’t an acceptable answer).</li> </ol>
<p><b>Chapter 2: Theorizing Advertising</b></p>	<p><b>Assignment</b></p> <p>Read chapter 2 and complete the 5 review questions at the end of the chapter. Read the case study on page 61 and complete the 3 case questions on page 62.</p> <p><b>Activity</b></p> <p>Reflect on three recent purchases that you made. List the factors that you feel motivated your choice:</p> <ul style="list-style-type: none"> <li>• Were you influenced by a desire for utility and value? In other words, were you a rational consumer?</li> <li>• Or might you have been motivated in part because you liked the advertising, because you felt your friends might approve, or because you just wanted to have some fun?</li> </ul> <p><b>Review Questions</b></p>



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	<ol style="list-style-type: none"> <li>1. Choose three print advertisements and three TV ads. For each, construct descriptions that distinguish the covert from the ostensive meanings in the ad. Compare your interpretations with colleagues: do they differ?</li> <li>2. What is meant by polysemy? What is its importance in advertising? Collect several magazines: can you find ads that appear to be polysemic?</li> <li>3. Choose one print ad and form a group with three collaborators. Try to pick out all the individual signs that might carry meaning in the ad. These might include the copy (the words, the position of the copy in the visual and the typeface or font that is used), the models, the props in the set, the background, the relation of objects and bodies to each other, the gestures, the quality of paper and use of color and the other brands advertised in the magazine. What is the meaning of each in its context?</li> <li>4. What is a message? To what extent is meaning carried unequivocally within an advertisement? Compare three ads to discuss this.</li> <li>5. Choose three ads. Try to discern the message and conceptualize the ad in terms of the stages of AIDA. How effective is your conceptualization in explaining how the ad might 'work'?</li> </ol> <p><b>Case Study Questions</b></p> <ol style="list-style-type: none"> <li>1. Choose any three print or broadcast advertisements. Can you identify the intertextual elements in each? What does this tell you about the intended target market segment?</li> <li>2. What kinds of cultural knowledge do you feel are required in order to identify the intertextual elements in your chosen advertisements?</li> <li>3. Is one implication of intertextuality that advertising cannot be interpreted in the same way by people from different cultures? If this is so, how can you explain, for example, the global success of the Diesel brand, which often uses the same campaign globally without adaptation?</li> </ol>
<p><b>Chapter 3: The Brand and Integrated Marketing Communications Planning</b></p>	<p><b>Assignment</b></p> <p>Reach chapter 3 and complete 4 review questions at the end of the chapter. Read the case study on page 90 and complete the 4 case questions on page 91. Complete activities 3.1 and 3.2.</p> <p><b>Activity</b></p> <p>Activity 3.1</p>



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- Seek out the websites of three non-profit organizations and list the brand communications activities you can discern.
- Write short notes on what ways these brand communications seem to differ from those of commercial organizations, if indeed they do.

For example, the American Arts Alliance has its own website detailing public relations and other communications activities it undertakes to promote the arts.

See [http://www.americanartsalliance.org/americanartsalliance/aaa\\_home\\_page.html](http://www.americanartsalliance.org/americanartsalliance/aaa_home_page.html)

- Is it right to draw a direct analogy between commercial and non-profit marketing communication, or are there important differences?

## Activity 3.2

At this point, consolidate your learning by listing four brand advertisements from press or TV for either commercial or non-commercial brands.

- Try to guess which strategic marketing objectives were being supported.
- Were any of the advertisements positioning the brand, layering it with meanings to sustain its distinctiveness?
- Were any of them aimed at signaling the desired market segment?
- Compare your answers with the opinions of friends.

## Review Questions

1. Collect 10 video, radio or print advertisements and divide them between two groups. Each group should try to ascertain what each of their ads was intended to accomplish. In other words, what was the planning rationale behind the ads? Then the two groups should swap ads and perform the same exercise on the other group of ads. The two groups combined should discuss their respective analysis of each ad and decide which analysis seems the most likely to be accurate. The intention behind the ads should be considered in the light of such issues as: (a) the likely target audience for the brand; (b) other possible stakeholders; (c) the apparent brand positioning indicated by the ad's creative approach; (d) the choice of medium; (e) other marketing issues concerning this brand.
2. Discuss advertising's collective influence. What in your view is the nature of this influence and how has it arisen
3. List as many examples as you can of marketing objectives that might be supported with advertising and promotion. Be prepared to justify your choice with examples or reasoning.

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	<ol style="list-style-type: none"> <li>4. Is the role of communication in marketing primarily tactical or strategic? Give reasons for your answer.</li> <li>5. Develop a scenario in which your group has been asked to offer outline creative ideas for the launch of a new brand of chocolate confection called 'Slick'. Focus on the segmentation, targeting (especially media) and positioning issues.</li> </ol> <p><b>Case Study Questions</b></p> <ol style="list-style-type: none"> <li>1. Design an IMC campaign for a new brand of car. The name, brand positioning and target market are your choice. Try to integrate as many media channels as possible, and unite them with a key idea. What are the key problems that emerged in this task?</li> <li>2. Does IMC re-write the rules of marketing, or merely offer increased opportunities for good marketing practice to reap rewards?</li> <li>3. By the time this book goes into print, the verdict will be out on the <i>Toyota Corolla</i> 2014 campaign. What are the industry and bloggers saying about it, and how successful do they feel it was? What were the components considered most successful?</li> <li>4. List all the circumstances you can think of in which an IMC campaign would not be appropriate for a brand. Give reasons to justify your list.</li> </ol>
<p><b>Chapter 4: Advertising Agencies – Organizing Creative Work</b></p>	<p><b>Assignment</b></p> <p>Ready chapter 4 and complete the 4 review questions at the end of the chapter. Read the case study on page 118 and complete the 4 case questions on page 119. Complete activities 4.1 and 4.3.</p> <p><b>Activity</b></p> <p>Activity 4.1</p> <p>The historical study of advertising agencies and advertising is a vibrant multidisciplinary field. The advertising of an age tells us much about the prejudices, aspirations, politics and social relations of that time. Take a look at some advertising history resources websites such as:</p> <p><a href="http://www.knowthis.com/general/marketinghistory.htm">http://www.knowthis.com/general/marketinghistory.htm</a>  <a href="http://advertising.about.com/od/history/History_of_Advertising_and_Public_Relatios.htm">http://advertising.about.com/od/history/History_of_Advertising_and_Public_Relatios.htm</a>  <a href="http://www.americanhistory.si.edu/archives/d-7.htm">http://www.americanhistory.si.edu/archives/d-7.htm</a></p>



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- After reviewing some of these resources and following some of the links on these sites, what is your view of advertising's social role?
- Discuss your opinions with friends and fellow students: what are the main points of controversy connected with advertising?

## Activity 4.3

Go to this YouTube video link taken from the Sony website

[https://youtu.be/0\\_bx8bnCoiU](https://youtu.be/0_bx8bnCoiU)

and watch the 'Balls' TV advertisement. Then respond to these questions:

- Which theories of advertising effects might be most appropriate in describing this advertisement?
- What problems do you think might have arisen between the agency and the client in negotiating the design and production of the Balls advertisement?
- In your opinion, is it a good advertisement? If so, why?
- What does the advertisement say to you about the Sony brand?
- Search your Sony advertising and look at the subsequent Sony campaigns. Have they improved on 'Balls'?

## Review Questions

1. List the main functional roles in a typical full-service advertising agency. How does each of these roles contribute to the creation of an advertising campaign?
2. Form account team groups, one person each taking the role of creative, account manager and account planner. Draft an outline communications plan for the launch of a new brand of long-grain rice. Then each account team should compose a pitch for the business based on their initial ideas. The pitches should cover the likely target market, the major marketing issues, the possible media plan and creative ideas.
3. List, explain and discuss some of the major problems of management and control in advertising agencies. How have agencies tried to resolve these problems?
4. Research five major advertising agency websites. To what extent, and how, does each bring out the theme of integration?

## Case Study Questions

1. If 'a good idea can come from anywhere', is creativity in advertising now dead?



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	<ol style="list-style-type: none"> <li>2. How might it help an account team to have a digital specialist in every meeting? Could there be downsides to this extension of the account team?</li> <li>3. A lot of people would like to work in advertising, but few get the chance. What kinds of skill and quality do you feel are needed?</li> <li>4. Every ad agency claims to be (a) creative and (b) integrated. How might clients distinguish between the claims and the reality?</li> </ol>
<p><b>Chapter 5: Strategy and Creativity</b></p>	<p><b>Assignment</b></p> <p>Ready chapter 5 and complete the 5 review questions at the end of the chapter. Read the case study on page 149 and complete the 3 case questions on page 150. Complete activity 5.1.</p> <p><b>Activity</b></p> <p>Activity 5.1</p> <p>Brainstorming for creativity in advertising</p> <p>Take an everyday object, such as a pound of lard, a roll of toilet paper, a car tire or a house brick and try to think of as many ways to promote the object as possible, considering the potential consumer uses of the object, the potential advertising appeals, and the potential target market segments. Brainstorm this activity for a few minutes and write out as many ways as you can think of to promote, considering the other parameters of this assignment mentioned. (Potential uses, potential advertising appeal, and potential target market segments.</p> <p><b>Review Questions</b></p> <ol style="list-style-type: none"> <li>1. What is the difference between the creative execution and the advertising appeal, and how are they reconciled in the creative brief?</li> <li>2. Is there a tension between creativity and effectiveness in advertising? How might this be resolved?</li> <li>3. Devise an advertising strategy for a new-to-market brand of high fashion wear targeted at women aged 18–25 and branded ‘Ms. Dynamic’.</li> <li>4. Describe the creative advertising development process and explain the key issues and difficulties at each stage in the process.</li> <li>5. Why is strategy important for advertising campaigns?</li> </ol> <p><b>Case Study Questions</b></p>



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	<ol style="list-style-type: none"> <li>1. The ten ‘trends’ are not so much future events as current ones that will continue. Can you think of any others that will impact on the way ad agencies organize their work?</li> <li>2. In the light of the trends outlined above, how might account teams change their way of working in the future? How might these changes help ad agencies win and retain business?</li> <li>3. If adspend continues its shift to digital, how might this affect the creative advertising development process?</li> </ol>
<p><b>Chapter 6: Promotional Media in the Digital Age</b></p>	<p><b>Assignment</b></p> <p>Ready chapter 6 and complete any 4 out of the 5 review questions at the end of the chapter. (Extra credit questions included.) Read the case study on page 179 and complete the 4 case questions on page 180. Complete activities 6.2 and 6.3.</p> <p><b>Activity</b></p> <p>Activity 6.2 Targeting you with promotional communication According to recent figures from audience research organization BARB3 British television viewers average about 25 hours TV viewing per week, but 8 of these hours are devoted to watching the BBC channels which carry no advertising. The most popular UK daily newspapers include The Sun which sells around 3.1 million copies per day, The Daily Mail and The Mirror. These media offer opportunities for advertisers to reach large numbers of a wide cross-section of people. However, recent research indicates that many consumers, especially younger consumers, are spending more time online than engaging with conventional media. This presents advertisers with a problem of how to target their relevant consumer groups cost-effectively.</p> <ul style="list-style-type: none"> <li>• Analyze your own media consumption patterns to see how advertisers might reach you.</li> </ul> <p>Activity 6.3 List four media vehicles (TV shows, radio shows, newspapers, magazines, internet, websites) with which you are familiar.</p> <ul style="list-style-type: none"> <li>• Can you make a guess at their typical reader/viewer/listener profile?</li> </ul>





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You will need to consider factors such as age, sex, geographic, education and income as well as attitude and lifestyle factors. Look on the internet to see if they publish their audience profile details.

- How does your estimate compare?

## Review Questions

1. Devise a media plan to support the launch of a new model of motor car. The creative executions include a 20-second TV ad, national daily press ads and direct-mail shots to current owners of cars in that class. How would you plan your targeting? Which media vehicles might you use? Explain the timings of exposure. What are the main problems and difficulties of this task?
2. Discuss the axiom 'The medium is the message'. What does it imply? Offer examples to support your suggestions.
3. Discuss ways in which media impact might be reconciled with segmentation and targeting issues. Is there an economic trade-off between impact and targeting?
4. List the main changes in the global media infrastructure over the last 15 years. What new problems and solutions have these changes generated for media planning and strategy?
5. Imagine that you are part of an account team devising a campaign for the launch of a new chocolate snack called 'Sleek'. It is to be positioned to a largely female market as a sensuous indulgence. What suggestions would you have for media planning?

## Extra Credit:

1. Brainstorm ideas about how ITV and YouTube might monetize digital viewing traffic. What are the advantages and disadvantages of each?
2. What are the key characteristics of mobile phones and how might these be useful to advertisers?

## Case Study Questions

1. Why is a live audience platform so valuable for advertisers?
2. What reasons can you give for sport turning out to be the last big live audience platform for broadcast media?
3. List five ways sports coverage might translate into consumer engagement via social media.
4. In what ways might the NFL's media business model have to be adapted for it to succeed commercially in the UK?



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## Chapter 7: Non-advertising Promotion

### Assignment

Ready chapter 7 and complete review questions 1 and 2 at the end of the chapter. (Extra credit questions included.) Read the case study on page 205 and complete questions 1 – 3 (and #4 for extra credit) on page 206. Complete activities 7.1 and 7.3 listed below.

### Activity

#### Activity 7.1

Many product placement deals are now publicized by the parties concerned but there is also intense speculation about whether a brand appearing in the show was paid for or appeared free because the scriptwriters wanted it. The 2006 James Bond movie Casino Royale mentioned or used brands such as beer brand Heineken, watch makers Omega and Rolex, Sony Vaio laptop computers and many others. These placements generate a lot of discussion, some of it critical. You will find a selection of websites in the resources section that illustrate these points and comment on placements. You can possibly find many others.

1. Do you feel that brands in entertainment shows enhance the dramatic effect? Or, alternatively, do you feel it detracts from the entertainment experience?
2. What criteria do you think entertainment producers should follow in making placements acceptable to audiences?

#### Activity 7.3

No such thing as bad publicity?

Certain websites make it easier for audiences to buy anything they see in TV advertisements, shows or news programs. An example is given in the resources section. This site is often used by consumers to source product placements they see, but it can also sell items seen in news footage. For example, style guru Martha Stewart was televised on news programs in the USA as she made a statement responding to charges of financial dishonesty. She was wearing a poncho in the interview. It was claimed that asseenontv.com sold half a million US\$ worth of ponchos in the hours following the broadcast. The publicity value of the exposure was not reduced by the fact that Ms. Stewart had been sentenced to a term in prison.

Complete the following:

1. Search the internet and your memory for two incidences of publicity attached to major brands, whether the brands are sports personalities, movie or music stars, products or organizations.

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	<p>2. Again searching the internet, can you see ways in which the brand attempted to respond to and exploit public relations (whether coverage was positive or negative?). Which media were used and in what ways?</p> <p><b>Review Questions</b></p> <ol style="list-style-type: none"> <li>1. Video (or simply view) an evening’s TV viewing on commercial channels. Play back the video and list the number of sponsorship and product placement events. Categorize these using the categories explained in this chapter. What do the results tell you about the changing practices of sponsorship and brand placement on broadcast entertainment? What impact do you feel such events have in comparison with conventional TV advertising? Has the character of TV advertising changed to reflect the growth in sponsorship and its variants?</li> <li>2. How can sponsorship of TV shows generate tangible benefits for brand organizations?</li> </ol> <p>Extra credit: Imagine that you are the public relations officer of a soccer club, a university or a retail organization. Think of six ways in which you could draw on other communications disciplines to promote a positive public perception of your organization. List as many as you can.</p> <p><b>Case Study Questions</b></p> <ol style="list-style-type: none"> <li>1. How might you categorize the 2014 Oscars selfie tweet as a form of promotional communication?</li> <li>2. In what ways might viral content benefit brands? Are there risks?</li> <li>3. What are the advantages and disadvantages of <b>earned</b> media space over <b>bought</b> media space for brands?</li> </ol> <p>Extra credit:</p> <ul style="list-style-type: none"> <li>• In what other ways might sponsorship deals be leveraged through social media? Give some examples.</li> </ul>
<p><b>Chapter 8: International Advertising</b></p>	<p><b>Assignment</b></p> <p>There are no assignments for chapter 8 due to time constraints. Before you finish your final project you may want to review “Snapshots” 8.1, 8.2, 8.3, and 8.4 in the chapter.</p>



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<b>Chapter 9: Advertising and Promotion: Ethics and Regulation</b>	<p><b>Assignment</b></p> <p>Read chapter 9 on “Ethics and Regulation” paying particular attention to controversial advertising and children in advertising. Complete review questions 2 and 4 only on page 264 at the end of the chapter. Also complete extra credit questions listed in the same section. (No case study requirement for this chapter.) Complete activity 9.1.</p> <p><b>Activity</b></p> <p>Activity 9.1 Ethical issues in advertising:</p> <p>Look at some websites giving information on advertising ethics. You will find some examples in the resources section of this chapter.</p> <ul style="list-style-type: none"><li>List the ethical issues you can see which relate to advertising.</li></ul> <p><b>Review Questions</b></p> <ol style="list-style-type: none"><li>Discuss the ethical status, as you see it, of three specific print or TV ads. What ethical concepts might you employ to bring some intellectual clarity to the debate? In your view, do these concepts bring clarity to the debate?</li><li>Is advertising ethical? How can ethical principles be applied fairly with integrity in a diverse, market-driven society? Use practical examples and theoretical concepts to discuss your response to this question.</li></ol> <p>Optional extra credit:</p> <ol style="list-style-type: none"><li>Examine the arguments for and against advertising regulation. What might be the result if advertising were not subject to any regulation at all?</li><li>What are the risks and opportunities of creating a controversial advertising campaign?</li><li>How is conventional advertising being challenged by digital media?</li><li>Can offensive ads for commercial gain ever be justified?</li><li>What do controversial ad campaigns tell us about culture?</li></ol>
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<b>Chapter 10: Research in Advertising</b>	<b>Assignment</b> We will not cover Chapter 10 during this short session. You may find some of the information on advertising research relevant and interesting.
<b>Final Project</b>	<p>You will write a short paper (3 to 5 pages maximum) on the topic of "How you think social media has changed or influenced traditional advertising over the past few years and how will it affect the future of advertising?"</p> <p>Questions to build upon: (Feel free to use some or all of these suggestions, or come up with your own.) Is this a good thing or a bad thing, now and in the future? If you are going to start or own a business, will you use social media in your advertising and marketing? Does this create more ethical issues in advertising for you as a business owner? Does this affect the demographic that you advertise to? (Does this pull a younger consumer into your demographic? Does it alter your plan?) Should we be advertising to children or younger ages? Does this also create additional problems? If so, how?</p> <p>Please cite personal examples or other sources. I am more interested in the content (your thoughts, ideas, rationale, and justification) than I am in the format of the paper. Having said that, I still expect you to use proper grammar, spelling and writing structure. You can upload your paper to this section just as you have with your other assignments, or you can email it to me if you prefer. This paper is due by midnight on Tuesday August 4th so that I can complete the grading and submit by the August 5th deadline. Thank you for the time and effort you have put into this course.</p>

