



**Marketing 556: Advertising & Promotion Management**  
Spring 2020  
*University of Washington*

**CLASS MEETINGS:**

**Mondays and Wednesdays, 3:30 pm – 5:20 pm**

**Location: Zoom Meetings: <https://washington.zoom.us/j/899254371>**

**PROFESSOR:**

Lea Dunn, Ph.D.

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**OFFICE & OFFICE HOURS:**

TBD after class discussion

**COURSE DESCRIPTION:**

The primary objective of this course is to provide you with an understanding of the advertising industry and its relationship to our media, economic, and marketing systems. Throughout the quarter, a strong emphasis will be placed on the roles of advertising and promotion as strategic problem-solving communication tools for use in conjunction with a business firm's total marketing leadership effort.

By the end of the quarter you will have an understanding of the advertising process from research to creative, and from production to placement to evaluation. You will be taking a hands-on approach to advertising and integrated marketing communications. In particular, this class asks you to be aware that you are surrounded by communications in your daily life. You will be challenged to think about these critically from the perspective of both the marketer and the consumer.

You will be challenged to use the classroom as a laboratory to think "outside of the box", to examine how communications can help bolster a brand and build engaging relationships with customers. As part of the hands-on approach, I urge you to take strategic and creative risks while supporting your thinking.

This course is designed to help you:

- Develop critical thinking skills when understanding Advertising Strategy and evaluating real-world advertising and communication.
- Make advertising and communications strategy decisions in situations where there is uncertainty and incomplete information.
- Give students the opportunity to enhance oral and written communication skills.
- To develop your skills in defining marketing and communications problems, analyzing alternatives, identifying opportunities, and interpreting their implications

The course provides a rich set of examples, applications, and strategic topics which demonstrate the major decisions marketing managers face in today's environment. There are several projects that enable students to understand and apply key concepts and demonstrate decision making in a practical business setting.

**COURSE WEB SITE:**

<https://canvas.uw.edu/courses/1373606>

FIRST TIME USERS: Use your UW user name and your password is set to your student ID number.

If you have problems contact **bacshelp@u.washington.edu**.

**COURSE MATERIALS**

1. Course Pack online: <https://hbsp.harvard.edu/import/716851>
2. Misc. Articles on Canvas - Sage
3. Optional: Advertising, Promotion, and Other Aspects of Integrated Marketing Communications, 9<sup>th</sup> Edition, Shimp and Andrews. (Four copies available at Foster Library – Course Reserve)

**STUDENT EVALUATION:**

Your work will be evaluated along several dimensions:

Individual and Mini Team Work	30%
- Budgeting and Media Quiz = 10%	
- Written Creative Brief: Burberry = 20%	
Agency Work	45%
- NESTLE Contadina = 10%	
- Heineken N.V. = 15%	
- Renova = 20%	
Participation (In class, Discussion Board, Assignments)	25%
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Total	100%

### Contribution to Discussion:

Constructive contribution to the class discussions and genuine listening to others is a crucial element of this course. This classroom provides an opportunity to present your position and to learn from others by listening to their comments and criticisms.

**Class participation** is *essential* and either counts for or against your final assessment depending on the richness and quality of your individual contribution to the overall learning experience.

Due to the shift to an online class, part of participation will be driven from the online discussion boards and assignments.

Any readings or assignments required to be done online will be acknowledged with a **BOLD** title. The assignments will have specific questions to be answered.

### Deliverables:

There are assignments listed in the syllabus that are both **Written** or **Oral (with ppt)**.

- 1) **Oral Assignments:** must also include a hard copy of your Power Point Presentation. **This must be submitted via email ([leadunn@uw.edu](mailto:leadunn@uw.edu)) by 5 pm the day before the due date.** Late presentations will be penalized **5 points**.
- 2) **Written Assignments:** Written assignments will be uploaded and posted to Canvas under the assignments section.
- 3) **Ad Discussion Board:** Every few weeks, some students will be assigned to post an advertisement that they find interesting to the discussion board. All other students should watch the ad and choose their favorite ad. Then post an analysis or insight about the advertisement to the discussion board.
- 4) **Peer Evaluation:** You will evaluate the performance and contribution of your individual agency colleagues. An assessment form will be distributed in class.

### Grading

Assignments that meet the basic standards will receive a grade of 85 (3.0). In order to receive a grade that is higher than that, you must exceed the standard for the assignment. Final course grades will be computed at the end of the quarter, according to that standard.

### Agencies:

You will be divided into agencies (teams) with 5 or 6 directors. Those are: Creative, Media, Account Management, Research/Planning/Consumer Insights, and Integrated/Total

Communications. It is strongly recommended that you have a distinct identity and clear positioning in the client's mind. You should name your agency and have an agency logo! ☺

Your agency will choose one liaison person to act as a communicator between your agency and me. This point person will be in charge of sending me presentations, agency logos and assignments, asking questions, etc.

As agencies, you will provide answers to specific case questions and have the opportunity to present to competing agencies and the client. All presentations are in Power Point format.

- All agency work is due on the day indicated in the syllabus. Given the pressures of management, no work is accepted after that date. Any late work submitted after 8 pm the day before presentation will be penalized by 5 points.
- Presentations are to be in wide-screen format PPT. These should be PPT formats and sent to me by 8pm the night before presentation day.
- Specific instructions will be given for each case.
- Given the movement to online coursework, we will be trying two structures for each case assignment:
  - Contadina – Synchronous Presentations:
    - Presenting through Zoom.
    - Students asked to keep track of each presentation with a rubric, provided on Canvas.
    - Students at end will poll on who should “win” the business
  - Heineken – Asynchronous Presentation:
    - Presentations recorded and posted to Discussion Board on Canvas.
    - All students watch each of the presentations and provide ONE constructive feedback about the presentation.
    - All students vote on their favorite presentation for “winning” business.
  - Renova - TBD

#### Foster School Code of Conduct

“I will uphold the fundamental standards of honesty, respect, and integrity, and I accept the responsibility to encourage others to adhere to these standards. HONESTY- I will be truthful with myself and others RESPECT- I will show consideration for others and their ideas and work INTEGRITY- I will be a leader of character. I will be fair in all relations with others.”

By being a student in this course you acknowledge that you are part of a learning community at the Foster School of Business that is committed to the highest academic standards. As a part of this community, you pledge to uphold the fundamental standards of honesty, respect, and integrity, and accept the responsibility to encourage others to adhere to these standards.

## Appendix I – Schedule and Topics

### Course Schedule:

Reading is expected to be completed **before** class on the day it is assigned.

**BOLD\*** = Assignment Written Response

For full list of readings, see “Readings” list at end of Schedule.

CLASS	DATE	TOPIC	REQUIRED READINGS	ASSIGNMENTS	OPTIONAL READINGS
1	3/30 (M)	Introduction & Overview of the Communications Mix	“Being a Mad Man w/o...” *-		9 <sup>th</sup> Ed: Chapters 1 and 5
2	4/1 (W)	Consumer Behavior	“How Advertising Works” “Definition: ID the Behavior...” “The CEO of Bolthouse Farms...”		9 <sup>th</sup> Ed: Chapter 6 and 7
3	4/6 (M)	Advertising and Branding	“ <b>How Focused IDs can Help...</b> ”* “Branding in the Age of Social...” “A Fly Away Success Story: Red Bull...”	<b>Ad Discussion Group 1</b>	9 <sup>th</sup> Ed: Chapter 2
4	4/8 (W)	Ad Research <b>Guest Speaker – Tim O’Mara</b>	“ <b>Pepsi Live...</b> ”* “The Role of Research in Advertising...”		9 <sup>th</sup> Ed: Chapter 17
5	4/13 (M)	Objectives and Budget	“Ad Spending: Maintaining...” “Ad Spending: Growing...”		9 <sup>th</sup> Ed: Chapter 8
6	4/15 (W)	<b>AGENCY PRESENTATIONS</b>	<b>Contadina</b>		
7	4/20 (M)	Creative <b>Guest Speaker – Gary Gonzalez</b>	“ <b>Creativity in Advertising...</b> ”*	<b>Ad Discussion Group 2</b>	9 <sup>th</sup> Ed: Chapter 10 Message Appeals: Chapter 11
8	4/22 (W)	Creative Appeals	“ <b>From TV to Web: Content Strat...</b> ”*  “Do Fear Appeals Change Behavior...”		
9	4/27 (M)	Media Planning	Media Planning Primer “As COVID-19 Upends Ad...”		9 <sup>th</sup> Ed: Chapter 16
10	4/29 (W)	Intro to International	Skim: Heineken Case <b>Library Resources*</b>	<b>Budgeting and Media QUIZ</b>	
11	5/4 (M)	Traditional Media – Paid Media	“Continuing Power of Mass Ad...” “For Mobile, think Apps...” “Understanding the Role of AI in Personalization”	<b>Ad Discussion Group 3</b>	9 <sup>th</sup> Ed: Chapter 12 and 13
12	5/6 (W)	<b>DJ GUEST SPEAKER</b>			
13	5/11 (M)	<b>AGENCY PRESENTATIONS</b>	<b>Heineken Case</b>	<b>Case: Heineken DISCUSSION BOARD</b>	

14	5/13 (W)	PR	<b>“Managing the Crisis You Tried...”*</b> “PR Comes of Age” “Chipotle: Food with Integrity”	<b>Ad Discussion Group 4</b>	9 <sup>th</sup> Ed: Chapter 21
15	5/18 (M)	Owned, interactive, and earned media (online, social, digital)	<b>“What Drives Virality (Sharing) of Online Digital Content?”</b> “The New Science of Viral Ads” “Good Native Isn’t Secret”		9 <sup>th</sup> Ed: Chapter 14 “Demystifying Social Media” “Digital Marketing Handbook”
16	5/20 (W)	Sales Promotion	“The Three Facets of Consumer...” “If Brands are Built over years...”		9 <sup>th</sup> Ed: Skim: Chapters 18 - 20
17	5/25 (M)	MEMORIAL DAY	NO CLASS	<b>Ad Discussion Group 5</b>	
18	5/27 (W)	Direct Marketing	“Ads That Don’t Overstep...” “Netflix and Spotify Ask...”		9 <sup>th</sup> Ed: Chapter 15
19	6/1 (M)	Putting it together – Measuring IMC Success	“Unlocking the Power of IMC...” “Increasing ROI of Social Media...” “Online Metrics: What are you...”	<b>Ad Discussion Group 6</b>	
20	6/3 (W)	<b>AGENCY PRESENTATIONS</b>	<b>Renova Case</b>	<b>Case: Renova</b>	
FINAL	6/11		<b>Final Written Creative Brief for Burberry</b>		

### Readings

- 1) Introduction:
  - a. Being a Mad Man Without Losing the Plot (Dunne - Coursepack)
- 2) Consumer Behavior:
  - a. How Advertising Works (Voyer – Coursepack)
  - b. “Definition: Identifying the Behavior You Want to Change” (Ferrier – Canvas)
  - c. “The CEO of Bolthouse Farms on Making Carrots Cool” (Dunn – Coursepack)
- 3) Branding:
  - a. “How Focused Identities can Help Brands Navigate a Changing Media Landscape” (Brasel – Coursepack)
  - b. “Branding in the Age of Social Media” (Holt – Coursepack)
  - c. “A Fly-Away Success Story: Red Bull Gives You Wings” (Masterson – Sage Case - Canvas)
- 4) Ad Research:
  - a. “Pepsi ‘Live’ and Learn: All Publicity is Not Good Publicity” (Allen & Falgiatore – Sage – Canvas)
  - b. The Role of Research in Advertising (O’Barr – Project Muse: <http://muse.jhu.edu/article/209737>)
- 5) Objectives and Budget (SOA/SOM, A/S, BDI/CDI Analysis):
  - a. “Ad Spending: Maintaining Market Share” (Jones – Coursepack)
  - b. “Ad Spending: Growing Market Share” (Schroer – Coursepack)
- 6) Creative:
  - a. “Creativity in Advertising: When It Works and When It Doesn’t” (Reinartz and Saffert – Coursepack)
- 7) Creative – Message Strategy & Appeals:
  - a. “From TV to Web: Content Strategies for Ads That Drive Online Sales: Media Multitasking” (Teixeira – Coursepack)
  - b. “Do Fear Appeals Lead to a Change in Behaviour?” (McCarthy – Sage – Canvas)
- 8) Media Planning:
  - a. Media Planning Primer
  - b. “As COVID-19 Upends TV Ad sales, Networks and Buyers Enact New Strategies” (Lynch – Canvas)
- 9) Paid Media:
  - a. “Continuing Power of Mass Advertising” (Nunes and Merrihue – Coursepack)
  - b. “For Mobile Devices, Think Apps, Not Ads” (Gupta – Coursepack)
  - c. “Understanding the Role of AI in Personalization” (Kumar, Rajan, Venkatesan, and Lecinski – Coursepack)
- 10) PR:
  - a. “Managing the Crisis You Tried to Prevent” (Augustine – Coursepack)
  - b. “Public Relations Comes of Age” (Robinson – Canvas)
  - c. “Chipotle Mexican Grill: Food with Integrity?” (Walker and Merkley – Sage – Canvas)
- 11) Owned, Interactive, and Earned Media (Online, Social, and Digital):
  - a. “What Drive Virality (Sharing) of Online Digital Content? The Critical Role of Information, Emotion, and Brand Prominence” (Tellis, MacInnis, Tirunillai, and Zhang – Canvas)
  - b. “The New Science of Viral Ads” (Teixeria – Coursepack)
  - c. “Good Native Advertising Isn’t a Secret” (Campbell and Marks – Coursepack)
  - d. \*”Demystifying Social Media” (Divol, Edelman, and Sarrazin – Canvas - Optional)
  - e. \*”Digital Marketing Handbook” (Rogers – Canvas – Optional)
- 12) Sales Promotion:
  - a. “The Three Faces of Consumer Promotions” (Raghubir, Inman, and Grande – Canvas)
  - b. “If Brands Are Built Over Years, Why Are They Managed Over Quarters” (Lodish and Mela – Coursepack)
- 13) Direct Marketing:

- a. “Ads That Don’t Overstep” (John, Kim, and Barasz – Coursepack)
  - b. “Netflix and Spotify Ask: Can Data Mining Make for Cute Ads?” (Maheshwari – Canvas)
- 14) IMC – Measuring Effectiveness:
- a. “Unlocking the Power of IMC” (Keller –Canvas)
  - b. “Increasing the ROI of Social Media Marketing” (Kumar and Mirchandani – Coursepack)
  - c. “Online Metrics: What Are You Measuring and Why?” (Pirouz and Bendle – Coursepack)

### **CASES**

- 1) Nestle Refrigerated Foods: Contadina Pasta & Pizza (B)
- 2) Heineken N.V.: Global Branding and Advertising
- 3) Renova Toilet Paper: Avant-garde Marketing in a Commoditized Category
- 4) Burberry

### **Ad Discussion Boards**

These assignments are meant to stimulate critical discussion about advertisements and communications. You will start to think about the process that went into making the advertisement and the communication creative: who is the target, what is the product, what is the appeal, the key consumer insight, etc.

#### **Posting Student:**

Students will be randomly assigned to one of six time groups. When your group number is assigned, you will post one advertisement to the Ad Evaluation Discussion Board. These advertisements can be print, tv, radio, social, PR, stunt, experience, etc. When posting the ad, you will post at minimum ONE comment about why you chose this ad – what attracted you to the ad.

#### **Observing Students:**

You will view all advertisements posted. Choose your favorite advertisement and post at minimum ONE comment deconstructing and analyzing the advertisement – who is the target, key customer insight, key benefit being communicated about the product/service, creative strategy, etc.