



**Marketing 556: Advertising & Promotion Management**  
Spring 2021  
*University of Washington*

**CLASS MEETINGS:**

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

**Zoom:**

<https://washington.zoom.us/j/899254371?pwd=WnM5MDJ5ODZvSGJ2aFc3SkV4dmZKdz09>

**Password:** yay!ads

**PROFESSOR:**

Lea Dunn, Ph.D.

Email: [leadunn@uw.edu](mailto:leadunn@uw.edu)

**OFFICE & OFFICE HOURS:**

Given the remote sessions this quarter, my goal is to make most classes run from 3:30 – 5:00 maximum. This will allow me to supplement our synchronous sessions with asynchronous content without overextending our time together. Given this, I will be holding group office hours 30 minutes before class (3:00 – 3:30) as well as leaving the room open after class for questions. I am also available for one-on-one or team meetings by appointment.

**COURSE WEB SITE:**

On Canvas you will find pre-recorded lectures, slide decks, and assignment information. A module page has been created for each session which will include pre-class preparation, during class activity material, slides, and pre-recorded lecture links. You are expected to prepare for each class using the information within the modules. These modules will link you to assignments, instruction pages, etc.

**COURSE MATERIALS**

The majority of readings for class will be available in an online coursepack from Harvard that can be accessed and purchased here: <https://hbsp.harvard.edu/import/815702> . Any cases, articles, or content that is not within the coursepack will be posted to canvas in the “Readings” folder as well as respective modules.

**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 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.

### **STUDENT EVALUATION:**

Your work will be evaluated along several dimensions:

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

You are encouraged to make effective use of discussion time in class, through thoughtful, timely, and constructive participation that both illustrates your strategic thinking as well as your grasp of the advertising and communications concepts. Keep in mind that quality, not quantity, is the goal when it comes to class participation (i.e., it's not how much you talk but what you say that counts!).

My goal is to have a mixture of participation activities, both synchronous and asynchronous. Synchronously, we will be allocating the majority of time expanding on concepts from the pre-recorded lectures through discussion of readings and application activities. These will require that you come prepared for interactive discussion about potential marketing and communication opportunities that arise from course content. The best classes are those in which we co-produce learning (user generated content, am I right?).

Asynchronously, we will have several assignments and discussion board activities. You will be expected to participate in discussion within these asynchronous activities similar to our in-class discussions. Three final elements may affect your participant evaluation: 1) Satisfactory viewing of the pre-recorded lectures, 2) satisfactory completion of the Canvas quizzes referring to reading and/or video content, and 3) peer evaluations of each student's contribution to team projects at the end of the quarter.

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.

### Guest Lectures:

There will be **two** guest lectures throughout the quarter. To allow for our guests to be able to visit, the lectures will be on **WEDNESDAYS at 6 pm**. On these weeks, there will be no class during the allotted class time, but there will be during the beginning of the evening (6pm). Please pay attention to the schedule and announcements to ensure that you arrive to the guest lectures at the appropriate time. These will be recorded. If you cannot attend, please ensure that you watch the recorded session so you can absorb information – these may be used as questions during your exam.

### 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. Canvas will have the due dates and times. Late presentations will be penalized **5 points**.

- 2) **Written Assignments:** Written assignments will be uploaded and posted to Canvas under the assignments section. These will generally be activities aimed at elaborating on content and concepts in advertising and communication.
- 3) **Ad Evaluation Discussion:** You will be asked to sign up for a class session in which you will lead a short discussion about an advertisement. These discussions are aimed at understanding and critiquing the process, strategy, positioning and decisions made in making creative communications. These are aimed at critical thinking regarding advertising strategy and effectiveness. You will be asked to post the advertisement to a discussion board prior to your assigned class session. I will choose 2 of the advertisements to discuss in class, any remaining advertisements will be left to asynchronous discussion board engagement.
- 4) **Peer Evaluation:** You will evaluate the performance and contribution of your individual agency colleagues. An assessment form will be distributed in class.
- 5) **Exam:** These will be a take-home exam and will be completed on Canvas. This will be an open-note exam and will be oriented about strategy for budgeting, media planning, and basic IMC strategy. The exam will be **posted on Wednesday, May 5<sup>th</sup>** and should be completed by **Tuesday, May 11<sup>th</sup> at 5 pm**. The exam itself will be timed such that Canvas will allot you a certain amount of time to complete the exam.

### 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 10 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 or uploaded to canvas 10 pm the night before presentation day.
- Specific instructions will be given for each case.
- Given the movement to online coursework, we will be using two structures for each case assignment:
  - Contadina – Synchronous Presentation:
    - 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 TWO of your class’s presentations.
    - All students vote on their favorite presentation for “winning” business.
  - Renova –Asynchronous Presentation

### **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.

### **Disability Accommodation Policy**

Your experience in this class is important to me. If you have already established accommodations with Disability Resources for Students (DRS), please communicate your approved accommodations to me so we can discuss your needs in this course.

If you have not yet established services through DRS, but have a temporary health condition or permanent disability that requires accommodations (conditions include but not limited to; mental health, attention-related, learning, vision, hearing, physical or health impacts), you are welcome to contact DRS at 206-543-8924 or uwdrs@uw.edu or disability.uw.edu. DRS offers resources and coordinates reasonable accommodations for students with disabilities and/or temporary health conditions. Reasonable accommodations are established through an interactive process between you, your instructor(s) and DRS. It is the policy and practice of the University of Washington to create inclusive and accessible learning environments consistent with federal and state law.

## **Religious Accommodation Policy**

Washington state law requires that UW develop a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The UW's policy, including more information about how to request an accommodation, is available at Religious Accommodations Policy

(<https://registrar.washington.edu/staffandfaculty/religious-accommodations-policy/>).

Accommodations must be requested within the first two weeks of this course using the Religious Accommodations Request form (<https://registrar.washington.edu/students/religious-accommodations-request/>)

## 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	READINGS	VIDEOS	ASSIGNMENTS
0		Introduction			Groups will be formed on 1 <sup>st</sup> day
1	3/29 (M)	Introduction & Overview of the Communications Mix	“Being a Mad Man w/o...”	Introduction Lecture	
2	3/31 (W)	Segmentation, Targeting, and Positioning		Segmentation & Positioning Lecture	
3	4/5 (M)	Consumer Behavior	“Core: Ad Strategy” “Definition: ID the Behavior...”	Consumer Behavior Lecture	
4	4/7 (W)	Branding and Research	“How Focused IDs can Help...” “Choosing an Ad Research Strategy for Intuit”	Branding Lecture Ad Research Lecture	
5	4/12 (M)	Objectives and Budget	“Ad Spending: Maintaining...” “Ad Spending: Growing...”	Objectives Lecture	
6	4/14 (W)	<b>AGENCY PRESENTATIONS</b>	<b>ZOOM LIVE: Contadina</b>		
7	4/19 (M)	Creative	“Creativity in Advertising...” “Creative that Cracks the Code”	Creativity Lectures (x3)	
8	4/21(W)	<b>Guest Speaker – Gary Gonzalez</b>	Guest Lecture at 6 pm		<b>Customer Insight Assignment due Sunday, April 25<sup>th</sup> at 5 pm</b>
9	4/26 (M)	Media Planning	Media Planning Primer “From TV to Web: Content Strategies”	Media Planning Lecture	<b>Media Planning Assignment due Sunday, May 2<sup>nd</sup> at 5 pm</b>
10	4/28 (W)	International	Skim: Heineken Case “Coca-Cola: Liquid and Linked”	International Lecture	
11	5/3 (M)	Traditional Media – Paid Media	“Continuing Power of Mass Ad...” “For Mobile, think Apps...” “Ryff, Inc: Product Placement”	Traditional Media Lecture	

12	5/5 (W)	Owned, interactive, and earned media (online, social, digital)	“What Drives Virality (Sharing) of Online Digital Content?” “The New Science of Viral Ads”	Owned Media Lecture	<b>Exam posted due Tuesday, May 11<sup>th</sup> at 5 pm</b>
13	5/10 (M)	<b>AGENCY PRESENTATIONS</b>	<b>DISCUSSION BOARD: Heineken Case</b>	<b>Case: Heineken DISCUSSION BOARD</b>	<b>Comment on Heineken &amp; Vote by Wednesday, May 12<sup>th</sup> at 1 pm</b>
14	5/12 (W)	<b>DJ Guest Speaker</b>			
15	5/17 (M)	PR	“Managing the Crisis You Tried...”* “PR Comes of Age” “Chipotle: Food with Integrity”	PR Lecture	
16	5/19 (W)	Sales Promotion	“The Three Facets of Consumer...” “If Brands are Built over years...”	Sales Promotion Lecture	
17	5/24 (M)	Endorsers & Influencers			
18	5/26 (W)	Measuring Effectiveness: Metrics	“IMC Integration – Keller” “Online Metrics: What are you...”		
19	5/31 (M)	MEMORIAL DAY	NO CLASS		
20	6/2 (W)	<b>AGENCY PRESENTATIONS</b>	<b>DISCUSSION BOARD: Renova Case</b>		<b>Comment on Renova &amp; Vote by Friday, June 4<sup>th</sup> at 5 pm</b>
FINAL	6/11		<b>Final Written Creative Brief for Aspire Food Group</b>		<b>Due on June 11<sup>th</sup> at 5 pm</b>



## Readings

- 1) Introduction:
  - a. Being a Mad Man Without Losing the Plot (Dunne - Coursepack)
- 2) Consumer Behavior:
  - a. Core Reading: Advertising (Avery – Canvas)
  - b. “Definition: Identifying the Behavior You Want to Change” (Ferrier – Canvas)
- 3) Branding and Research:
  - a. “How Focused Identities can Help Brands Navigate a Changing Media Landscape” (Brasel – Canvas)
  - b. “Choosing an Advertising Research Strategy for Intuit” (Pirouz and Mark)
- 4) Objectives and Budget (SOA/SOM, A/S, BDI/CDI Analysis):
  - a. “Ad Spending: Maintaining Market Share” (Jones – Canvas)
  - b. “Ad Spending: Growing Market Share” (Schroer – Canvas)
- 5) Creative:
  - a. “Creativity in Advertising: When It Works and When It Doesn’t” (Reinartz and Saffert – Canvas)
  - b. “Creative that Cracks the Code” (Kirby – Canvas)
- 6) Media Planning:
  - a. Media Planning Primer
  - b. “From TV to Web: Content Strategies for Ads that Drive Online Sales” (Teixeira – Canvas)
- 7) Paid Media:
  - a. “Continuing Power of Mass Advertising” (Nunes and Merrihue – Canvas)
  - b. “For Mobile Devices, Think Apps, Not Ads” (Gupta – Canvas)
  - c. “Ryff: Product Placement” (Kristofferson – Coursepack)
- 8) PR:
  - a. “Managing the Crisis You Tried to Prevent” (Augustine – Canvas)
  - b. “Public Relations Comes of Age” (Robinson – Canvas)
  - c. “Chipotle Mexican Grill: Food with Integrity?” (Walker and Merkle – Sage – Canvas)
- 9) 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 – Canvas)
  - c. \* “Demystifying Social Media” (Divol, Edelman, and Sarrazin – Canvas - Optional)
  - d. \* “Digital Marketing Handbook” (Rogers – Canvas – Optional)
- 10) 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 – Canvas)
- 11) IMC – Measuring Effectiveness:
  - a. “Unlocking the Power of IMC” (Keller – Canvas)
  - b. “Online Metrics: What Are You Measuring and Why?” (Pirouz and Bendle – Coursepack)

## CASES

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

### **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 sign up to lead discussion for each class session with a minimum of ONE thought or discussion question. Ads should be posted to the discussion board before class. I will choose 1 or 2 of the posted ads to discuss in class.

#### **Observing Students:**

For the advertisement that is not discussed in class OR if the ads are “Discussion Board Only”, you will view the 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.