

York University
ADVERTISING & COMMUNICATIONS : 4240 A
Fall 2019

Course Instructor:
Prof. Pallavi Sodhi
psodhi@yorku.ca

Class meets:
Thursdays 7-10pm

COURSE: Advertising & Communications 4240 A

PREREQUISITES:

1) For students in an Honours program, 72 credits, including AP/ADMS 2200 3.00, or 2) other students, a grade of C+ or better in AP/ADMS 2200 3.00. Course credit exclusions: None.
PRIOR TO FALL 2009: Prerequisites: 1) For students in an Honours program, 72 credits, including AK/ADMS 2200 3.00 or 2) other students, a grade of C+ or better in AK/ADMS 2200 3.00. Course credit exclusion: AK/ADMS 4240 3.00.

REQUIRED COURSE TEXT / READINGS:

Advertising & Promotion, 6th Canadian Edition Belch, Belch, Guolla*
ISBN: TBC, Publisher: McGraw-Hill Ryerson
*The 5th edition may also be used for this course.

The textbook will be supplemented by, ads, news articles, magazine and electronic readings, media numericals, web sources and case study material which will be posted/ provided by the professor as the course progresses. Students are expected to check the course website regularly.

WEIGHTING OF COURSE:

Group Project (Written Report, 25 pages max.) & Presentation of Marketing Communication Plan (15 minutes: Executive Summary)	40%
Creative Assignment (Individual)	10%
Class Participation: Ad critique/Case study/Media Analytics/ Quizzes/Question facilitation	10%
Midterm Exam (closed book format)	20%
Final Exam (closed book format)	20%
Total	100%

COURSE INSTRUCTOR / CONTACT: Prof. Pallavi Sodhi; psodhi@yorku.ca

EXPANDED COURSE DESCRIPTION:

As the field of advertising and promotion continues to dramatically change, marketers must look beyond traditional media in order to achieve success. In order to best communicate with consumers, advertisers must utilize a myriad of tools (advertising, public relations, direct marketing, interactive/Internet marketing/social media advertising, sales promotion, and personal selling). This course covers the fundamentals of Advertising and Communication within the context of an integrated marketing communications perspective. With an equal emphasis on theory and practice, students will learn how and why Advertising and Communication is

important to companies, large or small, and consumers, young or mature, in today's rapidly changing environment, which has affected both people's lifestyle and the world economy.

The development of an advertising plan forms the "thesis" and the key practical component of the course. The objective of this project is to integrate all advertising concepts learnt in theory, lectures and readings throughout the semester. It serves as a capstone project for the entire course. In the first week/class, groups of 4-5 members will be formed. For this project, each group will function as an advertising agency that is competing in the market to win an important account/business in a designated product/service category. As one of the short listed agencies, your agency has been asked to prepare an advertising strategy and plan for a brand, and to present this before the marketing team in the client organization. The client has expressed a preference for a full-service agency that will function as a 'partner' in the business. As such, in addition to looking to hire the best 'creative and analytical minds' the client wants a fully integrated advertising strategy that can contribute on all strategic issues as well as ensure timely and efficient implementation of the plan.

The project involves a detailed report including:

- Description of the existing situation including company objectives, company strengths, and a detailed competitive analysis.
- Identify the customers for the specific product or service and describe the consumer behaviour in relevant ways (demographics, lifestyle, usage and attitude towards product, etc.). Explain why the product/service would be appropriate for your target market. This step could involve one-on-one interviewing and/or a focus group done among potential users of the product and/or follow-up survey of a larger sample.
- Outline a marketing strategy for the new product/service. This discussion should include a description of the product and its benefits, and positioning strategy. You would also develop a pricing strategy, as well as some indication of the distribution channel(s) that you would recommend.
- The promotional strategy and its implementation with a detailed analysis of the communication objectives, message strategy, creative brief, advertising concepts (and pre-testing), ad execution, budget and media plan. In addition, outlining other communication outlets for a holistic IMC plan.

NOTE: All students of this course will get the opportunity to participate or be involved in Canada's Next Top Ad Executive: the country's foremost competition that opens the doors into the world of advertising careers.

ORGANIZATION OF THE COURSE:

This course will be experienced as a combination of lectures, group discussion, case analyses, electronic readings, creative thinking exercises and media analytics. Practical industry applications will be integrated throughout the course. Industry professionals will be invited as guest speakers, in individual or in a round table conference setting so as to give students an opportunity to hear the voice of advertising experts from the real world. This combination of theory and real-life applications and case studies is aimed to equip students with a comprehensive and practical know-how of advertising as a key component of integrated marketing communications. Group work will be an integral part of this course, and as such the course requires students to work effectively in teams of 4-6 persons to manage the process of preparing group projects. The group exercises are designed to enable individuals within their team to develop their interpersonal, leadership, negotiation and organizational skills in addition to sharing and increasing their academic learning. Creative thinking is encouraged through creative problem solving exercises and creativity workshops. Media planning being another integral part of marketing communications, real-life media campaigns will be shown to

demonstrate the analytics that goes behind the costing of a campaign. Numericals will form a key component of the media section of the course. Contemporary advertising campaigns will be analyzed in brainstorming sessions which will help generate creative advertising solutions to case studies. Students will be able to contribute and learn optimally in these sessions when they keep track of the latest developments in the ad world through both assigned and self-reading.

COURSE LEARNING OBJECTIVES:

Upon successful completion of this course, students will be able to:

- Learn the basics of Advertising and Integrated Communications and how to functionally apply them in an effective advertising and communications plan via a group team project. Through this group project, students will learn to apply strategic advertising planning which involves all stages of an advertising plan development, starting from writing a creative brief, through to creative strategy development, into creative concept and testing, finally through to the media planning/recommendation.
- Review a product's position in the marketplace, and understand when and how a product turns into a brand in consumers' minds.
- Understand how to assess specific target needs to determine media alternatives.
- Gain an appreciation of the importance of integrated marketing communications in today's consumer context.
- Develop an understanding of how the advertising industry has evolved in the face of the changing world of integrated communications.
- Understand the role of advertising agencies, the function of creative, media planning and client servicing departments.
- Gain an understanding of the principles of Canadian Advertising Standards.
- Understand how integrated communications strategies are developed, and the various components of the integrated communication mix with special emphasis on the advertising component.
- Develop good creative and media briefs, which are key to developing effective creative and media strategy and plans.
- Understand how a media plan is developed: process of strategizing and implementing media strategies and tactics: measures for media campaign effectiveness, understanding and calculating CPT, Reach, Frequency, and GRPs of media campaigns.
- Developing an integrated media schedule with blocking chart. Understanding rationale of pre-buy and post-buy analyses.
- Strengths, limitations variety of media options and communication techniques, their strengths and weaknesses. New and digital/ Internet media: Methods of Reaching Target Audiences—targeting by behaviour, context, geography, site-loyalty, and time of day. Audience measures—hits, viewers, unique visitors, clicks, click-through rate and impression/page views.
- Understand different budgeting methods for IMC campaigns, ad effectiveness, ROI and ad testing/research methods. Exposure and processing and—measuring, recall and retention, non-response, surveys, panels, sales and tracking, Measures of behavior, Sources of measurement.
- View and analyze different kinds of advertising across different categories, some award winning industry creative and their market results.
- Simulate real life advertising scenarios from both the agency and client perspective.
- Participate in advertising competitions like Canada's Next Top Ad Executive, which is a bridge between the classroom and boardroom, and opens the door for students into marketing career opportunities, giving them recognition as well as awards.

Skills-related Objectives:

Upon successful completion of this course, students will have acquired experience in:

- Preparation of written advertising plans that demonstrate professionalism and proficiency in communication
- Professional communication including presentation skills
- Preparation for and participation in group discussions
- Group project management
- Collaborating and accomplishing collective goals and responsibilities
- Creative thinking and creative problem solving
- Analytical skills
- Business reporting skills

ADDITIONAL INFORMATION / NOTES:

Performance Expectations, Workload & Time Commitment

This course sets high standards and requires a strong commitment to hard work from each student from the very start of the course. In order to maximize your learning in the course, it is expected that you will deliver your best effort in each class and the required assignments for the course. A fair amount of reading is expected in this class. Readings are to be done before class. Time will also be needed to meet regularly with your groups, outside of class time, to do group project-related activities and other group assignments.

For this class to achieve the level of interaction and insight possible, and for student participation to be gauged, it is essential that students are present at each class. In the first class, groups will be assigned, details of the evaluation procedure will be discussed and structure of the subsequent classes will be shared. It is therefore very important to be regular in attendance starting from the very first class.

Team Grades

There will be grades assigned to teams as a whole. Successful teamwork is part of the curriculum. It is the onus of every individual in the group to ensure that his/her group functions effectively, efficiently and professionally. If one team member does not work well, it may be as much the team's issue as that of the individual. Approach teamwork respectfully and listen to one another.

At least once (possibly twice) during the semester you will have an opportunity to rate other team members in peer reviews and this may be used to adjust the individual's grade relative to the group, if indicated. Where a person has not lived up to the expectations of team members, I will evaluate the situation and may adjust the grade of fellow member(s) to reflect my assessment, at my sole discretion. The final mark assigned to you by the group is thus finalized by me, strictly confidential and will NOT be communicated to the individual student or group.

The peer evaluation process ensures a fair assessment of an individual's contribution to the group work. As a result of this, all team members may not receive the same grade for a team project.

Details on this will be provided as we progress through the semester.

A note on the Group project components

Integrated Marketing Communication Plan Development & Presentation: (40%)

As previously mentioned in Expanded Course Description, the objective of this project is to integrate all advertising concepts learnt in theory, lectures and readings throughout the semester. You would be graded on two distinct parts of the project. The first part of the project

involves a detailed report on your analysis and the recommendations. Your report should include all the key components of a well-integrated advertising/promotions plan.

More details on the project composition will be shared in the ensuing classes. A final written report (your final ad plan) must be submitted on the date of the presentation towards the end of the course (prior to the presentation).^{*} This part of the project is worth 25% of the total grade.

***The second part of the project would involve making a presentation to the rest of the class on the presentation date itself.** Depending upon the number of groups, the presentations would be for about 20 minutes each and 10 minutes for questions. Remember you are making a presentation to the client on a day when other 'agencies' will also be presenting. Being precise, concise and articulate is key, but equally important is following the time allocation given to you. The presentation itself would carry 15% of the grade.

A note on the Individual Assessment Components

Creative Assignment (10%)

The creative assignment is a fun and interesting challenge that aims to give students the opportunity to critique ads and demonstrate their skill in understanding a creative brief and create their own advertising solutions. A creative brief will be presented to the class, and each student will do a competitive ad critique as well as develop an ad using their choice of media vehicle. Students will get 4 weeks to work on their individual ad submission.

Mid-term Examination (20%) and Final Examination (20%)

Both the mid-term and final examinations will be of closed book format. Each may include multiple choice, short essay questions, case study and/or creative and media analysis. The exams will assess your understanding of the course material through questions based on the course material and would involve application of the material taught in class.

A note on Class Participation (10%)

Students are encouraged to speak up in class and share the latest news/trends in the advertising world with the rest of the class. Sharing your thoughts, questions, ideas and issues is a good way to raise the level of knowledge of everyone. The format of this class is such that learning would be a function of the level of class participation. I would like you all to actively participate in the class, ask questions, and also cite your own experiences.

Every week, print, TV or outdoor ads will be discussed and critiqued in class. These ads will be shared only on the day of the class. Though a general format for critiquing/analyzing the ad will be provided, students are encouraged to facilitate discussion around the ad so as to bring fresh and new perspectives on the ads.

Discussing the questions at the end of the chapters in the textbook enhance the learning experience. Each week, relevant questions will be discussed and facilitated in class by students/groups selected on an adhoc basis. The questions will be posted in advance on the course website. Students are expected to come prepared to discuss these questions in class.

Adequate preparation for the class, regular attendance and full involvement in the class is expected. Please come on time and use name cards to identify yourself for all class sessions. Class participation grade will be based on my perception of your performance on the above requirements. The evaluation would be subjective hence you will have to live with my judgment on this. You will get good grades if you contribute to the overall learning of the class. If the participation becomes counterproductive (or you just speak because you want to get noticed with nothing to add to the discussion) you will get negative grades.

Course Norms

1. Attendance is required. Absence from class will affect your class participation grade.
2. There are no make-ups for any missed work. Personal emergencies will be dealt with on a case-by-case basis.
3. Late assignments are not accepted. Assignment delivery dates will be provided in advance and at the time of the brief.
4. Active participation is expected in class discussions. The real world demands active participation...so does this course, which attempts to simulate the real world environment.
5. Group study in preparation for classes is encouraged. However once a discussion starts, each student is responsible for his/her own performance. Class participation is judged individually. Instructions will be given as to whether a particular assignment or exercise is an individual activity or a group activity.
6. It will be your responsibility to keep up with the assignments, any announcements, or changes in the syllabus.
7. This course demands being up-to-date. You will succeed only if you keep up with the rapidly changing dynamics of the e-world. Students are expected to track, via published articles and/or surfing on the web, the latest news about technology that impacts marketing. You are welcome to present such news items read from the media, but the news item should allow for a meaningful discussion in class. This will be considered an individual activity and there will be a time limit to such individual presentations. A write-up or a copy of the article may occasionally be required on these news items.

In summary, observe the 4 P's of course norms, and you are already on the path to success: *Presence, Punctuality, Preparation and Participation.*

Lecture Outline:

The following is a general tentative outline of the course content. The actual dates and sequence of topics covered in specific sessions may vary somewhat depending on progress of class and availability of guest speakers.

ADVERTISING AND COMMUNICATION 4240A Course Instructor: Professor Pallavi Sodhi psodhi@yorku.ca Detailed Course Outline – Tentative Schedule		
DATE/WEEK	TOPIC(S)	TEXT, RESOURCES, ASSIGNMENTS
Class 1 Sep 5	<ul style="list-style-type: none">- Course Structure and grading overview.- Explanation of term project and expectations- Formation of groups- Introduction to Integrated Marketing Communications (IMC)	Chapter 1+ Lecture Notes + Web and published sources Instructor's material: 1. A Glimpse of some successful Canadian TV Ads 2. An IMC Real-life Case study

Class 2 Sep 12	<ul style="list-style-type: none"> - Connecting Consumers to IMC - Consumer Behaviour - Creative Assignment Briefing 	Chapters 2, 3 + Lecture Notes 1. Group Project: Allocation of company/product/service to teams for development of Advertising Plan Case studies
Class 3 Sep 19	<ul style="list-style-type: none"> - Regulatory, Ethical, Social issues for IMC - Communication Response Model 	Chapter 18 + legal advertising issues Chapters 4 + Case Study, Lecture Notes
Class 4 Sep 26	<ul style="list-style-type: none"> - Objectives for the IMC Plan - Brand Positioning Decisions - 	Chapter 5 Chapter 6 + Lecture Notes + online/published articles InterBrand Case Studies
Class 5 Oct 3	<ul style="list-style-type: none"> - Creative Strategy Decisions - Creative Tactic Decisions 	Chapters 7 + Presentation on "Emotional versus Functional Advertising"
Class 6 Oct 10	<ul style="list-style-type: none"> - Creative Tactics - Creative Critiquing Exercises - Briefing on mid-term 	Best of CANNES SHOWREEL, Best Print Advertising
Oct 17	<i>Fall Reading Week: No Class.</i>	
Class 7 Oct 24	<i>MID-TERM EXAM CLOSED BOOK 2 hrs</i>	<i>MID-TERM EXAM CLOSED BOOK 2 hrs</i>
Oct 24-27	Submission of Individual Creative Assignment (hard copy on Oct 24 and/or online by October 27)	
Class 8 Oct 31	<ul style="list-style-type: none"> - Debrief of Midterm results - Measuring Effectiveness of the Promotional Program - Media Planning: Intro 	Chapter 9 + lecture notes Different advertising research techniques Chapter 10 Media planning and selection cases
Class 9 Nov 7	<ul style="list-style-type: none"> - Media Planning: Strategy, Tactics & Budget Media planning (contd.) - Media delivery channels: print, broadcast and outdoor 	Chapter 10 (contd.): Developing a media plan, Media Analytics. Samples of media plans of different campaigns, Numericals/Media Math
Class 10 Nov 14	<ul style="list-style-type: none"> - Media planning and buying (contd.) across different channels 	Chapters 11,12,13 Media measurement, planning and buying Media Innovation + lecture notes

Class 11 Nov 21	<ul style="list-style-type: none"> - Sales promotion - PR Role in IMC - Direct Marketing - Internet and Interactive Media 	<ul style="list-style-type: none"> - Chapters 14,15 + lecture notes - PR Success Stories Chapters 16,17 + lecture notes Live, current DM examples Calculating DM drop, Internet effectiveness, ROI. Targeting by behaviour, context, geography, site-loyalty, Audience measures—terms and calculations.
Class 12 Nov 28	GROUP PRESENTATION (20 minutes each group)	<u>Written Project/Ad Plan DUE prior to start of class</u> <u>Peer Evaluation due</u> GROUP PRESENTATIONS
During Exam period Dec 5-20, 2019	FINAL EXAM 2 HOURS CLOSED BOOK 2 hrs	During exam period

Additional Notes:

Deferred Exams: Deferred standing may be granted to students who are unable to write their final examination at the scheduled time or to submit their outstanding course work on the last day of classes. Details can be found at <http://myacademicrecord.students.yorku.ca/deferred-standing>

Any request for deferred standing on medical grounds must include an Attending Physician's Statement form; a "Doctor's Note" will not be accepted.

DSA Form: http://www.registrar.yorku.ca/pdf/deferred_standing_agreement.pdf

Attending Physician's Statement form: <http://registrar.yorku.ca/pdf/attending-physicians-statement.pdf>

In order to apply for deferred standing, students must register at <https://sas-app.laps.yorku.ca/> Followed by handing in a completed DSA form and supporting documentation directly to the main office of the School of Administrative Studies (282 Atkinson) and add your ticket number to the DSA form. The DSA and supporting documentation must be submitted no later than five (5) business days from the date of the exam. These requests will be considered on their merit and decisions will be made available by logging into the above mentioned link. No individualized communication will be sent by the School to the students (no letter or e-mails).

Students with approved DSA will be able to write their deferred examination during the School's deferred examination period. No further extensions of deferred exams shall be granted. The format and covered content of the deferred examination may be different from that of the originally scheduled examination. The deferred exam may be closed book, cumulative and comprehensive and may include all subjects/topics of the textbook whether they have been covered in class or not. Any request for deferred standing on medical grounds must include an Attending Physician's Statement form; a "Doctor's Note" will not be accepted.

Academic Honesty: The Faculty of Liberal Arts and Professional Studies considers breaches of the Senate Policy on Academic Honesty to be serious matters. The Senate Policy on Academic Honesty is an affirmation and clarification for members of the University of the general obligation to maintain the highest standards of academic honesty. As a clear sense of

academic honesty and responsibility is fundamental to good scholarship, the policy recognizes the general responsibility of all faculty members to foster acceptable standards of academic conduct and of the student to be mindful of and abide by such standards. Suspected breaches of academic honesty will be investigated and charges shall be laid if reasonable and probable grounds exist.

Students should review the York Academic Honesty policy for themselves at:

<http://www.yorku.ca/secretariat/policies/document.php?document=69>

Students might also wish to review the interactive on-line Tutorial for students on academic integrity, at:

<https://spark.library.yorku.ca/academic-integrity-what-is-academic-integrity/>