

Faculty of Liberal Arts & Professional Studies, York University
COURSE OUTLINE & TENTATIVE COURSE SCHEDULE
Advertising & Communications
4240A, Fall 2021

COURSE INSTRUCTOR: Pallavi Sodhi psodhi@yorku.ca
Teaching Assistant [TBC](#)

TIMES & LOCATION: Thursdays, 7-10pm, **ONLINE**. **All lectures will be delivered synchronously, i.e. in live/real-time mode.** Students are expected to attend **all** the live lectures.

The Zoom evite will be posted on the Moodle course website prior to course commencement.

Several platforms will be used in this course (e.g., Moodle, Zoom, etc.) through which students will interact with the Course Director, the course materials, as well as with one another. **Please click to review the [technology requirements and FAQs for Moodle](#).**

In order to fully participate in this interactive online course, you will be expected to participate through live video conferencing. This means that you will be required to appear on video (e.g., for seminar discussions, presentations: advertising campaign critiques as individuals or in groups, etc.). Hence, in addition to a stable, higher-speed Internet connection, you will need a computer with webcam and microphone, and/or a smart device with these features.

Please review useful links for student computing information, resources and help:

[Student Guide to Moodle](#)

[Zoom@YorkU Best Practices](#)

[Zoom@YorkU User Reference Guide](#)

[Computing for Students Website](#)

[Student Guide to eLearning at York University](#)

To determine Internet connection and speed, there are online tests, such as [Speedtest](#), that can be run.

There will be no in-person interactions or activities on campus. However there will be virtual office hours, pre-determined on a “as-needed-basis.”

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.

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.

COURSE 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.
- **All students attending this course will get the opportunity to attend/participate in Canadian Marketing League (the digital avatar of Canada's Next Top Ad Executive): the country's foremost competition that opens the doors into the world of marketing careers. CML gives away awards and internship/career opportunities to marketing students. All students will earn bonus marks in the course by participating in CML.**

REQUIRED COURSE TEXT / READINGS:

Advertising & Promotion, 7th Canadian Edition Belch, Belch, Guolla*

Publisher: McGraw-Hill Ryerson (*The 6th edition may also be used for this course.)

The e-text (available through eClass from the YorkU bookstore) will be supplemented by, ads, news articles, magazine and electronic readings, and case study material which will be posted as the course progresses.

ORGANIZATION OF THE COURSE:

- The entire course will be delivered synchronously, meaning live/online with advertising topics spread across 10 modules.
- Students are expected to attend ***all*** the live lectures. Detailed Powerpoint slides for each module will be accompanied by podcasts, readings, ads/commercials that will be uploaded on the Moodle course website at least a week prior to every class.
- In order to be successful in this course, and to gain participation marks, you must be regular in reviewing all lecture notes posted on eClass.
- I cannot emphasize enough about the importance of previewing the lecture notes uploaded on eClass PRIOR to attending the live seminars. I will not be teaching the entire content of the posted lecture notes in the assigned 3 hour timeframe, since live/online lectures will deviate from the format of the traditional classroom lecture. As such, the synchronous seminar PPTs will be a different and/or condensed version covering only key aspects of the module as posted on eClass. I will allocate time during class for questions or clarification of doubts; hence reviewing the lecture notes prior to class is all the more helpful for students.
- The guided reading questions will orient your focus to the major topics/ advertising concepts/ theoretical frameworks/ ideas which will be the starting point of the interactivity in class via exercises, group discussions and pop quizzes.
- There will be some self-read Powerpoint lecture slides that may be pre-recorded. I may, from time to time, also decide to record the live seminars on Zoom, the links of which will be posted on eClass.
- The entire course, including the submission of assignments, participation/ discussion and test-taking, will take place on the course's eClass. The modules have been organized in sequential order, so that you build X skills and enhance X knowledge as you move from one module X to the next module Y.
- Since the group project is an integral element of the course, students are expected to "meet" offline to discuss their project deliverables, and not during lecture hours. I will be creating the groups and announcing the group composition in the very 1st class. Peer evaluation forms will be uploaded on group forums, and each student in each group needs to submit the form online prior to project submission, as that will be how I can assess individual student contribution.

EVALUATION: EClass postings: announcements, slides, award winning ads, supplementary readings, assignments, and other discussion material will be posted as the course progresses.

Evaluation Element	Due Date	Weight
Participation and in-class activities	Ongoing	10
Online Games & Quizzes	Ongoing	15
Creative/Media assignments	Weeks 6, 9	20
Group project (4 parts)/Presentation	Weeks 2, 4, 7, 11/12	40
Final exam (online/open book)	Week 13	15
TOTAL		100

INDIVIDUAL COURSE COMPONENTS: (TOTAL 60%)

Participation and In-Class Exercises (10%)

Your participation grade depends on your attendance as well as my assessment of your contribution in class. This portion of your grade will be a function of your individual participation in class discussions, as well as completing a series of in-class exercises. It may also include occasional small 'homework' that you may be asked to do in or bring to class. **There will be some marks awarded for attendance, but the majority of marks will be for participation. So being absent will hurt both your attendance and contribution as you cannot participate or complete in-class exercises if you don't show up!** Class participation is about quality *and* quantity. Being a thoughtful contributor is more important than being a frequent one!

To earn **individual participation** marks, worth 10% of your grade:

- Attend class on time (Log in 15 minutes before class is to begin so you can be prepared for technical glitches, if any!)
- Participate! Write on the Zoom chat box. Unmute yourself when you need to answer and show yourself! Use the "Raise Hand" feature to ask a question and/or participate. .
- Demonstrate initiative by sharing examples of ads, campaigns relevant to the class discussion
- Listen and *respectfully* respond to comments made by other students
- Participate in CML

In addition, there will be **in-class exercises**. You will not be notified of these ahead of time, and they do not require prior preparation. **The only way to ensure you do not miss these exercises is to attend all the live online classes!**

Online Games and Quizzes (15%)

Advertising is both art and science. **In the absence of a midterm**, students will work on a variety of creative and analytical online games and quizzes, the content of which will reflect what is taught and/or shared in class. At the start and end of each live class (except the 1st class), an online quiz will be given that covers the content posted/recorded or taught in that class. **You will get 1 mark in each quiz just by completing the quiz. Rest of the marks will be graded on how well you do your quiz.** In other words, you will get both "earned" and "awarded" marks!

Creative/Media Assignments (20%)

Advertising is both art and science. In the absence of a midterm, students will work on a variety of creative and analytical assignments, giving them the opportunity to share their creative and analytical self-expressions: be it through Show and Tell, creating an ad campaign, critiquing TV commercials and print, solve media math problems, create a media plan, test the effectiveness of ads or calculate the ROI of campaign...

Final Exam (15%)

There is no mid-term. The final examination will be held online on the last day of the course and will be open-book format. The exam will reflect material presented in the textbook, class lectures, and discussion.

GROUP COURSE COMPONENTS: (TOTAL 40%)

Group Project: Developing an Advertising Plan

The objective of this project is to integrate all advertising concepts learnt in theory, online lectures and readings throughout the semester. To avoid project overload at the end of the term, the submission of the project report is broken down into multiple parts. These modular parts follow the topics that will be taught in class, so it is important to follow what is taught methodically. Each part will be evaluated and feedback will be provided to the group. The groups are expected to incorporate the feedback and continue forward into the next module. This will provide the group with the opportunity to better their grades in the final comprehensive report.

The development of an advertising plan 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 shortlisted 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.

TENTATIVE LECTURE SCHEDULE: This 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 the progress of the class. Students are expected to review all posted slides and readings prior to attending the online class as class discussions and quizzes will include these topics.

ADVERTISING AND COMMUNICATION 4240A
Course Instructor: Professor Pallavi Sodhi
 psodhi@yorku.ca
Tentative SCHEDULE OF ONLINE LECTURES

DATE/WEEK	MODULE/TOPICS	READINGS/ACTIVITIES
Week 1 Sep 9	MODULE: Introduction to Course and IMC An Overview of Integrated Marketing Communications (IMC)	Complete the Academic Integrity Module Chapter 1 of Text A Glimpse of Top Canadian TV Ads An IMC Real-life Case study Course Structure and grading overview.
Week 2 Sep 16	MODULE: Understanding Consumers and Role of Agencies Organizing for IMC Consumer Behaviour in IMC	Chapters 2, 3 Formation of groups & Briefing of Group Project
GROUP AGENCY CONTRACT & PROPOSAL/GROUP PROJECT PART 1 DUE BY 11:59pm ON SEP 22, 2021		
Week 3 Sep 23	MODULE: Response & Feedback Communication Response Model Objectives for the IMC Plan	Chapters 4 & 5 Chapter 18 (Self-read) Individual Creative Assignment Briefing
Week 4 Sep 30	MODULE: Positioning & Creative Planning Brand Positioning Decisions Preview to Creative Strategy	Chapters 5 & 6 Reading: InterBrand Top 100 Brands Chapter 7
GROUP PROJECT PART 2, DUE BY 11:59pm ON OCT 6, 2021		
Week 5 Oct 7	MODULE: Creative Development More on Creative Strategy Creative Tactics	Chapters 8 Filling a Creative Brief Template Best of CANNES SHOWREEL
Week 6 Oct 14	READING WEEK INDIVIDUAL CREATIVE ASSIGNMENT DUE BY 11:59pm ON OCT 20, 2021	
Week 7 Oct 21	MODULE: Critique & Test Measuring Effectiveness of the Promotional Program	Chapter 9 Different advertising research techniques
GROUP PROJECT PART 3, DUE BY 11:59pm ON OCT 27, 2021		
Week 8 Oct 28	MODULE: Media Planning I Media Strategy, Tactics & Media Budget planning	Chapter 10 Developing a media plan, Media Analytics
Week 9 Nov 4	MODULE: Media Planning II Media channels: print, broadcast and outdoor	Chapters 11, 12, 13 Numericals/Media Math Group Project Media Planning

Week 9	INDIVIDUAL MEDIA ASSIGNMENT DUE BY 11:59pm ON NOV 10, 2021	
Week 10 Nov 11	MODULE: IMC CHANNELS I - Sales promotion - PR Role in IMC	Chapters 14,15 PR Success Stories, Sampling Creativity, Sales Promotion, Types and Budgeting
Week 11 Nov 18	MODULE: IMC CHANNELS II - Direct Marketing - Internet and Interactive Media	Chapters 16,17 Direct Mail Budgeting Campaign Effectiveness/ROI
FINAL GROUP REPORT DUE BY 11:59pm ON NOV 24		
Week 12 Nov 25	GROUP PRESENTATION All groups need to be present. Both presenting and attending groups will be evaluated.	
Week 13 Dec 2	FINAL EXAM	

AUDIO VISUAL RECORDINGS

Since this is an online course with synchronous delivery (only some topics will be recorded or pre-recorded and posted on EClass), students need to be familiar with the course policy on how the recordings should be used.

1. The recordings are strictly for educational purposes only and as a means for enhancing accessibility.
2. Students do not have permission to duplicate, copy and/or distribute the notes or recordings outside of the class (these acts can violate not only copyright laws but also FIPPA).
3. All recordings will be destroyed after the end of classes.

TECHNICAL REQUIREMENTS FOR TAKING THE COURSE:

Since several platforms will be used in this course (e.g., EClass, Zoom, etc.) through which students will interact with me, the course materials, as well as with one another, it is important that you review the course outline/syllabus and revisions on the course website to determine not just the lecture slides and readings, but also how the class meets (in whole or in part), and how office hours and presentations will be conducted.

Please note the following:

- Zoom is hosted on servers in the U.S. This includes recordings done through Zoom.
- If you have privacy concerns about your data, provide only your first name or a nickname when you join a session.
- The system is configured in a way that all participants are automatically notified when a session is being recorded. In other words, a session cannot be recorded without you knowing about it.

Please click to review the [technology requirements and FAQs for EClass](#).

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RELEVANT UNIVERSITY REGULATIONS & COURSE POLICIES

Academic honesty and integrity

In this course, we strive to maintain academic integrity to the highest extent possible. Please familiarize yourself with the meaning of academic integrity by completing SPARK's [Academic Integrity module](#) at the beginning of the course. Breaches of academic integrity range from cheating to plagiarism (i.e., the improper crediting of another's work, the representation of another's ideas as your own, etc.). All instances of academic dishonesty in this course will be reported to the appropriate university authorities, and can be punishable according to the [Senate Policy on Academic Honesty](#).

Email Etiquette

Please use your yorku.ca email address, and list the course code and section in the subject line (e.g., ADMS4240 M). I will do my best to respond to your emails within one business day.

Late work

Late work will not be accepted, unless the student has provided me with a valid excuse *prior to the due date*, and I have offered an extension.

Schedule Changes

If there are any changes in the class schedule, I will try to give you as much notice as possible. Please regularly check EClass/course websites for any class announcements.

Deferred Standing

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. In order to apply for deferred standing, students must complete a Deferred Standing Agreement (DSA) form. Please follow the steps by going to this link to request a deferral of your final exam <https://sas-app.laps.yorku.ca/> All updates on how to submit the documentation is currently online through the school email address apsas@yorku.ca.

Reappraisals

Students may, with sufficient academic grounds, request that a final grade in a course be reappraised (which may mean the review of specific pieces of tangible work). Non-academic grounds are not relevant for grade reappraisals; in such cases, students are advised to petition to their home Faculty. Students are normally expected to first contact the course director to

discuss the grade received and to request that their tangible work be reviewed. Tangible work may include written, graphic, digitized, modeled, video recording or audio recording formats, but not oral work. Students need to be aware that a request for a grade reappraisal may result in the original grade being raised, lowered or confirmed.

For reappraisal procedures and information, please visit the Office of the Registrar site at: <http://www.registrar.yorku.ca/grades/reappraisal/index.html>

Religious Accommodation

York University is committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents. For more information on religious accommodation, please visit

<https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs>

Course Withdrawal

Last day to drop the course without receiving a grade is September 21, 2021 (TBC).

If you withdraw between September 22 and the end of classes (Dec 7), the course remains on your transcript without a grade and is notated as "W".

Ref: <https://registrar.yorku.ca/enrol/dates/fw20>

Academic Accommodation for Students with Disabilities

The nature and extent of accommodations shall be consistent with and supportive of the integrity of the curriculum and of the academic standards of programs or courses. Provided that students have given sufficient notice about their accommodation needs, instructors shall take reasonable steps to accommodate these needs in a manner consistent with the guidelines established hereunder. For more information please visit the Disabilities Services website at <http://www.yorku.ca/dshub/>

York's disabilities offices and the Registrar's Office work in partnership to support alternate exam and test accommodation services for students with disabilities at the Keele campus. For more information on alternate exams and tests please visit <http://www.yorku.ca/altexams/>

Please alert the Course Director as soon as possible should you require special accommodation.