York University

## ADVERTISING & COMMUNICATIONS: ADMS 4240 M WINTER 2024

**Preliminary Course Outline**

*Room on YorkU Keele campus: TBC for In-person lectures*

**Course Instructor:** Dr. Purva Sharma Thursdays 1600hrs – 1900hrs

**Class meets:** Refer to Course Calendar TA:

## 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

* 1. 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 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.
		- 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.
		- 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.
		- 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.

## Skills-related Objectives:

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

* + - Preparation of written advertising plans along with proficiency in communication and presentation
		- Preparation for and participation in group discussions
		- Collaborating and accomplishing collective goals and responsibilities
		- Creative thinking and creative problem solving
		- Analytical skills

## REQUIRED COURSE TEXT / READINGS:

Advertising & Promotion, 7th Canadian Edition Belch, Belch, Guolla\* ISBN 13: 978-1-26-006598-5 Publisher: McGraw-Hill Ryerson

\*The 6th edition may also be used for this course.

The textbook will be supplemented by additional reading material as well.

## COURSE WEIGHTAGE:

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|  | **GROUP ASSIGNMENT**  | **40%** |  |
|  | Written Report + Power point presentation followed up by Q & A session |  |  |
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|  | **Class Participation**  | **10%** |  |
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|  | **Quiz** | **10%** |  |
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|  | **End Term Examination**  | **40%** |  |
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|  | **TOTAL**  | **100%** |  |
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## ORGANIZATION OF THE COURSE:

This course will be experienced as a combination of lectures, group discussion, case analyses, creative thinking exercises and media analytics. Practical industry applications will be integrated throughout the course. 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 students 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.

## 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 regular in reviewing lecture notes/readings/recordings every week. In the first class, tentative groups will be assigned, (with students getting the opportunity to change their group once), 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 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 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 component***

### Group Project 40%

### Written Report (15%), Power point Presentation (15%) Handling Q & A (10%)

The objective of this project is to integrate all advertising concepts learnt in theory, lectures and readings throughout the semester. To prevent project overload towards the end of the term, students are encouraged to initiate their work from the outset and engage in collaborative discussions on how to seamlessly incorporate the topics covered in class into their projects. Additionally, it is recommended that students regularly share their projects as works in progress to facilitate ongoing, incremental evaluation of each component. This iterative approach will enable students to effectively manage their projects, as each evaluation will yield constructive feedback for refinement. With each evaluation and feedback cycle, student groups are expected to incorporate the provided insights and move forward, ultimately enhancing their chances of achieving higher grades in the final comprehensive report.

For this project, each group will act as a marketing 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. You need to be 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. More details on the project composition will be shared in the ensuing classes. A final written report (your final ad plan) must be submitted along with the final verbal presentation. Depending upon the number of groups, the presentations would be for about 15 minutes each and 10 minutes for Q&A. Remember you are making a presentation to the client, therefore be precise, concise and articulate.

**A note on the *Individual Assessment Components***

### Final Examination (40%)

The final (end- term) examination 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.

***Class Participation* (10%)**

I do not believe in monologues. Sessions will be highly interactive, hence the students are encouraged to contribute in classes and share their thoughts. Asking questions and discussing ideas is a good way to raise the level of knowledge for 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 and ask questions, and also cite your own experiences. 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.

***Quiz Participation* (10%)**

Quizzes play a crucial role in student evaluation by providing a means to assess knowledge, offer timely feedback, promote active learning, and support ongoing improvement in teaching and learning. Details on this will be provided as we progress through the semester.

## Course Norms

1. Attendance in lectures 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 will not be accepted. Assignment delivery dates will be provided in advance and at the time of the brief.
4. In an attempts to simulate the real world environment active participation is expected in class discussions. 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.
5. It will be your responsibility to keep up with the assignments, any announcements, or changes in the syllabus.

## 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 depending on progress of class. Some content, structure and delivery format may be modified as well.

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|  **ADVERTISING AND COMMUNICATION ADMS 4240M WINTER 2024** |
| **Course Instructor: Dr. Purva Sharma** |
| **Detailed Course Outline & Tentative Schedule** |
| **DATE/WEEK** | **TOPIC(S)** | **TEXT, RESOURCES, ASSIGNMENTS** |
| **Week 1 - 9 Jan 2024** | **MODULE: Introduction to Course and IMC** | Chapter 1  |
| An Overview of Integrated Marketing Communications (IMC) | An IMC Real-life Case study Course Structure and grading overview An IMC Real-life Case study |
| Course Structure and grading overview.- Explanation of term project and expectations- Formation of groups- Introduction to Integrated Marketing Communications (IMC) |
| **Week 2 - 16 Jan 2024** | **MODULE: Understanding Consumers and Role of Agencies** | Chapters 2, 3 |
| Organizing for IMC Consumer Behaviour in IMC | ***Formation of groups & Briefing of Group Project*** |
| **Week 3 - 23 Jan 2024** | **MODULE: Response & Feedback** | Chapters 4 & 5 |
| Communication Response Model Objectives for the IMC Plan | Nature of communication and message development  |
| **Week 4 - 30 Jan 2024** | **MODULE: Positioning & Creative Planning** | Chapter 6 |
| Brand Positioning Decisions Preview to Creative Strategy | Discussion on POP & POD |
|  |  |
| **Week 5 - 6 Feb 2024** | **MODULE: Creative Development** | **CREATIVE LAB** |
| Creative Strategy Decisions |   |
| **MODULE: Creative Execution** | Chapter 8 Creative Critiquing Exercises |
| **Week 6 - 13 Feb 2024** | **MODULE: Critique & Test** Measuring Effectiveness of the Promotional Program | Chapter 9: Different advertising research techniques Developing an ad testing questionnaire |
| **Week 7 - 20 Feb 2024** | **MODULE: Media Planning I** Media Strategy, Tactics & Media Budget planning | Chapter 10: Developing a media plan, Media Analytics. Samples of media plans of different campaigns |
| **Week 8 - 27 Feb 2024** | **MODULE: Media Planning II** Media channels: print, broadcast and outdoor | Chapters 11, 12, 13: Group Project Media Planning |
| **Week 9 - 5 March 2024** | **MODULE: IMC CHANNELS I** Sales promotionPR Role in IMC | Chapters 14,15PR Success Stories, SamplingCreativity, Sales Promotion, Typesand Budgeting |
| **Week 10 - 12 March 2024** | **MODULE: IMC CHANNELS II**Direct Marketing Internet & Interactive Media | Chapters 16,17 Direct Mail Budgeting |
|  | Campaign Effectiveness/ROI |
| **Week 11 - 19 March 2024** | Evaluation the Social & Ethical aspects of advertising | Chapter 21 Ethics in Advertisement  |
| Preparing for group presentations and giving individual inputs to each group before the main project presentation | Creating overall media and advertising strategy  |
| **Week 12 - 26 March 2024** | **GROUP PRESENTATIONS** All groups need to be present. Both presenting and attending groups will be evaluated. |
| **During Semester Examination**  | ***FINAL END TERM EXAM 3 HOURS*** |

Additional Notes:

**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](https://spark.library.yorku.ca/academic-integrity-what-is-academic-integrity/) 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](https://secretariat-policies.info.yorku.ca/policies/academic-honesty-senate-policy-on/).

Email Etiquette

Please use your yorku.ca email address, and list the course code and your name in the subject line . 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 the websites for any class announcements.

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 January 2, 2024.

If you withdraw after the stipulated date, the course remains on your transcript without a grade and is notated as “W”.

Ref: <https://registrar.yorku.ca/enrol/dates/2023-2024/fall-winter>

### 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.

**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 [https://www.yorku.ca/laps/sas/academic-resources/deferred-](https://www.yorku.ca/laps/sas/academic-resources/deferred-exam-requests/) [exam-requests/.](https://www.yorku.ca/laps/sas/academic-resources/deferred-exam-requests/)

In order to apply for deferred standing, students must register at <http://apps.eso.yorku.ca/apps/adms/deferredexams.nsf>

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/>