

# MKT 3520 Advertising and Marketing Communications

Fall 2007

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## OBJECTIVES

A study of the relationship between marketing communication and business management. Lectures and discussions will emphasize the management of a complete, integrated marketing communications program. This includes personal selling, promotion and advertising campaigns, expenditures, and new media, and their coordinated application. The objectives of this course are:

- To understand consumers and how to effectively communicate with them.
- To understand the role of marketing communication in contemporary marketing.
- To examine the role of direct marketing, sales promotion, publicity/public relations, and personal selling in the marketing process.
- To learn how to plan, implement and evaluate integrated marketing communication programs by understanding the overall marketing process, consumer behavior, communications theory, and the use of media.
- To evaluate the regulatory, social and economic factors that may influence an organization's advertising and promotional program.

## CLASSROOM POLICY

The course is relatively straightforward. I will teach using a multimedia lecture and discussion approach that introduces new information, clarifies the text, and applies the course material to real-world situations. We will use hands-on lab projects, cases, videos, etc.

PLEASE NOTE: Turn off cell phones before class. *Students involved in ongoing conversations and/or answering cell phones during class time will be asked to leave without warning!*

## TEXTBOOK

Wells, William, John Burnett, and Sandra Moriarty (2006), *Advertising: Principles and Practice (7th edition)*, Upper Saddle River, NJ: Prentice Hall.

## EVALUATION

Exam 1	20%
Exam 2	20%
Exam 3	18%
AdLabs (6 of 7)	12%
IMC plan	27%
+ Presentation	3%

## EXAMS

You will have three exams. It usually takes at least one week for exams to be graded, so please be patient. Exams will test your understanding of the material discussed in class and your ability to apply the concepts or theories.

No make-up exams will be given.

## ADVERTISING CAMPAIGN

Your team will develop an IMC plan for a campaign for either Brooklyn Industries ([www.brooklynindustries.com](http://www.brooklynindustries.com)) or New York Burger Co. ([www.newyorkburgerco.com](http://www.newyorkburgerco.com)). Your instructor will assign your group to either one or the other. The companies' overall business objective is to expand in order to capture a larger share of their markets. Your campaign must help accomplish that strategy. You have to help market the products they already sell, without recommending changes to their product line.

[Click here](#) for a list of who is in what group.

I provide some examples of IMC plans ([click here](#)). These examples are just for your reference. You do not have to include all the sections or information in the examples, but you could if you think it is appropriate. [Click here](#) to see an outline of the sections you **MUST** include and a more detailed description of the project.

**Team Journal:** As part of your project, your team is required to turn in a journal of your group interactions. The journal will include:

1. The times and dates when the team members met in person (or conference call or chat room). List the names of those present at each meeting. Also, list the topics that were covered in that meeting.

2. If some team member(s) do not return phone calls or emails in a timely manner, it will be recorded in the team journal, along with the dates of the phone calls or messages.
3. If you do substantial discussion over email, record in the journal the topics you discussed on specific dates or time periods.

Your project will not be complete without a team journal, so in order to receive credit for your project, you must turn in your journal, as a separate document, when you turn in your project.

**Peer Evaluation:** Each group member will complete a peer evaluation form at the end of the semester. Here is the [evaluation form](#). Team members receiving low scores from their team mates will be penalized accordingly, so their project grade will be reduced proportionally to the scores they receive.

**Project Presentation:** You will be required to present your plan at the end of the semester. Your team will have to turn in a PowerPoint presentation. Details will be provided toward the end of the semester.

## ADLABS

To ensure successful application of concepts in readings and lectures, you will be required to complete a series of AdLabs. These are short assignments that will generally consist of finding examples of IMC strategies and providing a brief comment connecting your example to the theory (two or three paragraphs should suffice). The comments must be typed.

Some Adlabs ask you to bring ads to class. In order to get credit for your AdLab, you have to bring examples of ads as specified in the questions.

AdLabs are due on the date indicated in the schedule. No late or makeup AdLabs will be accepted. AdLabs must be turned in class, during class time. No email submissions will be allowed. **On your papers, please put your class day and time next to your name.**

**AdLab 1:** Read the assigned report "What's Wrong with Dot.com Ads?". Find one ad that does not follow the report's guidelines and one ad that follows them. The ads do not have to be internet ads or for internet brands (they could be, for example, magazine ads for perfume). Comment on why you think they are bad/good examples of attention-grabbing ads, basing your comments on concepts you learned in class. Attach the ads.

**AdLab 2:** Find an example of a celebrity that has extended his/her name to a product. Attach promotional materials (ads, web page,...). How does the celebrity's name influence consumers' perception, memory, and attitudes for the product?

**AdLab 3:** Go to the library and consult the Simmons or MediaMark Research Inc (MRI) Reporter data. Copy the profiles and media usage characteristics for the product for which you are planning a campaign (i.e., your class project). Review the indices and examine them carefully to determine if they seem logical. Note if there are any indices that may seem strange to you. Comment on how you could use the information. Attach the Simmons or MRI output.

**AdLab 4:** Read the article "Our Ratings." What is your reaction to the new technologies the article discusses? For example, can you think of any specific applications? Are there any privacy/ethical issues?

**AdLab 5:** Record your media behavior on one typical day, just like in the graph at the end of the reading

"Millenials and Media". What conclusions can you draw for an advertiser who may be interested in targeting you?

**AdLab 6:** Read the articles due for today on children. Bring to class one ad or web site that targets children and you think might not be ethical. Why is it not ethical? Think of the AAF ethical guidelines we discussed in class. How is the ad different from those targeting adults?

**AdLab 7:** Bring an example of an interesting interactive ad. For instance, an interactive ad from the internet (see textbook for examples of ad formats for the internet). What objectives does it accomplish? How does it influence perception, memory, and/or attitudes?

## READINGS

You must read all the material specified in the class schedule. Readings are due on the date indicated on the schedule. The instructor may assign additional readings throughout the semester.

## SOURCES OF INFORMATION

- [http://newman.baruch.cuny.edu/info\\_resources/default.htm](http://newman.baruch.cuny.edu/info_resources/default.htm) (Click on "Subject listings" and then "marketing")
- <http://www.sqad.com/index.jsp> (local ad rates for purchasee, etc.)
- [Marketer's guide to media](#). New York, NY : Adweek, Inc. (On reserve at the library, includes advertising rates for cable, networks, news print, magazine,...).
- [Advertising Educational Foundation](#). Good site for students of advertising.
- [American Advertising Federation](#). Ad agency trade group.
- [Advertising Research Foundation](#). Organization setting standards for research in advertising.
- [American Association of Advertising Agencies](#). Another ad agency trade group.

## SCHEDULE

	<b>Topic/Materials</b>	<b>Assignment</b>	<b>Reading</b>
<b>8/28</b>	<a href="#">Introduction</a>		
<b>8/30</b>	The Role of IMC in the Marketing Process		Wells 1, 2
<b>9/4</b>	Segmentation and Positioning		
<b>9/6</b>	Regulation and Ethics	Make teams	Wells 3  <a href="#">AAF code of ethics</a>  <a href="#">Who's minding the drugstore?</a>  <a href="#">Liquor Ads find</a>

9/11	<a href="#">Understanding Consumers</a>		<a href="#">an audience</a> Wells 5
9/13	NO CLASS--HOLIDAY		
9/18	NO CLASS--FRIDAY SCHEDULE		
9/20		AdLab 1	<a href="#">What's wrong with dot.com ads?</a>
9/25			
9/27	<a href="#">Brand Equity and Brand Identity</a> Review for Exam 1	AdLab 2	<a href="#">Dr. Phil, medicine man</a>
10/2		EXAM 1	
10/4	<a href="#">The Communications Process, Models, and Theory</a>		Wells 4
10/9			
10/11		AdLab 3	
10/16	<a href="#">Determining Advertising Objectives/ Budgeting</a>	AdLab 4	Wells 6, 7  <a href="#">Our Ratings</a>
10/18	<a href="#">Creative Strategy</a>		Wells 12, 13, 14
10/23	<a href="#">Media Planning and Strategy</a>		Wells 11
10/25			

<b>10/30</b>	Review for Exam 2	AdLab 5	<a href="#">Millenials and Media</a> <a href="#">Convergence</a>
<b>11/1</b>		EXAM 2	
<b>11/6</b>	<a href="#">Broadcast Media</a>		Wells 8, 9
<b>11/8</b>	Print Media		
	Support Media		
<b>11/13</b>	WORK ON PROJECTS		
<b>11/15</b>	Direct Marketing Sales Promotion <a href="#">Public Relations and Publicity</a> Personal Selling	AdLab 6	<a href="#">If you pitch it, they will eat</a> <a href="#">Inside the Geppetto Group</a>
<b>11/20</b>	<a href="#">The Internet and Interactive Media</a>		Wells 10, 15, 16, 17, 18
<b>11/22</b>	THANKSGIVING		
<b>11/27</b>		AdLab 7	<a href="#">Interactive video</a> <a href="#">Hidden Persuaders</a>
<b>11/29</b>		Presentations	
<b>12/4</b>		Presentations	
<b>12/6</b>	<a href="#">Review for Exam 3</a>		

	WORK ON PROJECTS		
<b>12/11</b>		EXAM 3	
<b>12/18</b>	SECTION TR73 (7:35 PM)	IMC Plans due 3:30 pm	
<b>12/20</b>	SECTION XZ24 (4:10 PM)	IMC Plans due 3:30 pm	

*Academic dishonesty is unacceptable and will not be tolerated. Cheating, forgery, plagiarism and collusion in dishonest acts undermine the college's educational mission and the students' personal and intellectual growth. Baruch students are expected to bear individual responsibility for their work and to uphold the ideal of academic integrity. Any student who attempts to compromise or devalue the academic process will be sanctioned.*

For definitions of academic dishonesty and its consequences, see  
[http://www.baruch.cuny.edu/academic/academic\\_honesty.html](http://www.baruch.cuny.edu/academic/academic_honesty.html)

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