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# Advertising & Promotions

**COURSE DESIGNATOR** SDNY 3018

**LANGUAGE OF INSTRUCTION** English

**NUMBER OF CREDITS** 3

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## COURSE DESCRIPTION

This course introduces students to the basic elements of marketing communications, including advertising, direct marketing communications, sales promotions, public relations and publicity, and personal selling. The concept of integrated marketing communication is introduced as an organizational tool and as a philosophy for campaign planning. Integrated marketing communication requires a 'total' approach to planning advertising and promotions campaigns and coordinating communication strategies in support of overall brand and goods/services marketing objectives, and more broadly marketing strategy.

## COURSE OBJECTIVES

The subject is designed to familiarise students with the fundamentals of advertising and promotions, the marketing communications process and the role and importance of communications as an activity in the marketing mix. It will enable students to understand the organisation and process of advertising and promotions communications activities, including creative and media planning and strategy, and the other promotional elements in the communications mix. These include direct marketing communications, sales promotions, public relations and publicity, as well as personal selling.

The course has two main objectives:

- To familiarise students with the major concepts in advertising and promotions
- To integrate these concepts into a framework which can be applied to effective communication planning and strategy
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## LEARNING OUTCOMES

By the completion of the course students should:

- understand the communication objectives behind advertising and promotions;
- understand the various communication elements in the communications mix;
- understand the relationships between marketers and communication agencies;
- understand communications objectives setting, budgeting and remuneration;
- appreciate the role of consumer insights/research in communications design;
- understand the advertising and promotions strategies and tactics utilised by communications agencies;
- understand advertising and promotions ethical, regulatory and legal issues;
- critically analyse current and past advertising and promotions campaigns; and
- develop skills in selecting and integrating particular elements to create effective communication campaigns.

## METHODOLOGY

This course is taught using a combination of formal lectures and informal interactive discussions. The former occupies around half the allocated time at each session, while the latter occupies around a third of the allocated time at each session. The remainder of the time at each session is devoted to the critiquing of advertising and promotional examples and/or case study analysis. Examples of advertising, direct marketing communications, sales promotions, public relations and publicity, and personal selling will be provided, as well as some case studies. Students are required to become actively engaged in analysing and discussing these examples and cases.

## MY EDUCATION REQUIREMENT

There are two co-curricular My Education events (activities which the student selects and carries out independently) and these account for 5% of the total grade in this course. Students should select which two My Education events/activities they wish to undertake and which can be reflected on from an 'advertising and promotions' perspective. The lecturer of this course can help you identify the most appropriate events/activities. For each, a one page reflective summary of the event/activity should be submitted in the week following attendance at the event/undertaking the activity.

There will in addition be a field visit to either an advertising agency and/or the Advertising Federation of Australia, the Australian Direct Marketing Association, or the Public Relations Institute of Australia. This is a structured activity that involves a formal briefing, provision of a profile of the organization involved, and a self-completion form with semi-structured questions to be addressed either during or after the fieldtrip. The fieldtrip will be debriefed at the session in the week following the fieldtrip, and students will be expected to provide answers to the questions. These answers (approximately 1-2 A4 pages) must be submitted at this following week session, and these account for 5% of the total grade in this course. In the event of the above field activities not being possible to arrange, the lecturer will advise students of an alternative fieldtrip.

## REQUIRED READING AND RESOURCES

The prescribed textbook for this course is:

- Belch, G. Belch M. Kerr, G. Powell, I. (2012) *Advertising and Promotion – An Integrated Marketing Communications Perspective*, 2nd Edition, Irwin McGraw Hill, Sydney

Readings from the above text appear below in the table in the next section. The expectation is that students will read them prior to the following week's lecture and interactive discussion.

In addition, *B&T Weekly* and *Advertising News* (available at newsstands) are useful sources of contemporary applied Australian advertising and promotions material.

## GRADING

### CAPA PROGRAM AND INSTRUCTOR POLICY

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic course depends upon the absolute integrity of the work done by the student, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work and class behavior. This means to gain full attendance you must attend all classes, you must not be late (unless with a valid reason) and you must be respectful of the professor and of other students by not talking/whispering in class when others are talking or presenting. Persistent lateness or lack of attention in class, i.e., reading materials other than the work assigned, may result in a low or zero grade for participation, and possible referral to the CAO. **No electronic equipment will be used in class**, including laptops, phones, ipods, cell phones, etc, unless you have written permission from the Chief Academic Officer prior to the course. If you are caught using any electronic equipment, you may receive a zero grade for participation.

Plagiarism will be dealt with very seriously, and will be referred to the Chief Academic Officer in London. You may receive an F for the course. If all work is not submitted by the end of the program, you will receive an F for the course.

### CLASS PARTICIPATION AND ATTENDANCE

Attendance at all classes is mandated by CAPA; students who miss a class without permission from CAPA's Chief Academic Officer will have their grade for the course lowered. Informed participation is expected in every class, so students must have read the full assignment carefully before coming and be ready to discuss it if called upon. At any meeting there may be a brief, pass-fail two-minute quiz on some utterly obvious fact in the assigned reading. Students will also be asked to complete informal in-class writing assignments on a regular basis, which will require them to demonstrate their familiarity with the assigned materials. Students who repeatedly demonstrate unsatisfactory performance on these quizzes and exercises will be penalized in the participation grade.

### CRITERIA FOR GRADING AND GRADING STANDARDS

Grading Rubric		
A	93+	Achievement that is outstanding relative to the level necessary to meet course requirements.

A- B+ B	90-92 87-89 83-86	Achievement that is significantly above the level necessary to meet course requirements.
B- C+ C	80-82 77-79 73-76	Achievement that meets the course requirements in every respect.
C- D+ D	70-72 67-69 60-66	Achievement that is worthy of credit even though it fails to meet fully the course requirements.
F	<59	Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I.

## SCHEDULE AND ASSIGNMENTS

The following schedule details the topics that will be delivered in a sequential order on a weekly basis during the CAPA semester, the interactive activities that will be undertaken at each of the weekly sessions, and details relating to assessable items in the course. The weekly PowerPoint lecture slides will be posted on the Virtual learning environment course page, as well as the weekly interactive discussion questions. It is strongly recommended that the set readings from the prescribed textbook be undertaken prior to attending the relevant session in order to maximise personal learning, and individual academic performance.

Week	Topic	Interactive/Assessment	Readings
1	Introduction to Marketing Communications	Discussion Questions Overview of Course & Assessments	Chapter 1 Chapter 2
2	The Context of Marketing Communications Planning Marketing Communications	Discussion Questions	Chapter 3 Chapter 7
3	Communications Theory & Processes	Discussion Questions Communication Plan Briefing	Chapter 4 Chapter 5
4	Communications Objective Setting & Budgeting	Discussion Questions	Chapter 8
5	Creative Strategy & Implementation	Discussion Questions	Chapter 9
6	Traditional & Digital Media Planning & Implementation	Discussion Questions Mid Semester Exam Briefing	Chapter 10 Chapter 11
7	Direct Marketing Communication Strategy & Implementation	Discussion Questions Mid Semester Examination	Chapter 13
8	Consumer, Trade & Sales Force Sales Promotion Strategies & Implementation	Discussion Questions; Mid Semester Exam Debrief	Chapter 16
9	Public Relations & Publicity Strategies & Implementation	Discussion Questions Communication Plan Due	Chapter 15
10	Personal Selling Strategies & Implementation	Discussion Questions	Chapter 17
11	Assessing Communications Effectiveness Course Review	Discussion Questions Communication Plan Return	Chapter 12
12	Final Examination	Course Debrief	No Readings

### **MID SEMESTER EXAMINATION (15%)**

The Mid Semester Examination (to be held Week 7 in the lecture) will comprise a number of compulsory questions covering Week 1-6 materials from the lecture series, interactive discussion questions and the set readings. Duration – 1 hour.

### **COMMUNICATIONS CAMPAIGN PLAN (25%)**

The Communications Campaign Plan brief will be provided in Week 3. It will centre on designing a communications campaign for a major brand. In doing so you will need to discuss strategic planning, consumer insights, creative strategy, media strategy and recommended 'below the line' strategies, which may include direct marketing communications, sales promotions, public relations and publicity. It will require considerable research, as well as applied thinking. It is to be undertaken in groups. A hard copy of the Campaign Plan document (2,500 words maximum) is required, excluding the Table of Contents, Abstract, Bibliography and Appendices (examples of your campaign work should be included in the latter).

The Communications Campaign Plan is due in Week 9 at the start of the lecture. Absolutely no extensions will be granted. The paper should be cleanly typed, double-spaced on A4 paper with pages numbered and 2cm margins. A Table of Contents, an Abstract (150 words max.), sub-headings (provided in the set Brief), and a Bibliography should be included. Appendices are optional. Staple the paper with a cover sheet, which provides your names, and course details. NOTE: Do not use plastic or board covers or folders (if you do your paper will be returned to you unmarked).

The Campaign Plan will be assessed against the following five criteria:

- Breadth and originality of perspective (comprehensive consideration of marketing communications concepts plus originality of thought) – 30%
- Actionability and feasibility of the campaign plan (absence of any significant oversights and/or omissions) – 20%
- Application of subject theory (the extent to which theoretical insights have been applied in the plan) – 20%
- Persuasiveness of the written arguments (ability to convince the reader to support the recommended plan) – 20%
- Professionalism of the written document (its format, clarity and logic, absence of spelling/grammatical mistakes) – 10%.

Please Note: Students must notify the Lecturer-in-Charge in a timely manner and provide substantiating documentation of any problems in relation to group work. Any members of the group who do not make a significant contribution to group assignments will not receive a mark for the assignment. Each team member must individually complete and individually submit the Peer Group Assessment Form (available on the virtual learning environment site).

### **FINAL EXAMINATION (40%)**

The Final Examination (to be held in Week 12 in the lecture) will comprise a number of compulsory questions covering Week 1-12 materials from the lecture series, interactive discussion questions and the set readings. Duration – 3 hours.

### **PARTICIPATION (10%)**

Participation is a vital part of your grade. Students are also expected to participate actively and critically in class discussions, and the participation portion of the class will be graded accordingly. Assessment of participation by the lecturer is based on a 'mixed' quantitative/qualitative criteria i.e. the amount of participation will be considered x the quality of the participation (the quality of comments in terms of insights, and evidence of critical thinking) Note that it is possible to score full marks in this component of the course, just as it is possible to not score any marks.

### **MY EDUCATION AND THE FIELD TRIP ACTIVITY (10%)**

The My Education submissions are worth 5 marks. They will be reviewed for their reflective thinking on the event/activity, as well as their ability to make connections with the Advertising & Promotions course. Like the Participation component, it is possible to score full marks for the My Education assessments.

The Field trip submission is worth 5 marks. The answers to the semi-structured questions on the self-completion form will be reviewed for their comprehensiveness, as well as their ability to make connections with the theory and concepts taught in the Advertising & Promotions course. It is possible to score full marks for the Field trip assessment.

### **ATTENDANCE POLICY**

Regular attendance and punctuality are mandatory in order to earn full marks. The final grade will take into consideration preparation required for class (i.e. readings) and participation in class discussions. If you miss any meetings without an

excused absence from the on-site director, your final grade will be dropped accordingly. In the case of absences, it is the student's responsibility to find out what information was given in class including any announcements made.

## **UNIVERSITY OF MINNESOTA POLICIES AND PROCEDURES**

Academic integrity is essential to a positive teaching and learning environment. All students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own, can result in disciplinary action. The University Student Conduct Code defines scholastic dishonesty as follows:

### **SCHOLASTIC DISHONESTY**

Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis.

Within this course, a student responsible for scholastic dishonesty can be assigned a penalty up to and including an "F" or "N" for the course. If you have any questions regarding the expectations for a specific assignment or exam, ask.

### **STUDENT CONDUCT**

The University of Minnesota has specific policies concerning student conduct and student needs. This information can be found on the Learning Abroad Center website.