

Advertising + Promotion Management

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Class Meetings: Tuesdays and Thursdays 8:00 – 9:20 a.m.
BSB 116

Professor: Professor Richmond
E-mail: krichmon@camden.rutgers.edu
Office Hours: A meeting can be arranged at any mutually convenient time.

Course Overview

This course is designed to introduce students to advertising and promotion management. Within the context of integrated marketing communications, students will be exposed to the advertising and promotion planning process and the execution of effective advertising and promotion programs. The student will gain knowledge of the following marketing communications topics:

- The role of marketing communications in marketing management and brand management
- How marketing communications “work” in persuading
- Setting marketing communications objectives
- Developing strategically sound advertising plans
- Leveraging online, interactive and “new” media opportunities
- Developing strategically sound consumer sales promotions and trade promotions
- Leveraging public relations and publicity
- Evaluating marketing communications effectiveness

The course also will address the relationship between advertising and society, the roles and organization of advertising and promotion agencies, and international advertising. Students will apply knowledge of advertising and promotion to creating an integrated marketing communications plan.

Required Materials

Required Textbook: *Integrated Advertising, Promotion, and Marketing Communications*, 8th edition, by Kenneth E. Clow and Donald Baack, Pearson

Required Reading: ADWEEK, available free at <http://www.adweek.com>.

Other Required Reading: Students should be fluent in current events in the business world that have application to marketing communications and advertising and be able to discuss them in class each week. Current events in business can be found in business, marketing and advertising publications and websites such as *Wall Street Journal*, *Business Week*, *Fortune*, *Internet Retailer*, *AdAge*, *Brandweek*, *PROMO*, *Direct*, *Philadelphia Business Journal* or in the business sections of *New York Times*, *USA Today*, *Philadelphia Inquirer*, or business news on CNN, CNBC, Bloomberg, or on business-related websites such as Inc.com, Entrepreneur.com, Mashable.com and others. It is helpful to follow several of these media outlets on social networks such as Twitter and Facebook.

Nature of the Course

Course activities include lectures, in-class projects and discussions, a team project, individual homework assignments, and two examinations. It is the student’s responsibility to do the assigned reading before class. Each student is expected to come to class ready, willing and able to discuss the materials assigned for each day. Student participation in class discussions is essential, and attendance at all class meetings is expected.

This is an experiential learning class and requires significant time outside of the classroom for team and client meetings. If your schedule does not allow this type of flexibility, you should consider taking a different class.

Grading

Final grades will be determined on the basis of the following components. Each is described in more detail below.

Midterm Examination	25%
Final Examination	25%
Team Project: Integrated Marketing Communications Plan	30%
Individual Homework Assignments	15%
Class Participation	<u>5%</u>
Total	100%

Grading Scale

Grades will be assigned based on the following scale:

To achieve this grade:	You must earn a minimum of this:
A	90
B+	85
B	80
C+	75
C	70
D	60
F	any grade less than 60

All grades are final. Remember, the time to discuss any problems you are having with the course and/or the grades you’ve received is during the semester, not after classes are over.

All assignments are to be submitted using proper grammar and correct spelling. Deductions will be made for errors.

To receive a grade of “A” on an assignment or project you must:

- Clearly demonstrate that the assignment was understood, follow all directions and complete all parts of the assignment.
- Relate assignment topic to lecture discussion and assigned readings.
- Demonstrate research beyond the course text and lecture material.
- Demonstrate a depth of analysis that proves an understanding the concepts in question.
- Communicate clearly and thoroughly.
- Put forth an effort that goes beyond merely answering the assigned questions or completing the given task.

- Demonstrate excellent communication skills including correct spelling and grammar.
- Submit the assignment on time

Exams

Two examinations will be administered as noted in the course schedule. The second exam will be comprehensive. Students must take exams in the classroom on the designated date/time. **There will be no make-up or early exams for any reason.** If an exam is missed, the student will receive a zero as the grade for the exam.

Project: Integrated Marketing Communications (IMC) Plan

Students will work in groups as an advertising agency and create an Integrated Marketing Communication plan for a real client (described in the IMC Plan Guidelines to be posted to Sakai on the first day of class).

Teams will act as an advertising agency “pitching” to get the business for the brand. The client along with a panel of Executive Judges will determine which team is awarded the business. The team with the highest score will receive a 5-point “signing bonus” on their IMC plan grade.

The IMC plan involves gathering and analyzing relevant background information on brand and product perceptions, the marketing environment, and potential target market characteristics. Agency teams will conduct research; develop marketing communications objectives, strategies, and tactics for this brand including **at least four mock-ups** of which at least two must be mock-up ads. Note that the mock-ups can be in any medium including, but not limited to, magazine, newspaper, radio, outdoor, direct mail, video, sponsorship, podcast, email, web pages, social networking pages, mobile marketing, guerilla marketing, etc. The mock-ups should represent the most powerful execution of your message. In addition, the IMC plan will involve developing recommendations for sales promotions, public relations, event sponsorships, Internet and web site communications and other media recommendations.

The IMC Plan will be completed throughout the semester and includes the following:

- **Agency team assignments and agency name.** Students will choose their team members and preferred client by **September 14**. Final brand assignments will be confirmed within 48 hours. Each agency must choose a name. Agency names are due at the beginning of class on **September 19**.
- **Individual homework assignments.** These assignments are due on the dates outlined in the course schedule. The details for each assignment are included in Sakai. The assignments should not be discussed with the team (or with any one else). Assignments must be typewritten (double-spaced) and submitted in hard copy at the beginning of class **and** posted to Sakai in the appropriate place in the Assignments folder no later than 11:55 p.m. on the due date. Any assignments not submitted on time (in hard copy or on Sakai) will incur a 3-point deduction (out of 10 possible points) for each element that is not submitted on time. Assignments will not be accepted after the due date.
- **IMC Plan Draft submitted by each agency team.** The draft will not be graded but will be used as a means to provide feedback to each agency team about the progress of the IMC plan including areas for additional research, analysis and development. Each team is required to turn in a preliminary draft of the team’s IMC plan per the date designated on the course schedule. The draft is due in hard copy at the beginning of class **and** posted to Sakai in the appropriate place in the Assignments folder no later than 11:55 p.m. on **October 24**. **Each member of the agency team**

must submit the team's document to Sakai. Only one copy of the hard copy draft is required. Students that do not submit a draft on time will be docked 10 points on their final IMC Plan grade. Drafts will not be accepted after the due date.

Feedback on the draft will be provided in a meeting with each agency team (all agency team members must be present for the draft feedback meeting). The meetings will take place **October 25 – November 2** at an agreed upon time for each agency team.

In addition, each agency team (including all team members) must also be in attendance at a final IMC Plan Progress Meeting during the scheduled class times on November 28 and November 30. No written documents are required for this meeting. It is designed to be a review of each agency's tactics prior to the submission of the final written plan.

All students are required to attend both meetings with their agency team. If a student does not attend a meeting, he/she will be docked 10 points on the final grade for the IMC Plan project for each meeting missed.

- **Final IMC Plan submitted by each agency team.** The approximate length of the IMC Plan is 20+ pages not including appendices. Each IMC Plan must include all of the elements in the outline included in the IMC Plan Guidelines. Each team will be graded on the quality of analysis, appropriateness of recommendations, clarity, and other relevant aspects of the plan.

The IMC Plan is due at the **beginning of class on December 12.** Two identical hard copies of each team's IMC Plan are due at this time. **If any team members are late for class on December 12, the team will be docked 10 points.** In addition, each student must submit a copy of his/her team's final written IMC Plan to the appropriate assignment in Sakai by 11:55 p.m. on December 12. Any IMC plans that are not turned in complete by the designated time will not be accepted and team members will be docked 10 points. Late submissions will not be accepted.

- **Final presentation of the IMC plan by each agency team.** Each agency team will make a 10-minute presentation during the time designated for the final exam. The clients will act as a panel of Executive Judges. Each agency team member is required to participate in the agency team's presentation and attendance at the full session is required. Any student who is not present at the entire session will receive a zero for the project. Any student that does not present will receive a zero for the project. **Each student must submit the final presentation to the appropriate assignment in Sakai by 11:55 p.m. on December 19.**
- **Peer Evaluation.** Working in a collaborative team is critical for success on this project and in the business world. The Peer Evaluation is an important tool and will be taken into account for the final grading of the IMC Plan. Students may receive extra credit points or point deductions based on the feedback from their peers.

Each agency team member will complete an evaluation of himself/herself and each of his/her team members. The evaluation form is due in Sakai (in the Assignments folder) no later than Friday, **December 15 at 11:55 p.m.** Any team member that does not submit a peer evaluation will be docked 5 points on his/her IMC Plan grade. No peer evaluation forms will be accepted after the due date.

The IMC Plan Guidelines will describe the project in more detail (to be posted to Sakai on the first day of class).

Class Participation

The class includes in-class discussions and projects. As an important component of your educational experience, the quality of your involvement in these in-class activities will contribute to your class participation grade. Students are responsible for all material and discussion covered in class. Class participation grades will be given based on the following scale:

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| 0 | Not present or detracted from discussion |
| 1 | Present, did not contribute |
| 2 | Present and contributed |
| 3 | Made valuable contributions (which reflect reading of the material prior to class) |

Course Policies

Professional conduct is expected from all course participants. Punctuality, preparedness, and high-quality participation, papers, and presentations are expected. You are responsible for all announcements made in class including schedule changes. In addition, the following standards are in place:

Sakai and Rutgers Email: Your Rutgers email account is the official form of communication for this class. You should check this account regularly for any class announcements (e.g. changes in assignments, cancellations, etc.).

All required assignments must be posted as noted to Sakai to the appropriate place in the Assignments folder by 11:55 p.m. on the due date. **Do not submit assignments to the Digital Drop box.** Any assignment not posted on time will incur a point deduction as described above.

Technology is not an excuse for a late assignment unless the Sakai system has a documented outage. It is your responsibility to contact the Help Desk and get the situation resolved by the due date if you are experiencing any technical problems.

All assignments must be submitted in one of the following standard file formats: Word, PowerPoint, Excel, or PDF. Any assignment that is not submitted in one of these formats will receive a zero.

Grades: All grades will be posted to Sakai within 7 working days of submission. Grades for each assignment, test and participation will be posted and will be reflected in the cumulative grade. The cumulative grade shown in Sakai is a reflection of the current grade earned for all tests, assignments, and participation to date.

Electronic Devices: All electronic devices must be turned off before class begins. This includes mobile phones, iPods, tablets, laptops, etc. **Students who leave class to answer mobile phone calls will receive a zero for class participation for that class. Students using any electronic device during class will be given a zero for class participation for that class.**

Class Disturbances: Students talking with each other during class can disturb others who wish to listen to the lecture or participate in class discussions. If you insist on talking during class (about subjects unrelated to the class of course), you will be asked to leave. **Any student that leaves class for any reason will receive a 0 for his/her class participation grade for that class.**

Punctuality: Coming into class late is a disruption to the rest of the class. Any student who is late for class will be docked on his/her class participation grade.

Academic Integrity:

Academic integrity requires that every student and faculty member understand and adhere to the Academic Integrity Policy issued by Rutgers University. It is the responsibility of each student to be familiar with and abide by the policy. The policy will be strictly enforced in this class. The complete policy can be found at <http://academicintegrity.rutgers.edu/academic-integrity-at-rutgers>.

Plagiarism: This includes copying work from another student and using words or ideas from another author without acknowledging the source. While it is acceptable and even encouraged to discuss your work with other students, professionals, or friends, your writing must be your own. If you use words or ideas, published or unpublished, of another author, you must clearly acknowledge that source. This includes both direct quotes and paraphrasing ideas not commonly held by typical students. For example, you do not need to use a citation when talking about the types of programs available on network television but you would need to use a citation if you give exact numbers of network television viewers that you found in an Internet or magazine article.

Cheating on Exams: Cheating in any form is totally unacceptable. Students found to be giving or receiving help on exams will automatically receive a grade of "F" for the course and the offense may result in the student being expelled from the University.

Students with Disabilities:

Students who are seeking an accommodation because of a disability are directed to the website <http://learn.camden.rutgers.edu/disability/disabilities.html> or they can contact the Camden campus Disability Coordinator at Armitage Hall Room 240. The email address is disabilityservices@camden.rutgers.edu. All contact will be considered confidential.

Course Schedule

Dates	Reading – Textbook	IMC Plan	Homework	Tests
Sept. 5 & 7	Syllabus and IMC Plan Project Overview and Elevator Pitches Chapter 1 – Integrated Marketing Communications	-	Current cover letter, resume, and Introduction Sheet, Elevator Pitch	-
Sept. 12 & 14	IMC Plan Outline	Client and Agency Choices and Names (9/12) Individual Homework Assignment #1 (9/14)	-	-
Sept. 19 & 21	Chapter 2 – Brand Management		-	-
Sept. 26 & 28	Chapter 3 – Buyer Behaviors	-	-	-
Oct. 3 & 5	Chapter 4 – The IMC Planning Process	-	-	-
Oct. 10 & 12	Chapter 5 – Advertising Campaign Management	Individual Homework Assignment #2 (10/12)	-	-
Oct. 17 & 19	Chapter 6 – Advertising Design Mid-term Exam (10/19)	-	-	Mid-term Exam (10/19)
Oct. 24 & 26	Chapter 7 – Traditional Media Channels	IMC Plan Draft (Oct. 24); IMC Plan Draft Feedback Meetings (Oct. 25 – Nov. 2)	-	-
Oct. 31 & Nov. 2	Chapter 8 – Digital Marketing Chapter 9 – Social Media	-	-	-
Nov. 7 & 9	Chapter 13 – Public Relations and Sponsorship Programs	-	-	-
Nov. 14 & 16	Chapter 10 – Alternative Marketing	Individual Homework Assignment #3 (11/14)		-
Nov. 21 (no class 11/23)	Chapter 12 – Sales Promotions	-	-	-
Nov. 28 & 30	Final IMC Meetings	Extra Credit Assignment due Nov. 30	-	-
Dec. 5 & 7	Chapter 11 – Database and Direct Response Marketing and Personal Selling Final Exam (12/7)	-		Final Exam (12/7)
Dec. 12 & 14	Final Exam review + Final Presentation Agenda and Tips for Success (12/12) Agency Team Presentation Run-throughs (12/14)	Final IMC plan due 12/12; Peer Evaluations due 12/15	-	-

December 19 @ 8:00 – 11:00 a.m.	Final presentations	IMC Presentations	-	-
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