



SDNY COMM 3374

Advertising & Promotions

Course Description

This course introduces students to the basic elements of the 'marketing communications mix', including advertising, direct marketing communications, sales promotions, public relations, and personal selling. The concept of integrated marketing communication is introduced as an organizational tool and as a philosophy for campaign planning and strategy. 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 Aims

The course 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 personal selling.

The course has two main objectives:

1. To familiarise students with the major concepts in advertising and promotions
2. To integrate these concepts into a framework which can be applied to effective communication planning and strategy

Requirements and Prerequisites

This course does not require students to have undertaken prior courses in advertising and promotions. However it does assume that students have some prior knowledge about marketing. Some understanding of communications and media studies would be an advantage.

Learning Outcomes

By the completion of the course students should:

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

At a broad level learning outcomes for students are intended to recognise, describe, critically analyse and interpret:

10. The nexus between Advertising & Promotion and Globalisation – American, Australian and communications from elsewhere are not merely local or national in style and contents, but are increasingly international and global in nature
11. The nexus between Advertising & Promotion and Diversity – American and Australian communications are sometimes accused of not representing the diversity of their national populations, and producing stereotypical representations

Developmental Outcomes

Students should demonstrate: responsibility & accountability, independence & interdependence, goal orientation, self-confidence, resilience, appreciation of differences.

Class methodology

This course is taught using a combination of formal lectures and informal interactive discussions (principally conducted online). The former occupies the bulk of the allocated time at each face to face Seminar, while the latter occupies the bulk of the allocated online time. The remainder of the time at each face to face Seminar is devoted to the critiquing of advertising and promotional examples. Examples of advertising, direct marketing communications, sales promotions, public relations, and personal selling will be provided. Students are required to become actively engaged in analysing and discussing these examples (and an analytical framework will be provided to do so).

Assessment & Grading

Task	Weighting	Learning outcome assessed
1. Participation	20%	1, 2, 3, 4, 5, 6, 7, 8, 10, 11
2. Mid Semester Examination	20%	1, 2, 3, 4, 5, 6, 10, 11
3. Communications Campaign Plan	30%	1, 2, 5, 6, 7, 9
4. Final Examination	30%	1, 2, 3, 4, 5, 6, 7, 10, 11

Descriptor	Alpha	Numeric	GPA	Requirements
Excellent	A	93+	4.0	Shows superior use and understanding of extensive literature beyond the textbook and notes
	A-	90 - 92	3.7	
Good	B+	86 - 89	3.3	Shows significant use and understanding of extensive literature beyond the textbook and notes
	B	83 - 85	3.0	
	B-	80 - 82	2.7	
Average	C+	76 - 79	2.3	Shows a clear understanding and some insight into the material in the textbook and notes, but not beyond
	C	73 - 75	2.0	
Below Average/ Poor	C-	70 - 72	1.7	Fails to show a clear understanding or much insight into the material in the textbook and notes
	D+	66 - 69	1.3	
	D	60 - 65	0.7-1.0	
Fail	F	<60	0	Shows little or no understanding of any of the material
Incomplete	I			Please see CAPA policy in Faculty Handbook

1. Participation (20%)

Participation is a vital part of your grade. Students are also expected to participate actively and critically in Seminar discussions (online and in the face to face class), and the participation portion of the Seminar 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.

Please review the following table as a guide:

Grade	Discussion	Reading
A range	Excellent: consistent contributor; offers original analysis and comments; always has ideas on topics of the readings; takes care not to dominate discussion.	Obviously has completed all readings; intelligently uses resultant understanding to formulate comments and questions for the discussion.
B+	Very Good: frequent, willing, and able contributor; generally offers thoughtful comments based on the readings.	Has done most of the readings; provides competent analysis of the readings and applies insights from class appropriately.
B / B-	Satisfactory: frequent contributor; basic grasp of key concepts but little original insight; comments/questions are of a general nature.	Displays familiarity with some readings and related concepts, but tends not to analyse them.
C range	Poor: sporadic contributor; comments/questions betray lack of understanding of key concepts; often digresses in unhelpful ways.	Displays familiarity with few readings; rarely demonstrates analytical thought.
D / F	Very Poor: rarely speaks; merely quotes text or repeats own comments or those of others.	Little to no apparent familiarity with assigned material or application to relevant discussion.

2. Mid Semester Examination (20%)

The Mid Semester Examination (to be held Week 6 in the face to face Seminar) will comprise a number of compulsory questions covering Week 1-5 materials from the lecture series, interactive discussion questions discussed online and the set readings. Duration – 1 hour.

3. Communications Campaign Plan (30%)

The Communications Campaign Plan brief will be provided in Seminar 2. 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, and public relations. It will require considerable research, as well as applied thinking. It is to be undertaken in groups. A copy of the Campaign Plan document (2,500 words maximum) should be submitted online. The word limit excludes the Table of Contents, Abstract, Bibliography and Appendices (examples of your campaign work should be included in the latter).

The Communications Campaign Plan should be submitted prior to Seminar 9 before the start of the seminar. Absolutely no extensions will be granted. The paper should be cleanly typed, double-spaced 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.

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

12. Breadth and originality of perspective (comprehensive consideration of marketing communications concepts plus originality of thought) – 30%
13. Actionability and feasibility of the campaign plan (absence of any significant oversights and/or omissions) – 20%
14. Application of subject theory (the extent to which theoretical insights have been applied in the plan) – 20%
15. Persuasiveness of the written arguments (ability to convince the reader to support the recommended plan) – 20%

16. 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 (to be made available).

4. Final Examination (30%)

The Final Examination (to be held in Seminar 12) will comprise a number of compulsory questions covering Week 1-12 materials from the lecture series, interactive discussion questions and the set readings. Duration – 1.5 hours.

Course Materials

Required Readings

The prescribed textbook for this course is:

17. Belch, G. Belch M. Kerr, G. Powell, I. (2014) *Advertising and Promotion – An Integrated Marketing Communications Perspective*, 3rd 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 Seminar.

Recommended Reading

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

Library and research facilities

SUNY is the library of record for CAPA Sydney. Students may also use the Sydney College of TAFE library. It can be accessed by visiting <http://sydneytafe.edu.au/library-online>

More information on CAPA Sydney library and research facilities can be obtained by looking through your Orientation Pack or by speaking to a CAPA Sydney staff member.

Weekly Schedule

Date	Seminar topics	Class activities
	Seminar 1 - Introduction to Marketing Communications Definitions, Communication Mix Elements, Integrated Marketing Communications Concept Required Reading Chapter 1 & 2 Additional Readings None	Class Course Outline Overview Lecture Online Lecture Slides Seminar Discussion Questions
	Seminar 2 - The Context of Marketing Communications, Planning Marketing Communications Turbulence Environments, Disengaged Consumers, Marketing Plans, Communications Plans Required Reading Chapter 9 Additional Reading None	Class Lecture Campaign Plan Briefing Group Formation for the Campaign Plan Online Lecture Slides Seminar Discussion Questions

	<p>Seminar 3 - Communications Theory & Processes The Basic Communications Model, Hierarchy of Effects, Black Box, Consumer Behaviour</p> <p>Required Reading Chapter 5 & 6</p> <p>Additional Reading None</p>	<p>Class Lecture Communication Plan Briefing</p> <p>Online Lecture Slides Seminar Discussion Questions</p>
	<p>Seminar 4 - Communications, Objective Setting & Budgeting Brand Equity, Relationships, Communications & Sales Objectives, Types of Budgeting</p> <p>Required Reading Chapter 10</p> <p>Additional Reading None</p>	<p>Class Lecture</p> <p>Online Lecture Slides Seminar Discussion Questions</p>
	<p>Seminar 5 - Creative Strategy & Implementation What is 'Creative'? Defining Good Creative, Political Correctness, Appeal Types, Executions</p> <p>Required Reading Chapter 11</p> <p>Additional Reading None</p>	<p>Class Lecture Mid Semester Exam Briefing</p> <p>Online Lecture Slides Seminar Discussion Questions</p>
	<p>Seminar 6 - Traditional & Digital Media Planning & Implementation Digital Natives, Immigrants, and Traditionalists, Key Media Terminology, Different Media Advantages</p> <p>Required Reading Chapter 3 & 12</p> <p>Additional Reading None</p>	<p>Class Lecture Mid Semester Examination</p> <p>Online Lecture Slides Seminar Discussion Questions</p>
	<p>Seminar 7 - Direct Marketing Communication Strategy & Implementation Definition, Scope of Direct Marketing Communications, Data Bases & Permission Marketing</p> <p>Required Reading Chapter 14 (the Direct Marketing sections)</p> <p>Additional Reading None</p>	<p>Class Lecture Mid Semester Exam Debriefing</p> <p>Online Lecture Slides Seminar Discussion Questions</p>
	<p>Seminar 8 - Consumer, Trade & Sales Force Sales Promotion Strategies & Implementation Definition, Typology of Sales Promotions, Consumer, Trade & Sales Force, 'Sales Promotion Traps'</p> <p>Required Reading Chapter 16</p> <p>Additional Reading None</p>	<p>Class Lecture</p> <p>Online Lecture Slides Seminar Discussion Questions</p>
	<p>Seminar 9 - Public Relations & Publicity Strategies & Implementation Definition, The Scope of PR & Publicity, Sponsorship & Events, Corporate & Brand Equity</p> <p>Required Reading</p>	<p>Class Lecture</p> <p>Online Lecture Slides Seminar Discussion Questions</p>

	Chapter 15 Additional Reading None	
	Seminar 10 - Personal Selling Strategies & Implementation Definition, Roles of a Personal Seller, Typology of Communication Styles, Integration Challenges Required Reading Chapter 14 (the Personal Selling sections) Additional Reading None	Class Lecture Communication Plan Due (upload) Online Lecture Slides Seminar Discussion Questions
	Seminar 11 - Assessing Communications Effectiveness & Course Review Qualitative & Quantitative Methodologies, Focus on Advertising, Other Communications Elements Required Reading Chapter 13 Additional Reading None	Class Lecture Communication Plan Return and Debriefing Final Exam Briefing Online Lecture Slides Seminar Discussion Questions
	Seminar 12 - Final Examination A 'capstone' exam focusing on key learning outcomes from the Course Required Reading No Readings Additional Reading None	Class Course Debrief Administrative Matters Online No Materials

Note: Due to public holidays during the Semester some classes may need to be rescheduled as either face to face classes, or online classes.

Attendance, Participation & Student Responsibilities

Attendance

CAPA has a mandatory attendance policy. Students are also expected to participate actively and critically in class discussions, and the participation portion of the class will be graded accordingly. Students must read assignments BEFORE the class, and come in on time. Attendance is mandatory and is taken at the beginning of every class. Unauthorized absence from class will result in a reduction of the final grade and ultimately in a F for the course.

Missing classes for medical reasons

If you need to miss a class for medical reasons or for a family emergency, you must send an e-mail to let the Director of Academic Affairs (DAA) know at least one hour in advance of your class or meeting by emailing jmiller@capa.org. Note that calling the CAPA Center (02 9217 5977) is acceptable only if you do not temporarily have access to the internet. An e-mail is still required as quickly as you can get access to the internet again. You will need to provide evidence of the reason for your absence. Unexcused absences will result in a grade reduction. In the event of a missed class or field trip, it is your responsibility to contact your instructor and make up any missed assignments.

Class Participation

Participation is a vital part of your grade: students are expected to participate orally in seminars and in online forums and discussions in a critical and evaluative manner; to interact with the faculty and fellow students with respect and tolerance; and to actively engage in discussion. Derogatory or inflammatory comments about the cultures, perspectives or attitudes of others in the class will not be tolerated.

Academic Integrity

The faculty expects from you, the student, 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 demonstrates a high standard of individual honor in his or her scholastic work and class behavior. Plagiarism and cheating will result in dismissal from the program. See the Handbook of CAPA Academic Policies for more information and resources on plagiarism.

Use of electronic equipment in class

All devices such as laptops, I-pods, I-pads, netbooks, notebooks and tablets, smartphones, cell phones, etc. are NOT allowed unless you have express permission from the faculty or you have been instructed to do so. If you require an accommodation to use any type of electronic equipment, inform the Director of Academic Affairs or the Resident Director at the beginning of Term.

Use of Electronic Translators

In Language courses students are NOT allowed to use electronic translators for writing texts in the target language: those submitting compositions and texts of whatever kind translated in such a fashion will receive a final F grade for the course.

Late Submission

Late submission of papers due, projects, journal entries, pieces of homework and portfolios is only permitted with prior approval. A request must be made to the relevant Faculty member no later than two days prior to the due date. Late submission without prior approval will result in a full alpha grade penalty. In either case, work cannot be submitted after feedback has been provided to the rest of the class on the relevant assessment or one week after the due date whichever comes first, after which point a grade of F will be given for the assessment.

Behaviour during Examinations

During examinations, you must do your own work. Unless specifically instructed by the lecturer or instructor, talking during an exam is not permitted, nor may you compare papers, copy from others, or collaborate in any way. Any failure to abide by examination rules will result in failure of the exam, and may lead to failure of the course and disciplinary action.