

**The Peter F. Drucker and Masatoshi Ito Graduate School of Management
Claremont Graduate University**

Fall 2007

**MGT 322: Advertising Practicum: Contemporary Application
Thursdays, 7:00 p.m. - 9:50 p.m.**

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MGT 322: Advertising Practicum: Contemporary Application (4 units)

Advertising classes typically rely on textbooks and lectures to provide the student with some modicum of understanding of the complexities that comprise the art and science of mass communication. While everyone is aware of some form of advertising, whether on television, in newspapers, online or in magazines, not every campaign is successful.

What is the role of advertising in creating awareness and influencing preference, sales and loyalty? How does it really work? What is it like to work at an advertising agency? How can students gain a hands-on understanding of the complexities and transdisciplinary skills inherent in advertising? How can they experience first hand the challenges and rewards of creating a robust and effective advertising strategy that meets both the client's goals and approval? How can they effectively communicate an advertising strategy to stakeholders on the client side?

This course will provide the student with a hands-on practicum in the art and science of advertising for a client. It is designed to go beyond textbook readings and lectures to provide an intense practical experience that will be useful for anyone who may come interact with advertising, either on the agency side or on the client side.

Group Projects

There will be several group projects leading up to the final project. During the first class, participants will form their own groups of 2-3 members.

Each group will make three (3) presentations. These presentations shall communicate the group's 1) Research Plan, 2) Creative Brief, and 3) Final Advertising Strategy as it applies to a client's strategy. In addition, students will participate in a practice presentation session prior to the final presentation. The analysis should use concepts and frameworks discussed in class and from class readings, and the presentations should communicate this effectively. Students are encouraged to quote supporting information gathered from reliable sources accurately.

The first two (2) projects are to include a written paper as well as the presentation. Although each paper is required to have no more than five (5) pages (double-spaced typing, 12 pt type), each group is encouraged to submit a paper that sufficiently conveys their findings/analysis. The final paper is expected to comprise a thorough examination of the sections covered in the class, as

well as the previous three presentations. The paper should be of the scope to sufficiently convey the group's findings and analysis.

Each group will turn in two copies of their final report on the day of the presentation. One copy will be returned with a grade.

The projects will be judged in terms of 1) thoroughness of recommendations; 2) ability of integrating theories in class; 3) creativity and critical thinking; 4) a level of effort appropriate for the size of the team, and 5) communication effectiveness.

The final Group Projects will be presented to the class on the last two days of the course. **On the last day of class the team will hand in two copies of the final project.** One copy will be returned with a grade.

Individual Projects

Each student will make two (2) individual presentations which shall convey the student's analysis of 1) one section of the class reading, and 2) one competitor of the client. The analysis should use concepts and frameworks discussed in class and from class readings.

Although the written papers are required to contain no more than five pages (double-spaced typing, 12 pt type) each student is encouraged to submit a paper that sufficiently conveys his or her analysis. Each class participant will turn in two copies of his/her analysis on the day of the presentation. One copy will be returned with a grade.

Agency Visit

The class will visit The Arttime Group, an advertising agency in Pasadena that includes among its clients both consumer and business accounts. During the visit, students will have the opportunity to learn about current and recent projects undertaken for various clients. In addition, students will present their individual analysis of one client competitor. The agency visit will take place on a Saturday over a period of six (6) hours.

Reading and Class Participation

The course will be conducted as a practicum. To get the most out of the practicum format, all participants should expect to come to class prepared to engage in a dialog and active discussion of the readings, previous class discussions, and the assignments. The readings should be read before the class sessions. It is equally important that students actively participate in class discussions as well as group discussions and presentations.

Grades

The **course grade** will be based on three major components: 1) each individual's class participation (20%); 2) the group projects (40%); and 3) the individual projects (40%). All members of a project team will receive the same grade.

Required Texts

1. Belch, George E. and Belch, Michael A. (2007) *Advertising and Promotion: An Integrated Marketing Communications Perspective w/ PowerWeb, 7th Edition*. New York, NY: McGraw-Hill
2. In addition, each student will be required to purchase a course packet, which will comprise a number of HBR cases (e.g., Charles Schwab, NutraSweet China, etc.) and a selection of additional readings on topics such as purchase behavior, post-purchase dissonance and advertising effectiveness.

Class Sessions

Sept. 6 - Session 1: Introduction

Class introduction, format, objectives and readings. Discuss individual projects and group projects; form groups. Client introduction: Drucker and Ito Executive Management Program

Group: Form Groups

Individual: Reading for this Class

1. Belch, George E. and Belch, Michael A. (2007) *Advertising and Promotion: An Integrated Marketing Communications Perspective w/ PowerWeb, 7th Edition*. New York, NY: McGraw-Hill; **Chapter 1:** An Introduction of Integrated Marketing Communications; **Chapter 21:** Regulation of Advertising and Promotion; **Chapter 22:** Evaluating the Social, Ethical, and Economic Aspects of Advertising and Promotion
2. Lal, Rajiv and Kiron, David (2001). Charles Schwab Corp.: Introducing a New Brand, *Harvard Business Review*

Sept. 13 - Session 2: Brand Discovery

The client, target market, target audience(s), competition, personality, positioning, contacts, SWOT, and competitive differentiation.

Invited Guests: Drucker EMBA Faculty/Staff

Group: Interviews with Drucker EMP faculty/staff representing the "client"

Individual: Reading for this Class

3. Belch, George E. and Belch, Michael A. (2007) *Advertising and Promotion: An Integrated Marketing Communications Perspective w/ PowerWeb, 7th Edition*. New York, NY: McGraw-Hill; **Chapter 4:** Perspectives on Consumer Behavior
4. Wathieu, Luc and Friedman, Allan (2005). Intelliseek, *Harvard Business Review*

Sept. 20 - Session 3: Market Research

The Research Plan, Methods and Objectives

Group:

Individual: Presentation of Reading

5. Yoshino, Michael and Knoop, Carin-Isabel (1996). NutraSweet in China, *Harvard Business Review*

Due Today: 1) TWO copies of Reading Presentation.

Sept. 27 - Session 4: Competitive Analysis

How to research competitors, what to look for, using online sources

Group:

Individual:

Oct. 4 - Session 5: Research Analysis

Understanding the results; cross tab. Writing the report

Group: Presentation of Research Plan
Individual:

Due Today: 1) TWO copies of Research Plan.

Oct. 11 – NO CLASS

Oct. 13 SATURDAY - Sessions 6 and 7 (Six (6) Hours – Two Combined Sessions): Messaging and Creative Development w/lunch break

The messaging matrix. Developing key message points. Writing the Creative Brief

Advertising Agency Visit – The Arttime Group, Pasadena, 65 N. Raymond Ave. Suite 205

Group:

Individual: Presentation on one Competitor

Reading for this class

6. Belch, George E. and Belch, Michael A. (2007). *Advertising and Promotion: An Integrated Marketing Communications Perspective w/ PowerWeb, 7th Edition*. New York, NY: McGraw-Hill; **Chapter 5:** The Communication Process; **Chapter 6:** Source, Message, and Channel Factors; **Chapter 8:** Creative Strategy: Planning and Development; **Chapter 9:** Creative Strategy: Implementation and Evaluation

Holt, Douglas (2003). Mountain Dew: Selecting New Creative, *Harvard Business Review* – Presented in Class

Due Today: 1) TWO copies of Competitor Analysis.

Oct. 18 – NO CLASS

Oct. 25 - Session 8: Brand Documentation

Compiling the Brand Book

Group: Research Findings Presentation

Individual: Reading for this Class

7. Belch, George E. and Belch, Michael A. (2007) *Advertising and Promotion: An Integrated Marketing Communications Perspective w/ PowerWeb, 7th Edition*, New York, NY: McGraw-Hill; **Chapter 3:** Organizing for Advertising and Promotion

Due Today: 1) TWO copies of Research Findings.

Nov. 1 - Session 9: Advertising (1)

The Marketing Mix – Planning and strategy

Group:

Individual: Readings

8. Belch, George E. and Belch, Michael A. (2007) *Advertising and Promotion: An Integrated Marketing Communications Perspective w/ PowerWeb, 7th Edition*, New York, NY: McGraw-Hill; **Chapter 10:** Media Planning and Strategy; **Chapter 11:** Evaluation of Broadcast Media; **Chapter 12:** Evaluation of Print Media

9. Lovelock, Christopher (1992). Montecito State College, Cambridge: *Harvard Business Review*

Nov. 8 - Session 10: Advertising (2)

Support media and measurement

Group: Creative Brief Presentation

Individual: Readings

10. Belch, George E. and Belch, Michael A. (2007). *Advertising and Promotion: An Integrated Marketing Communications Perspective w/ PowerWeb, 7th Edition*, New York, NY: McGraw-Hill; **Chapter 13:** Support Media; **Chapter 15:** Internet and Interactive Media; **Chapter 19:** Measuring the Effectiveness of the Promotional Program

Due Today: 1) TWO copies of Creative Brief.

Nov. 15 - Session 11: Planning/Budgeting

Budget, CPM, Objectives

Group:

Individual: Readings

11. Belch, George E. and Belch, Michael A. (2007). *Advertising and Promotion: An Integrated Marketing Communications Perspective w/ PowerWeb, 7th Edition*, New York, NY: McGraw-Hill; **Chapter 7:** Establishing Objectives and Budgeting for the Promotional Program;

Nov. 22 – Thanksgiving NO CLASS

Nov. 29 - Session 12: Presentation Methods

Presenting the Media Plan

Group: In-Class Presentation Practice

Individual:

12. Elsbach, Kimberly (2003). *How to Pitch a Brilliant Idea*, Cambridge: *Harvard Business Review*

Dec. 6 - Session 13: Final Project Presentations (1)

Presenting the Media Plan to Client

Group: In-Class Final Project Presentation

Individual:

Dec. 13 - Session 14: Final Project Presentations (2)

Presenting the Media Plan to Client

Group: In-Class Final Project Presentation

Individual:

Due Today: 1) TWO copies of Group Project and all peer evaluations.