

Integrated Marketing Communications

MK 630–Advertising & Sales Promotion

Fall 2008

Wednesday 6:00-9:45

William Anderson

Office Hours: W 4:00-6:00, R 4:00-6:00, or by appointment	W 913, 120 Boylston Street Boston, MA 02116
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Required Text	Author, Publisher, Year & ISBN Number
Advertising and Promotion, 8 th Edition, Primis Custom Textbook, Chapters 3, 4, 5, 7, 8, 16, 18, 10, 11, 12, 14, 15	Belch & Belch, McGraw-Hill Primis, 8 th Edition, ISBN
The Space Race	Jim Taylor, John Wiley & Sons Ltd., 1 st Edition, 2005, ISBN 0-470-09451-8
Solution Selling	Michael T. Bosworth, McGraw-Hill, 1 st Edition, 1994, ISBN 0-78-630315-8

Required Cases/Harvard & IESE	Title, Author, etc.	
www.hbsp.harvard.edu		
Agilent Technologies, : Richard Ivey School of Business, 904A04	Jeff Saperstein, Camilla Burg, Anamika Ghosh, Maria del Carmen Arenas, 2004	Overview of Communications Planning
Digital Angel Case, 9-502-021	Moon, Youngme 2002	New Product Launch
Avaya (A) 508048; (B) 508049	Godes, David, 2008	Sales Relations
Procter & Gamble Italy: The Pringles Launch (A), 9-601-070	Roy D Shapiro, 2000	New Market Plans
Boots: Hair-Care Sales Promotion, 905A22	Robert J.J. Fisher, Murray Bryant, Pankaj Shandilya, 2005	Retail Promotion
Cofidis, 9-501-055	Luc Wathieu, 2001	Objectives & Budgeting
Molson Canadian: The Rant, Ivey 901A25	Walker, Scott & Fisher, Robert, 2001	Advertising
Massive Incorporated (A), 9-806-126	Lassiter, Joseph B., Gilbert, Clark, & Winston, Victoria, 2006	New Medium, Key Market
Gardenburger Advertising Strategy (A) Stanford University, M305A	Grier, Sonya & Chang, Victoria, 2003	Communications Planning
MercadoLibre.com, 9-106-057	F. Asis Martinez-Jerez, Joshua Bellin & James Dillon, 2007	Direct Marketing
Nectar: Making Loyalty Pay, 9-505-031	John Deighton, 2004	Promotions & Loyalty
Required Articles	Title, Author, etc.	
Rediscovering Market Segmentation, R0602G	Yankelovich, Daniel & Meer, David, 2006	Audience Selection
Differentiate or Die (Book Summary) #SV2222	Trout, Jack and Rivkin, Steve 2000	Decision Processes
Ending the War Between Sales & Marketing, R0607E	Kotler, Philip, Rackham, Neil, & Krishnaswamy, Suj, 2006	Sales Relations
A Strategic Perspective on Sales Promotion (SMR248)	Betsy Gelb, Demetra Andrews, Son Lam, 2007	Sales Promotion Planning
The Three Faces of Consumer Promotion, CMR289	Priya Raghbir, J. Jeffrey Inman, and Hans Grande, 2004	Sales Promotion Planning

Recommended Texts/Readings	Title, Author, etc.
Positioning	Al Reis & Jack Trout, McGraw Hill, 2001, ISBN 0-07-137358-6
How Customers Think: Essential Insights into the Mind of the Market, Chapters 1-6	Gerald Zaltman, Harvard Business School Press, 2003, ISBN 1-57851-826-1
Marketing Metaphoria	Gerald Zaltman & Lindsay Zaltman, Harvard Business Press, ISBN 978-1-4221-2115-3
On Bullshit	Harry G. Frankfurt, Princeton University Press, 1 st Edition, 2005, ISBN 0-69-112294-6
The Advertising Business: Operations, Creativity, Media Planning, Integrated Communications	John Philip Jones, Editor, Sage Publications, Inc., 1999, ISBN 0-7619-1239-8 (pbk.)
Advertising Age Handbook on Advertising	Herschell Gordon Lewis and Carol Nelson, NTC Business Books, 1999, ISBN 0-8442-2448 (pbk.)
Ogilvy on Advertising	David Ogilvy, First Vintage Books, 1985, ISBN 0-394-72903-X (pbk.)
Emotional Branding: How Successful Brands Gain the Irrational Edge	Daryl Travis and Richard Branson, 2000, ISBN: 0-76-152911-X
Confessions of an Advertising Man	David Ogilvy, Atheneum, 2 nd edition, 1987, ISBN 0-689-708009
The Mirror Makers	Stephen Fox, William Morrow & Company, NY, 1984, ISBN 0-688-02256-1
Taken at the Flood, The Story of Albert D. Lasker	John Gunther, Harper & Brothers, 1960
Advertising Campaign Strategy: A Guide to Marketing Communication Plans (The Dryden Press series in Marketing)	Donald E. Perente, International Thompson Publishing, 2 nd edition, 1999, ISBN: 0-03-021114-X
Strategic Advertising Campaigns	Don E. Shultz and Beth E. Barnes, McGraw-Hill/Contemporary Books, 4 th edition, ISBN:0-84-423015-4
Can't Buy My Love	Jean Kilbourne, Touchstone, 1999, ISBN 0-684-86600-5 (pbk.)
Principles of Advertising: A Global Perspective	Monie Lee, Carla Johnson, Haworth Press, 1999, ISBN: 0-78-900615-4
Recommended Publications and Web Sites	Web Site
Advertising Age	Advertising Age Online, http://www.adage.com
Ad Week	Adweek Online, http://adweek.com
Promo	http://promomagazine.com
Banners	http://www.bannerads.com/
Art Director's Club of New York	http://www.adcny.org
The One Club of New York	http://www.oneclub.com
The American Association of Advertising Agencies (AAAA)	http://www.aaa.org/
AAAA-Advertising and Media Related Associations WEB DIRECTORY	http://www.aaa.org/resources/publications/index.asp
AAAA-Publications	http://www.aaa.org/resources/publications/index.asp
Boston Globe, New York Times, Wall Street Journal or other daily newspaper experience	

Course Objectives:

This course concentrates on deploying advertising, sales promotion and sales support resources within a comprehensive communications planning environment. The goal is to maximize effectiveness the integrated marketing communications mix. Readings from the textbook, case studies, academic/trade journals and general interest publications will provide you with an overview of the communications planning process. Your knowledge of theories and ideas from this course should serve as a foundation for the creation of strategic and creative advertising sales promotion and sales support efforts within a communications planning process.

Specifically, you will learn how creative thinking can enable you to develop breakthrough communications concepts. Through a combination of lectures, guest speakers, and projects, you will learn how the knowledge of social norms and communications theories. This course will thus enable students:

1. To develop an understanding of concepts, theories and trends in the promotional industries.
2. To realize the meaning of theory--and its relationship to advertising, promotional marketing, and the practice of developing effective sales support plans.
3. To develop your ability to think critically--and to articulate those thoughts in written and oral settings.
4. To learn how to work well in a team to produce strategic and creative advertising and promotion plans.

Grade Component	Percentage
Case Analyses (3 written submissions—be prepared to discuss all cases) [please follow case structure provided below]	30%
Written Class Exercises	10%
Class Project	20%
Presentations	15%
Participation	15%
Peer Group Evaluation	10%
Total	100%

A traditional grading scale will be used (i.e., 93-100 = A; 90-92 = A-; 87-89 = B+; and so on). While graduate students must maintain a B- average, it is not this faculty member's duty to give you a minimum of B-. I have a full range of grades from which to choose. You will receive the grade you earn not the grade you have to receive to stay in graduate school.

All submissions must be typed. Due dates are clearly specified. Please adhere to them. You will be evaluated on the basis of the results that you achieve, not on the basis of the difficulties you encounter along the way.

Attendance Policy-- The faculty of the Department of Marketing Communication has agreed to adhere to the attendance policies in line with those described in the Emerson College Catalogue and the Faculty Handbook.

It is expected that students will attend classes regularly and promptly and be responsible for all coursework if they are absent. For graduate classes meeting once a week, 1 unexcused absence would result in a failing (F) grade. No penalty will be assessed for one excused absence. A second excused absence will result in a grade reduction of one full grade point from the semester's grade point average. Three or more absences will result in a failing (F) grade.

An excused absence is defined as either pre-approval by the instructor or by submission of acceptable documentation (e.g., illness, death in the family) for the absence after the fact.

Plagiarism Statement -- It is the responsibility of all Emerson students to know and adhere to the College's policy on academic misconduct and plagiarism which is available on the Emerson web site at the following URL http://www.emerson.edu/student_life/index.cfm?doc_id=1006. If you have any question concerning the Emerson misconduct or plagiarism policy or about documentation of sources in work you produce in this course, you should speak to your instructor.

Disability Statement -- If you believe you have a disability that may warrant accommodations in this class, I urge you to register with the Disability Services Coordinator, Dr. Anthony Bashir at 216 Tremont Street, 5th floor (824-8415) so that together you can work to develop methods of addressing needed accommodations in this class.

Class Schedules

#	Date	Topic	Instructor Presentations	Student Presentations	Videos/ Critique Articles
1	9/10	Introduction Course Objectives, Student Expectations, Class Formats, Projects & Introduction to Class Materials.	Advertising & Promotion: Chapter 3 Organizing for Advertising and Promotion Space Race: Forward, Preface Solution Selling: Prologue, 10 Faces of Pain (28 pgs.) Marketing Metaphoria Chapter 1		Cannes: The Sign The Future of Media "Nonconformity is Skin Deep"
2	9/17	Marketing Communications Consumer Thinking & Behavior	Advertising & Promotion: Chapter 4 Perspectives on Consumer Behavior Marketing Metaphoria Chapter 2	Agilent Technologies (29 Pages) Rediscovering Market Segmentation (12 pages)	The Persuaders
3	9/24	Marketing Communications Target Audiences & Communication Planning Life Cycles Launch & Trial	Advertising & Promotion: Chapter 5, The Communication Process (28 pgs.) Space Race: Chapters 1 & 2	Digital Angel (20 pgs.) Differentiate or Die (8 Pages)	Echo Boomers Marketing Metaphoria
4	10/1	Marketing & Sales Relationships	Advertising & Promotion: Chapter 18, Personal Selling (22 Pages) Space Race: Chapters 3 & 4	Avaya (A--23 Pages) & (B--6 Pages) Ending the War Between Sales and Marketing (15 Pages) Marketing Metaphoria: Balance	
5	10/8	Planning Budgets and Objectives Lifecycles Converting Trial to Repurchase	Advertising & Promotion: Chapter 7, Establishing Objectives and Budgeting for the Promotional Program (41 pages) Space Race: Chapter 5	Procter & Gamble Italy: The Pringles Launch (33 Pages) Solution Selling: Part II (2) and Strategy 1, Recognizing the Three Levels of Buyer Need (11 pages) Marketing Metaphoria: Transformation	Airwalk

6	10/15	<p>Sales Promotion Planning</p> <p>Life Cycles Sustaining Strength & Leadership</p>	<p>Advertising & Promotion: Chapter 16, Sales Promotion (51 pages)</p> <p>Space Race: Chapter 6</p>	<p>Boots: Hair-Care Sales Promotion (13 pages)</p> <p>A Strategic Perspective on Sales Promotion (7 Pages)</p> <p>Solution Selling: Strategy 2, Features, Advantages, and Benefits (7 pages); Strategy 3, Participate in the Buyer's Vision (21 pages)</p> <p>Marketing Metaphoria: Journey</p>		
7	10/22	<p>Creativity</p> <p>Life Cycles Extending Life</p>	<p>Advertising & Promotion: Chapter 8, Creative Strategy: Planning & Development (32 pages)</p> <p>Space Race: Chapters 7</p>	<p>Cofidis (19 Pages)</p> <p>The Three Faces of Consumer Promotion (24 pages)</p> <p>Solution Selling: Strategy 4, Solution Selling Tools, Job Aides (14 pages)</p> <p>Marketing Metaphoria: Container</p>	"Marshmallows and Public Policy"	
8	10/29	<p>Creative Planning/ Media Planning</p> <p>Life Cycles Profit Taking</p>	<p>Advertising & Promotion: Chapter 10, Media (34 Pages)</p> <p>Space Race: Chapter 8</p>	<p>Molson Canadian: The Rant (19 pages)</p> <p>Solution Selling: Strategy 5, Align with the Buyer's Shifting Concerns (19 pages)</p> <p>Marketing Metaphoria: Connection</p>		
9	11/5	IMC SPECIAL EVENT				
10	11/12	<p>Media Evaluation</p> <p>Life Cycles</p>	<p>Advertising & Promotion: Chapter 11 Broadcast Media (40 pages) & Chapter 12, Print Media (36 pages)</p> <p>Space Race: Chapters 9 & 10</p>	<p>Massive Incorporated (A) (24 pages)</p> <p>Solution Selling: Part II, Strategy 6, Lead the Buyer and Stay Strategically Aligned (22 pages)</p> <p>Marketing Metaphoria: Resource</p>		

1 1	11/19	Direct Marketing	Advertising & Promotion: Chapter 14, Direct Marketing (24 pages) Space Race: Chapter 11	Gardenburger Advertising Strategy (A) (21 pages) Solution Selling: Part II, Strategy 7, Advance the Buyer's Vision with Value Justification (7 pages) Marketing Metaphoria: Control	
1 2	12/3	Media Planning The Internet	Advertising & Promotion: Chapter 15, The Internet and Interactive Media (26 pages) Space Race: Chapter 12 Marketing Metaphoria Chapter 10	MercadoLibre.com (17 pages) Nectar : Making Loyalty Pay (14 Pages)	Guest Speaker: Peter Fontana <i>Evaluation Analytics</i>
1 3	12/10	Project Presentations			
1 4	12/15, 16, 17	FINAL EXAM PERIOD			

ASSIGNMENTS DUE:

- 9/17/08 "Non-Conformity is Skin Deep" 2-page critique
- 10/15/08 Digital Angel or P&G Pringles case, 3-page evaluation
- 10/29/08 "Marshmallows and Public Policy" 2-page critique
- 11/12/08 Boots or Massive case, 3-page evaluation
- 12/3/08 Gardenburger case, 3-page evaluation

Written Case Analysis

You must submit analyses of Harvard or Other Business School cases (maximum 3 pages, double spaced, 12 pt. type, 1" margins, block paragraphs plus appendices) using the structure provided below. We will discuss nine assigned cases, so you must be prepared to discuss all of them using the structure below even though you only write up five of the nine case studies.

- I. Situation analysis (25 points, approximately 1 page) **[WHAT'S THE ISSUE? PROVIDE A SUMMARY OF THE CRITICAL CASE ISSUES. SPECIFY WHAT YOU BELIEVE TO BE THE CENTRAL QUESTION OF THE CASE.]**

- II. Identify and assess 2-3 alternative courses of action; specify benefits and risks of each alternative (50 points, approximately 1 1/3 page) **[WHAT COULD YOU DO TO ANSWER THE QUESTION AND SOLVE THE PROBLEM?]**

- III. Recommend ONE of your alternatives as the most likely course of action and describe your reasoning for the selection (25 points, approximately 2/3 page) **[WHAT WOULD YOU DO?]**