ADVERTISING AND PROMOTION MANAGEMENT (MKTG 4175)

Professor: Dr. Anshu Saxena Arora
Room # 236, Jordan Building, COBA, SSU

Class Meetings:
Tuesdays and Thursdays – 9:30 to 10:45 am

Office Hours:
Tuesdays and Thursdays – 8:30 to 9:30 am; 10:45 am to 12:30 pm; 1:45 pm to 2:45 pm
Wednesdays – 1:30 to 3:30 pm

Phone: (912) 358-3387 (office)                                          FAX: (912) 358-3888
Email: aroraa@savannahstate.edu

"Modern Marketing calls for more than developing a good product, pricing it attractively, and making it accessible to target customers. Companies must also communicate with their customers. Every company is inevitably cast into the role of communicator and promoter."
   ~ Philip Kotler

"I do not regard advertising as entertainment or an art form, but as a medium of information."
   ~ David Ogilvy

Course Description

This course will broadly examine the management of advertising and sales promotions. There will be a balance between the theoretical and practical aspects of promotion that will make the course relevant to those interested in the careers in advertising agencies by means of providing the interested and right candidates, INTERNSHIPS in the advertising world as well as those interested in product or service marketing management. We will also discuss the planning, implementation, and evaluation of advertising and promotional programs.

Advertising and Promotion is quite a dynamic and fascinating field to either practice or study. In our increasingly complex world, organizations in both the private and public sector have learned that their ability to create and disseminate effective advertising and promotional messages has become increasingly difficult as a consequence of the fragmentation not just of audiences but also of the media and methods used to reach them. This brings in a perspective of Integrated Marketing Communications, which will be emphasized all throughout the course.

A variety of instructional strategies should be utilized to deliver instruction effectively. Examples of these instructional strategies include, but are not limited to, small- and large-group activities, discussions, lectures, demonstrations, teamwork, brainstorming, simulations, oral and written research reports, comparative analyses, interviews, community/business observations, and use of business partners. Use of instructional aids such as transparencies, handouts, videotapes, Internet access, and CD-ROMs is recommended.

Text Book

Course Website: [www.mhhe.com/belch9e](http://www.mhhe.com/belch9e)

**Prerequisites** – Principles of Marketing (MKTG 3175)

Course readings are mainly from the textbook. You should make every effort to do the readings prior to preparing subsequent classes and cases. Course notes will be available at the Institute’s BlackBoard.

*While working on any study projects and/or written assignments, always make sure that you have references written in APA Format:*-[http://www.sciencebuddies.org/science-fair-projects/project_apa_format_examples.shtml?gclid=CNCIpt_1vJoCFR4hnAodrHCqdA](http://www.sciencebuddies.org/science-fair-projects/project_apa_format_examples.shtml?gclid=CNCIpt_1vJoCFR4hnAodrHCqdA)

Recommended additional readings: Adweek and Advertising Age magazines; Adweek.com and AdAge.com; The Wall Street Journal, The Los Angeles Times, and The New York Times advertising/marketing columns

*Lecture Notes, Reading Material, Cases, and Starter Research Papers will be provided during the course.*

**Course Goals**

The course goal is to further disseminate and develop the knowledge and skills in the essential aspects of advertising and promotion management, advertising strategy, and emerging New Economy marketing applications, with a focus on the development and execution of programs, audits, plans, critical thinking and Information Literacy. This course incorporates information literacy, in which students will be required to access, evaluate, and use information effectively, ethically and legally, and to complete an assessment of information literacy skills exam.

**Course Objectives**

The overall objective of the course is to develop the learner’s advertising and promotion related skills. The successful participant will be able to:

- Understand, describe, explain and apply basic **marketing & advertising concepts**,  
- Understand the process of performing **research in advertising and integrated marketing communications** through Information Literacy library instruction,  
- Understand the various components of **advertising** within organizations for **decision making**,  
- Analyze **advertising problems** and/or **opportunities; advertising strategies** and **marketing mix in advertising**,  
- Identify reasonable **alternatives** to deal with these problems and/or opportunities,  
- Select the **best alternative** and develop an approach to implement that alternative,  
- Examine **contemporary issues** and **technological initiatives** in advertising and promotions and their applications in business,  
- Recognize the uses of marketing information & decision support systems as a **strategic ingredient** in advertising world.

**Learning Outcomes**

By the end of the course, you should be able to:

- critically appraise a client's advertising strategy;  
- formulate a comprehensive communication plan;
implement an advertising solution from strategy to execution.

Course Contents

The course will cover the different areas of advertising and promotion management as outlined below.

- Introduction: Understanding Integrated Marketing Communications
- Analyzing Integrated Marketing Program Situations and the Communications Process
- Developing Advertising Strategies
- Creative Strategy - Shaping the market offering
- Managing and delivering marketing programs
- Special Topics and Perspectives

Course Overview

The course coverage is given as follows:

- An introduction to integrated marketing communications
- The Role of IMC in the marketing process
- Advertising and Marketing Strategies
- Market and Consumer Research as it applies to advertising and promotion Consumer behavior as it applies to advertising and promotion
- Social, ethical and economic aspects of advertising and promotion
- The communication process
- Decision making related to advertising and promotions
- Source, message and channel factors - Setting objectives and budgets
- Balanced Scorecard Strategy and Advertising & Marketing
- Creative strategy, planning
- Creative strategy, implementing and evaluating
- Marketing Mix and Communications
- Media planning and strategy
- Evaluation of broadcast media & print media
- Support media
- Direct marketing
- Internet Marketing and Advertising
- The Internet and interactive media
- Sales promotion
- Public relations, publicity and corporate advertising
- Advertising and Branding
- International advertising and promotion

Roughly one half of the course is devoted to teaching fundamental concepts and tools in advertising and promotion management while the other half is devoted to applying these concepts and tools, i.e. applying knowledge to selected cases, problem sets, and writing research papers.
Course Evaluation and Grading Policy

A total of **900 points** will be available for the student. These may be earned as follows:

1. Assignments before the Mid Term  
   **100**
2. Mid Term (Objective MCQ Based+ Subjective) Exam  
   **200**
3. INDIVIDUAL Research Paper (Focus on both Writing and Presentations)  
   **100+100**
4. Assignments after the Mid Term  
   **100**
5. Team Term Project – Campaign PlanBook Project (Written and Oral Presentations)  
   **200**
6. Full Agency Report – Creative Analyses (a part of Team Term Project tied to Applying for at least 2 Internships in advertising industry)  
   **100**

Total (400 from Mid-Term and 500 from End-Term)  
**900**

1. **Assignments before Mid Term (100 points)**
   The assignments will either be available on e-learning or will be due in class by way of written and/or oral presentations.

2. **Mid Term Exam (Objective and Subjective) – 200 points**
   In the middle of your course term, an objective and subjective exam will be conducted for testing your knowledge on the advertising concepts covered in the class. **Tentative date – Sep 26, 2013; Fall Break – Oct 3-4, 2013; Mid Term Grades due by Oct 7, 2013; 5 pm.**

3. **Research Papers (200 points)**
   This evaluation component will focus on undergraduate students working on marketing / advertising researches. Ample opportunities exist for the undergrad students to participate and showcase their research in DSI, AMA, AMS and very importantly AIB-SE conferences. Southeast Decision Sciences (SE-DSI) and Academy of International Business (AIB-SE) conferences invite undergraduate and graduate student research work in their conferences by way of focusing on the following topics. Each student can research on a marketing / advertising topic of her/his interest and the professor will help students in this regard. The topics of interest (but not limited to the list) may be taken from the following research papers which can be used as the **starter/base papers**:


**Social Media Research – Emphasis on In-Game Advertising (IGA), Social Media Gaming and Advergames**

**Branding and Advertising Research**
Full Research paper presentations are due on November 5, 2013 with hard copy required by Nov 26, 2013 on e-learning.

4. Assignments after Mid Term (100 points)
The assignments will either be available on e-learning or will be due in class by way of written and/or oral presentations.

5. Campaign PlanBook Team Term Project (200 points)
The term project will be a larger team project (4-student team) and a major requirement of this course. Each team will be composed of 4 members. The objective of this task is to have students apply various advertising concepts and analytics techniques to the project. The team project is a major requirement of this course. You need to make up a team who will jointly work on it.

The team term project will consist of both presentation and report. The presentations can be as creative as you like so long as they cover the essential issues required in the analysis. The presenting team will each turn in a maximum 10-15 page paper (samples will be provided for the same) and will also deliver a maximum 20 minute PowerPoint presentation, not including Q&A and discussion time. A brief summary outline of the project template is provided in Appendix - A of this syllabus. A much more detailed document on the project template titled “Campaign PlanBook Team Term Project” is located on the course Blackboard under Course Documents. Papers are due in hard copy and in the Digital Drop Box on or before the startup of class on the date the presentation is scheduled. Include a copy of your PowerPoint slides in handout format (six slides per page) at the back of your report.

The oral presentations are due on November 12 & November 14, 2013. Final Project Submissions – November 26, 2013.

6. Full Agency Report: Creative Analyses (Team Project tied to Internship Opportunity – 100 points)
This evaluation component will be performed in conjunction with the above Campaign PlanBook Project by the same team and this will help the student teams to know the advertising agency in detail. You and your team will evaluate the brands-clients portfolio as handled by your agency, the creative work done by your agency in different media for their clients – print, TV, radio, social, internet, mobile and all media platforms, analyze the ads made by the agency in terms of advertising and creative strategies, execution strategies, creative tactics and overall advertising effectiveness, and above all rank the creative work done by your agency. In other words, this project will help you understand your favorite advertising agency and even secure an internship opportunity for you and your batch mates.

As a part of this component, you need to apply to TWO ADVERTISING AGENCIES for INTERNSHIPS. One of the internships can be very popular MULTI-CULTURAL ADVERTISING INTERNSHIP (MAIP) from 4As (American Association of Advertising Agencies).

Since 1973, the 4A's Multicultural Advertising Intern Program (MAIP) has helped jumpstart the careers of more than 2,000 African-American, Asian-American, Latino-American, Native-American, multiracial and multiethnic aspiring advertising professionals.
Each year, undergraduate and graduate students are selected for a 10-week paid summer internship at a 4A's member advertising agency. Students gain practical work experience, establish key industry contacts, and perhaps most importantly, become better prepared to land a full-time job in advertising when they graduate. At the same time, the program gives advertising agencies a cost-effective way to identify and recruit talented multicultural students.

Upon completion of the program, interns become members of the MAIP Alumni Association, a close-knit family of MAIP graduates that fosters the development of future MAIP interns as well as the professional development of the program’s alumni.

There will be a presentation for this component along with the written analysis for this part – this is tied to Team Term Project of Campaign PlanBook. The oral presentations are due on November 12 & November 14, 2013. Final Project Submissions – November 26, 2013 to be merged with the above component # 4.

Agency List from AdBrands Website –

- Leo Burnett
- Y&R Brands
- Euro RSCG
- McCann Worldgroup
- JWT
- DDB Worldwide
- Ogilvy & Mather
- Grey Group
- BBDO Worldwide
- TBWA Worldwide
- TBWA\Chiat\Day
- DraftFCB
- Wieden & Kennedy
- Publicis Worldwide
- M&C Saatchi
- CP+B
- Saatchi & Saatchi

Please pick any ONE advertising agency from the list or outside (from your own interest) and visit the real Web sites of the agencies that you are working on.

Mid Term (400) = Assignments before Mid Term (100) + Mid Term Objective and Subjective Exam (200) + Starting of the Research Paper (100)

Final Term (900) = Mid Term (400) + Assignments after Mid Term (100) + Full (Completed) Research Paper (100) + Campaign PlanBook Team Term Projects (200) + Full Agency Creative Analyses Project (100)

At the end of the course, an ADVERTISING PORTFOLIO needs to be prepared for sending to the advertising agencies for internships. Be proactive and make connections through your advertising projects. The industry needs you as much as you need them.

General QUALIFICATION CRITERIA for Internships - Paid Summer Internships are available in departments – Account Management, Brand Planning, Broadcast Production/Content, Creative, Advertising HQ – Global Coordination and Postproduction. Requirements are Rising juniors going into senior year of undergraduate studies, maintaining a minimum GPA of 3.0, engaged in research and group projects like CAMPAIGN PLANBOOK, extracurricular activities that demonstrate broad intellectual curiosity and creativity, skilled in writing, strong communication and analytical skills and above all, interested in the field of advertising.

ADVERTISING PORTFOLIO - Submission requirements
1. Cover Letter,
2. Resume including the department of interest (take professional help),
3. One writing example (research paper assignment for this class),
4. One essay describing why you are interested in the advertising industry (1-3 pages in length, typed, double spaced and paginated with your name in the upper right-hand corner of each page),

5. CAMPAIGN PLANBOOK PROJECT that you will do for this class – take colored printouts and multiple copies of your project, and you can also make CD, DVD submissions.

Samples will be provided for help. Applications may be submitted through your course professor and the college’s recruitment department by first week of December 2013.

**Grade Computation**

In percentages: A = 90 +; B = 80 – 89; C = 70 – 79; D = 60 – 69, F = Less than 60%

**Peer Evaluations**

It is expected that every member of a team will participate fully and appropriately in the research, analysis, preparation, and delivery of team assignments. As mentioned above, you will complete a peer/self-evaluation for team assignments. I pay a lot of attention to these in assigning final grades for the course.

**Method of Instruction and Course Policy**

The course is highly interactive between the class and the instructor. Through case studies/presentations, problems, and specific company client activities, students will have the opportunity to use the concepts, ideas, and strategies presented in class. **Problem-solving sessions occur in both individual and team/group settings.** The advanced level course of advertising will incorporate classroom lectures, e-learning based (narrated presentations of chapters, discussions, chats, announcements) and project-based approach to advertising management. The textbook used in this course will be used as a reference point for the discussion(s) of the advertising management concepts, ideas, strategies, and the IMC or Campaign PlanBook study project. Students are encouraged to read and inculcate the major principles found in the textbook. Note that occasionally, **changes** in the schedule of the course, or in the assignments, are announced during class. It is your responsibility to ensure that you have received all of the changes and you will still be responsible for this information.

Please turn off everything that beeps, buzzes, rings, whirs or otherwise distracts the people around you.

**Academic honesty:** The University is committed to a **policy of honesty** in academics. Conduct, which compromises a breach of this policy, may result in academic and/or disciplinary action. Cheating is a violation of student academic behavior standards. Any student who violates or knowingly helps another student violate academic behavior standards will be pursued through the Office of the Dean of the College of Business Administration.

If academic dishonesty (as defined in the Code of Student Conduct) is established, then the minimum penalty for the offending student will be a grade of ZERO for the assignment (as per university policy). However, students should be apprised that the instructor may well assign a penalty grade of F for the semester and request that the student be expelled from the university. In all cases, students are apprised that all incidents of academic dishonesty will be reported to the Office of the Dean of the COBA, the COBA Student Services Office (for inclusion in the student’s academic record) and to the Vice President for Student Affairs.
Students are expected to adhere to the standards of academic integrity that govern students registered at Savannah State University. The use of unauthorized material, plagiarism, failure to cite relevant work (through relevant APA style references), communication with fellow students during an examination, attempting to benefit from the work of another student, and similar behavior that defeats the intent of an examination or other class work is unacceptable to the University. Where a clear violation has occurred, the instructor may disqualify the student’s work as unacceptable and assign a failing mark on the paper.

**Incomplete Grade:** Students will not be given an incomplete grade in the course without sound reason and documented evidence as described in the Student Handbook. In any case, for a student to receive an incomplete grade, s/he must be passing and must have completed a significant portion of the course.

**Hat Policy:** While you are in class, take off your hat.

**Disability Accommodations:** Savannah State University is committed to providing reasonable accommodations to students with documented disabilities, as required under federal law. The purpose of disability accommodation is to provide equal access to the academic material and equal access to demonstrate mastery of the material. Students with disabilities must meet all the academic requirements and standards of the class, including the attendance policy. If you have a disability and need accommodations, please contact Amelia Castilian-Moore, Coordinator of Disability Services at 912 358 3115 or moorea@savannahstate.edu. The Office of Counseling and Disability Services is located in King Frazier 233. You will need to meet with Ms. Castilian-Moore, who can help you gather documentation of your disability or refer you to an appropriate resource for assessment. Once documentation of the disability is gathered and approved, Ms. Castilian-Moore will provide you with an Accommodation Letter, detailing the appropriate, approved accommodations, which you should present to me so we can discuss and implement your accommodations.

**Electronic Devices Policy:** No electronic devices are to be seen or heard during regularly scheduled class time, quizzes, tests, or examinations – (note that this includes earpieces and ear buds). If any are observed or heard during class, the student will be excused from class; and should such devices be observed or heard during assessment periods, there will be the presumption of academic dishonesty. Those found to be in violation of this policy will be subject to the consequences for academic dishonesty under the College of Business Administration Policy on Academic Dishonesty.
Course Takeaways -- Students’ Achievements in this course so far (I want your name to be added here….)

2013 ALFRED SEAMAN AWARD FOR BEST UNDERGRADUATE ESSAY ON ADVERTISING

COBA’s Marketing Undergraduate student – Mr. Joshua Shaffer -- won the BEST PAPER AWARD for the 2013 Advertising Educational Foundation’s Alfred J. Seaman Award for Best Undergraduate Essay on Advertising and Society. His research was titled “Innovating Advertising: Conventional vs. Innovative Anthropomorphic Advertising Approaches in the 21st Century”. The paper was adjudged and awarded the ‘Best Paper Award’ at the Advertising Education Foundation (AEF) Honors Night event in New York City on June 11, 2013 at the University Club of New York.

Josh receiving his award ($1,000) from Duke University Professor William M. O’Barr; New York Times Article (June 10, 2013)

2013 SOUTHEAST DECISION SCIENCES INSTITUTE (SEDSI) Conference

February 20-22, 2013 - Southeast Decision Sciences Institute (SEDSI) conference took place in Charleston, South Carolina, where 3 students won "Best Paper Awards" in 'Undergraduate' and 'Graduate' Student Research Competitions. The students got BEST PAPER AWARD certificates, a cash award for $100 and a travel stipend for $100 each.

FIRST BEST PAPER AWARD (Undergraduate Student Research Category):
Mr. Joshua Shaffer – Consumer Anthropomorphism: Societal Impacts of Anthropomorphic Advertising (Faculty Advisors: Drs. Arora, Wu and Bradford)

BEST PAPER AWARD – RUNNER UP (Undergraduate Student Research Category):
Mr. Eric Billinger – Brand Equity Via Brand Diffusions and Brand Naming Strategies: Country-of-Origin Effects Revisited (Faculty Advisor: Drs. Arora and Leseane)

FIRST BEST PAPER AWARD (Graduate Student Research Category):
Ms. Christina King – The Effects of Social Support and Self-Efficacy on Depression in College Students (Faculty Advisors: Drs. Wu and Niranjan)

2012 ALFRED SEAMAN AWARD FOR BEST UNDERGRADUATE ESSAY ON ADVERTISING

Mr. Derek Williams, a COBA ‘Marketing” graduate (Spring 2012) won the HONORABLE MENTION for his research paper titled “Brand Diffusions: Brand Naming Strategies and Consumer Perceptions” at the Advertising Educational Foundation (AEF) Honors Night in New York City held on May 15, 2012. He receives the honorable mention for the “2012 Alfred J. Seaman Award for Best Undergraduate Essay on Advertising and Society” by AEF, NYC. An AEF Committee of Advertising professionals and professors reviewed about 63 papers from different US Business schools and selected 5-6 finalist papers. The winner receives a $1,000 cash prize. All finalist papers will be considered for a possible publication in AEF’s peer-reviewed academic online journal - Advertising & Society Review.

Hint – If you are looking at winning this award – the best way to start your research is by visiting the Website - http://www.aef.com/on_campus/professor/student_award/student_award_info; Choose research topics from http://www.aef.com/on_campus/adtext/adtext_unit/landing
**Forty-second Annual Meeting of Southeast Decision Sciences Institute (SEDSI): February 29 - March 2, 2012 in Columbia, South Carolina**

**Southeast Decision Sciences Institute (SEDSI)** is the southern member of The Decision Sciences Institute; a multidisciplinary international association dedicated to advancing knowledge and improving instruction in all business and related disciplines.

**UNDERGRADUATE STUDENT RESEARCH COMPETITION:**

- **First Prize** – Ms. Jamin Gordon - Say It Without Saying It: How Consumers Interpret 'tropes' in Advertising and Its Impact on Campaign Success
- **Second Prize** – TWO Runner Ups – Ms. Angela Snipes - Buzzing the Traditional Media Off Through Ambient Advertising; Mr. Carl Sharperson - The S.H.A.R.P. Conceptual Framework for Young African-American Adults – What is Cool?

**GRADUATE STUDENT RESEARCH COMPETITION:** First Graduate Student Award Prize – Ms. Grace Curry - African American Stereotypes in Advertising and Its Effects on Society

**4A’s 2012 Multicultural Advertising Intern Program (MAIP) – INTERNSHIPS!!!!**

Ms. Rachel Raines, a COBA ‘Marketing’ graduate (Spring 2012) won the very prestigious 4A’s 2012 Multicultural Advertising Intern Program (MAIP) and will be an ‘advertising intern’ in Account Management at BBDO in Atlanta, GA. BBDO Worldwide has been named the "Most Awarded Advertising Agency Network in the World" by The Gunn Report and was named ‘Global Agency of the Year’ by Adweek in 2011. Ms. Raines survived a rigorous selection process and has been assigned to work at BBDO for 10 weeks, starting Friday, June 1st to Saturday, August 11th. Congratulations to this brilliant COBA graduate! Last year, another COBA Marketing student, Mr. John Hudson won the MAIP scholarship and interned at Leo Burnett advertising agency, Chicago.

**COBA Researchers on 2012 SSU Research Day** - Three of our COBA students won the Best Paper (Poster) Awards in Marketing/Management category. The students’ names and their research titles are:

- **First Prize** – Joshua Shaffer – ‘ANTHROPOMORPHISM’ AND BEYOND – CONVENTIONAL AND INNOVATIVE APPROACHES IN ANTHROPOMORPHIC ADVERTISING AND THEIR EFFECTS ON GLOBAL SOCIETY
- **Second Prize** – Kristen Rivera-Scull – ENDORSER SELECTION AND UTILIZATION – THE ‘GOOD’, ‘BAD’ AND ‘ENDURING’ IMPACT ON PRODUCT PERCEPTION
- **Third Prize** – Angela Lucas Snipes – ‘AMBIENT’ ADVERTISING – BUZZING THE TRADITIONAL MEDIA OFF THROUGH AMBIENT ADVERTISING

**Many More Conferences coming:**

The **2013 Annual Meeting of the Academy of International Business Southeast USA Chapter (AIB-SE)** will be held at Georgia Institute of Technology – Scheller College of Business in Atlanta, Georgia on October 25 – 27, 2013. The conference is sponsored by the Global Logistics and International Business Education and Research Center at the College of Business Administration, Savannah State University.
An Advertising ‘Star Student’

Autumn Hines
Savannah State University (Graduated Cum Laude with BBA in Marketing)

Jr. Radio Producer at Crispin Porter + Bogusky
Miami/Fort Lauderdale Area

Jr. Radio Producer

Crispin Porter + Bogusky - Crispin Porter + Bogusky (also known as CP+B), a member of publicly traded MDC Partners, is an advertising agency that currently employs around 1,000 people. It was founded in 1965 by Sam Crispin. Crispin then became partners with Chuck Porter and Alex Bogusky. As of 2011, Porter is the only member still working for CP+B. The agency is headquartered in Coconut Grove, Florida with additional offices in Boulder, Colorado, Los Angeles and London. CP+B Europe opened its doors in June, 2009 after acquiring Swedish agency Daddy, based in Gothenburg, Sweden. In July, 2010 CP+B Canada opened after acquiring the Toronto based agency Zig.

CP+B has been named "Agency of the Year" 13 times in the trade press. On December 15, 2008, CP+B was named Creativity's agency of the year. They were also named Adweek's 2008 U.S. Agency of the year. In December 2009, CP+B was named Advertising Age Agency of the Decade and Boards Magazine's Agency of the Year. In 2010, CP+B was named Interactive Agency of the year at the Cannes Lions International Advertising Festival, the third time the agency has won the award since 2005.

Creative Coordinator

-Managed schedules, coordinated travel arrangements and processed expenses for Executive Creative Directors and Interactive Creative Director.

-Worked closely with Production, Content and Traffic departments to prioritize tasks to meet scheduled deadlines.

Product Manager

-Manage vendor and customer relationships and database information in Salesforce.com.
-Expanded product line by developing 50+ itineraries for new website launch.

Content Management Intern

-Worked on various account teams such as American Express, Samsung, Volkswagen, Burger King, Best Buy, Coke Zero, Domino’s Pizza, Gap.

-Launched website www.pleasehire.us with Fall Intern Class.

We need more students in advertising industry today..............................................
APPENDIX - A
Summary Outline of ‘CAMPAIGN PLANBOOK Team Term Project’ Template

Your principal class project for the semester is to develop a CAMPAIGN PLANBOOK or in other words, an advertising and promotional plan for a business of your choice. The final report is due the day of your presentation. The final report should consist of a well-integrated and carefully documented proposal that presents strategies, creative platform, media schedule, estimated expenses and possibly research that may be required for your product or service. Think of yourselves as the advertising group in a client firm or advertising agency that is preparing a promotional or an Integrated Marketing Communications (IMC) plan to present to the executive committee of your client organization.

As part of this project, you are required to prepare an oral presentation (pitch) for the class. The presentation will be evaluated on the basis of over-all communication effectiveness and creativity. The presentation should, as a minimum, address the following topics:

1. **Background, objectives and budget:** What business is this company in? What segment(s) do you want to reach? What explicit objectives should be set for the advertising program? What is the budget for the entire project?

2. **Creative:** Develop an overall creative strategy for your client. This will require an assessment of competitive activity, judgments as to the important points of appeal or differentiation, and consideration of alternative theories of communication and attitude change given in your text.

3. **Media strategy and creative program:** You are to recommend the overall promotional and media mix to be used. Include a breakdown of estimated expenditures by alternative media and/or activities (e.g., contests, prizes, promotional materials, etc.) Justify why you have chosen specific media or promotional activities.

4. **Be Innovative and Have fun with this project!** This is one time when length is not necessarily an advantage--but the unusual is. Successful promotional plans/advertising campaigns stand out from the clutter (among other things), so be creative, take a chance, and prepare something different.

In summary, this project requires an oral presentation that is accompanied by a brief (about 30 - 40 pages) written report to be turned in at the time of the presentation.

**CAMPAIGN PLANBOOK PROJECT IN DETAIL**

Study Projects: to be done by 4 people

Your principal class project for the semester is to develop a CAMPAIGN PLANBOOK or an IMC or advertising (campaign) plan for a business of your choice that is more tightly focused on solving a particular marketing communication problem in a specified time. Such a plan typically includes a variety of marketing communication (marcom) messages carried in different media and sometimes targeted to different audiences. The final report is due the day of your presentation. The final report should consist of a well-integrated and carefully documented proposal that presents strategies, marketing mix, market segmentation, target market, consumer behavior responses, media schedule, estimated expenses and possibly research that may be required for your product or service.
The following outline traces the steps, and the decisions they represent, in a typical campaign plan.

Elements of the CAMPAIGN PLANBOOK

- Executive Summary
- Situation Analysis
  - Background Research
  - SWOTs
  - Key advertising problem(s) to be solved
  - History and Current Scenario of the Client Company Highlighting the Need for IMC
- Situation Analysis at the Advertising Agency
  - Structure
  - Background and History
  - Current Clients
  - Proposing how will it fulfil the client’s gaps and needs – Traditional and Digital advertising
- Key Strategic Campaign Decisions
  - Objectives
  - Target Audience (or stakeholder targets in an IMC plan)
  - Brand position: Product features and competitive advantage
  - Campaign Strategy: Key strategic approach and marcom tools
- Media Strategy (or Points of Contact in an IMC Plan)
  - Media objectives
  - Media selection
  - Media planning and buying:
    - Vehicle selection
    - Budget allocation
    - Scheduling
- Message Strategy
  - Key consumer insight
  - Message objectives
  - Selling premise
  - Big idea
  - Message design and executives
- Other Marcom (Marketing Communications) Tools Used in Support
  - Sales promotion
  - Public relations
  - Direct marketing
  - Personal selling
  - Sponsorships, merchandising, packaging, point-of-purchase
  - Integration strategy (maximize synergy)

VERY IMPORTANT - In addition to the creative strategy, you will be expected to create an advertising piece for traditional print, radio and TV - video (less than finished is fine!) campaigns with various Story Boards along with the use of INNOVATIVE ideas for digitization – i-phone apps, and/or i-pad apps, and/or android apps and/or Facebook/Twitter/YouTube support, and/or an innovative
creative with the support of some other company apart from client’s company, developing something similar to NIKEPLUS.

READ NIKE PLUS AND NIKE ID CASE STUDY GIVEN ON PAGES 71 – 72 OF YOUR TEXT BOOK AND GET INSPIRED!!

- Campaign Management
  - Evaluation of effectiveness
  - Campaign budget

The outline is useful as a guide for the planning document, but more importantly, it identifies the key strategic decisions that guide various sections of a campaign plan. They include [1] identifying the key problems and opportunities, [2] stating objectives, [3] targeting the audience, [4] creating or reinforcing a position, [5] identifying the key strategic approach that will deliver the objectives, and [6] using management controls to determine efficiency in budgeting and effectiveness through evaluation.

In summary, this project requires an oral presentation that is accompanied by a brief (about 20 pages) written report to be turned in at the time of the presentation.

After each presentation the other members meet to evaluate (in writing) the case presentation based on the following criteria:

1. Preparation & Content.............................................................. 20 points

2. Depth analysis (case study format, research, conclusion, questions and answer handling)..............................................................50 points

3. Presentation (group dress, look and organization)....................30 points

Bonuses and Penalties: This means that the class attendance is an absolute “must” during all presentations – whether individual or group. The instructor may take impromptu roll calls and your absence (especially during class presentations) will lead to negative marks or penalties. On positive side, students attending all presentations by groups and individual will get bonus marks.

There are three kinds of companies: those who make things happen; those who watch things happen; and those who wonder what’s happened.

~ Anonymous
I have read and understood each of the following categories below highlighted in the course outline:

- Course Description
- Required Text
- References and Reading References
- Course Objectives and Learning Outcomes
- Course Contents
- Course Overview and Coverage
- Course Evaluation
- Course Grading System
- Course Schedule
- Campaign PlanBook Team Term (Group) Projects
- Course Policies and Knowledge of Online Course Navigation E-Learning Tool

Student’s Signature                                      Facilitator’s Signature                                      Date

Student’s E-mail Address