

# IP 402: Brand Advertising and Promotion

## COURSE SPECIFICATIONS

<b><u>Title</u></b>	IP 402 Brand Advertising and Promotion
<b><u>Co-Ordinator</u></b>	Peter McDonald
<b><u>Consultation</u></b>	Prior to or following lectures and by email
<b><u>Course Contact</u></b>	40 hours

### **Course Overview**

This course adopts a strategic planning approach to the development and implementation of 'holistic' brand advertising & promotional campaigns. Although we very deliberately draw upon a rich vein of Australian brand campaign examples, the various planning methodologies and approaches used are universally applicable.

Students get the opportunity to not only put contemporary theory into practice but also to exercise their 'creative thinking' muscles at both the intuitive and formal planning stages. Additionally, we consider how new technologies, media and platforms are creating more advertising opportunities (and further challenges) for advertisers and their agencies.

### **Course Lecturer**

Peter McDonald is an experienced marketing practitioner who also has a genuine passion for innovative teaching. He is currently CEO of agency search consultancy, The Agency Register, ([www.agencyreg.com.au](http://www.agencyreg.com.au)) and an Adjunct Marketing Lecturer at The University of Sydney.

He has also taught marketing/advertising subjects at UTS and Charles Sturt University – earning student-driven 'Teaching Excellence' awards from both universities. His 'hands-on' experience encompasses North America, Australia and the Asia Pacific region where he performed brand, marketing communications and advertising agency management roles.

Early in his career, Peter lived, worked & studied (part-time) overseas, and ever since he has encouraged/supported many of his staff and students to do likewise. For him, the benefits of personal growth and a global head-set have far outweighed the initial culture shock he felt.

Peter has a B Com (Marketing), MBA (International Business) and post graduate qualifications in Teaching & Learning. He is a regular contributor to The Australian national newspaper and his insights on major marketing/advertising industry developments are keenly sought.

### **Teaching/Learning Strategies**

The teaching method for this course will involve lecture/tutorial sessions wherein key marcoms' campaign planning concepts, themes, tools are introduced, then discussed, elaborated upon and further exemplified (via DVD, web/online, guest lectures) in the sessions.

Mini-quizzes on the assigned readings will be regularly used within each session to stimulate student discussion, interaction and enhance the learning experience.

## **Lecture/Tutorial Sessions**

Lecture/tutorial sessions will be held as per course schedule with plenty of opportunities for questions either throughout the session or in time set aside at the end. Guest lecturers will also be occasionally invited to present contemporary thinking/practice in his/her specialist area.

In addition, to extend the topic areas covered in each of these sessions, each student will select an Industry Topic (in consultation with the lecturer), prepare a written paper, present and lead student discussion on a 'draft' of his/hers plus peer evaluate a fellow student's paper.

All lecture/tutorial sessions will be held at the Boston University Sydney Centre.

## **Assessment Components & Weighting**

Marks will be allocated as follows –

Strategic campaign ppt analysis & in-class presentation	30% (presentation 10%)
Industry topic paper, in-class peer review & discussion	25% (peer review 5%; dis'n 5%)
Final examination (open book)	25%
Mini-quizzes & session contribution/participation	20% (quizzes 10%; c/p 10%)
	<b>Total:100%</b>

### a) Strategic campaign analysis (30%)

Each student will be fully briefed, in the first session, on how to prepare a strategic analysis of an Australian brand marketing communications campaign of their choice (student 'benchmark' examples will be shown, campaign sources will be discussed, etc).

The campaign analysis is to be prepared in a 'stand-alone' ppt format (15 slides max.) and cover: 1. campaign background & competitive context; 2. brand positioning; 3. communication objectives; 4. target audience/s; 5. value proposition; 6. reason why/support; 7. media/channels used; 8. tone & manner/executional tactics; 9. key sources/references.

Additionally, the 'campaign analysis' presentations will be evaluated against the four following assessment criteria: complete coverage (convincingly developed their campaign analysis) – 40%; engaging manner (clear presentation style that maintained my attention) – 20%; sufficient evidence (presented compelling evidence for their analysis) – 20%; handling of questions (in a positive, open listening and thoughtful manner) – 20%.

### b) Industry Topic paper (25%)

Each student will prepare a paper that researches and analyses the current Industry Topic he/she has selected. It is expected that he/she will present a reasoned argument with critical analysis and some of his/her own, fresh thinking not merely present the facts, impressions, replay the thoughts of others, etc.

The paper is expected to be 2,500 to 3,000 words in length with a 250 word precis' provided by each student for peer review on the Thursday (before final submission), before the paper is discussed in-class.

### c) Final exam (25%)

A 2 hour open-book examination consisting of a mix of 'case type' questions and True/False questions will be used.

Students select 2 of the 3 'case type' questions and answer each (in a maximum of 6 pages) in the exam book/s provided. Additionally, students answer all of the True/False questions – which are collectively equal to a 'case type' question.

d) Mini-quizzes (10%)

True/False questions – related to the principal text readings – will be used, marked and discussed each session. Hence, students are encouraged to read, consider and internalise what they have read - prior to attending each lecture. While a student's overall quizzes' mark (out of 10%) will be determined on a 'best of five' basis.

e) Session contribution/participation (10%)

A student's class contribution/participation mark will be based on: 1. quality of contribution – critical analysis, contribution to understanding, relevance of example given; and 2. attitude to learning – attentiveness in class, stimulation of further discussion.

### **Grading Scale**

A	94-100	C+	77-79
A-	90-93	C	73-76
B+	87-89	C-	70-72
B	83-86	D	60-69
B-	80-82	F	Below 60

### **Attendance at all classes is mandatory**

Any absence for medical or other reasons must be supported by a medical certificate or a letter offering a satisfactory explanation. Strict penalties apply, on a pro rata basis, for any unapproved absence. All such absences will need to be explained to the Academic Director.

### **Statement on Plagiarism**

All students are responsible for having read the Boston University statement on plagiarism which is available in the Academic Conduct Code.

Students are advised that the penalty against students on a Boston University program for cheating on examinations or for plagiarism may be "... expulsion from the program or the University or such other penalty as may be recommended by the Committee on Student Academic Conduct, subject to approval by the Dean".

### **Late Work**

In general there will be no extensions granted for any coursework. The exception is where there are clear and acceptable reasons for late submission. In this case a written statement outlining any serious illness or misadventure with supporting documentation (eg. medical certificates) must be provided or a strict penalty of 5% per day will apply. All such cases will need to be reviewed by the Program Academic Director.

### **Reading/Reference List**

a) Required texts -

The two following texts are required resources for successful completion of this course –

Rossiter, John R; Bellman Steven, Marketing Communications, 1<sup>st</sup> Edition, Pearson Education Australia, 2005.

Neumier, Marty, The Brand Gap, Revised Edition, New Riders (Pearson Education), 2006.

b) Useful readings and references –

Advertising Federation of Australia. Effective Advertising Awards, Volumes 1 to 8, 1999 to 2006.

Michael Newman, Creative Leaps (10 lessons in effective advertising inspired at Saatchi & Saatchi), 1<sup>st</sup> Edition, John Wiley & Sons, 2003.

Michael Newman, The 22 Irrefutable Laws of Advertising, 1<sup>st</sup> Edition, John Wiley and Sons, 2004.

Superbrands Pty Ltd, Superbrands – An Insight into Many of Australia’s Most Trusted Brands, Volumes 1 to 4, 1997 to 2004 (refer website below for online access to Volumes 2 to 4).

Journals – Admap; International Journal of Advertising; Journal of Advertising Research; Journal of Marketing.

c) Useful websites –

Additionally, here are some useful websites: [www.abs.gov.au](http://www.abs.gov.au); [www.acnielsen.com.au](http://www.acnielsen.com.au); [www.adma.com.au](http://www.adma.com.au); [www.adnews.com.au](http://www.adnews.com.au); [www.advertisingstandardsbureau.com.au](http://www.advertisingstandardsbureau.com.au); [www.afa.org.au](http://www.afa.org.au); [www.bandt.com.au](http://www.bandt.com.au); [www.roymorgan.com.au](http://www.roymorgan.com.au); [www.theaustralian.com.au](http://www.theaustralian.com.au); [www.superbrands.com.au](http://www.superbrands.com.au); [www.adage.com](http://www.adage.com); [www.adforum.com](http://www.adforum.com); [www.brandchannel.com](http://www.brandchannel.com); [www.brandrepublic.com](http://www.brandrepublic.com); [www.euromonitor.com](http://www.euromonitor.com); [www.iab.net.au](http://www.iab.net.au)..