



Boston University Study Abroad London

Boston University Study Abroad London Seminar in Advertising Strategy COM CM 335 (*Elective B*) Spring 2013

Instructor Information

A. Name Robin B. Evans

Course Overview and Objectives

To provide an understanding of the ways in which advertising is effectively planned to achieve the objectives set in the overall marketing plan

To provide knowledge, understanding and acumen vis-à-vis

[a] The fundamental theories of research & behavioural studies and how applied in determining effective market communication

[b] The sociological, psychological, anthropological and economic concepts which are relevant to consumer aspiration behaviour, and used to draw up brand and creative strategies

[c] The disciplines of agency account planning & research, and the politics of client brand management

[d] To enable students to critically assess creative work in terms of strategy, objectives set, execution and post-campaign effectiveness

[e] To enable students work-placed at advertising and commercial communications agencies to discuss what they are doing, and to locate their day-to-day learning, experience and responsibilities within conceptual and related intellectual frameworks.

Attendance Policy

Classes

All Boston University London Programme students are expected to attend each and every class session, tutorial, and field trip in order to fulfill the required course contact hours and receive course credit. Any student that has been absent from two class sessions (whether authorised or unauthorised) will need to meet with the Directors to discuss their continued participation on the programme.

Authorised Absence:

Students who expect to be absent from any class should notify a member of Academic Affairs and complete an Authorized Absence Approval Form 10 working days in advance of the class date (except in the case of absence due to illness, for which students should submit the Authorised Absence Approval Form with the required doctor's note as soon as possible). **Please note:**

Submitting an Authorised Absence Approval Form does not guarantee an authorised absence

Students may apply for an authorised absence only under the following circumstances:

- Illness, supported by a local London doctor's note (submitted with Authorised Absence Approval Form).
- Important placement event that clashes with a class (verified by internship supervisor)
- Special circumstances which have been approved by the Directors (see note below).

The Directors will only in the most extreme cases (for example, death in close family) allow students to leave the programme early or for a significant break.

Unauthorised Absence:

Any student to miss a class due to an unauthorised absence will receive a **4% grade penalty** to their final grade for the course whose class was missed. This grade penalty will be applied by the Academic Affairs office to the final grade at the end of the course. As stated above, any student that has missed two classes will need to meet with the Directors to discuss their participation on the programme as excessive absences may result in a 'Fail' in the class and therefore expulsion from the programme.

Lateness

Students arriving more than 15 minutes after the posted class start time will be marked as late. Any student with irregular class attendance (more than two late arrivals to class) will require a meeting with the Assistant Director of Academic Affairs and if the lateness continues, may have his/her final grade penalised.

Schedule and Scheme of Work

Class #1

Setting campaign objectives - from attitude modification to Building and maintaining brand equity.
Steps taken in planning & developing a campaign.
Frameworks and grammars of advertising strategies.

Class # 2

Profiling the consumer/target group.
Target definition by demographic, media graphic and psychographic; niche targeting by values, attitudes & lifestyles.
Use of compiling CVs on stereotype target/s e.g. by product ownership, brand weight and usage.

Class #3

Anatomy of what people buy/are sold.
Propositions/promises in ads for fmcs, durables, services, business-to-business and industrial products, and people [politicians, bands, movie actors]
Ideas and causes [so: selling charities]
Economists' models: Rational/functional buying determinants.
Individual purchasing contrasted with organisational.

Class #4

How account planners assess emotional/irrational appeals in advertising.
How fantasy and magical modes of thinking tapped into and harnessed.
Window on the problems of negative appeals - especially playing.
The 'fear' card; its use and abuse.

Class #5

Grammar of perception psychology. How it can be used to make effective advertising communications.
Grammar of belief & opinion.
Routes for efficient modification.
Use of honest-to-badness, comparative ads, persuasion masquerading as information provision.
The 'source effect'.
Role of endorsers/celebrities, editorial and programme environments.
Stereotypes as 'source effects'.

Class #6

How planners & strategists can learn from learning models & theories. Connectionist to cognitive.
Use in media schedule strategy.
Motivation: from general personality types to specific shopper types brokered by the retail anthropologists.
Attitude formation, reinforcement & alteration.
How an understanding can produce more effective communications.
Sociological factors: class/status; nuclear/extended family; peer/reference groups; roles; norms; situational pressures.
How sourced in constructing the form and content of ads/campaigns.
How to determine the 'voice', tone & style, and personality of the campaign.
The cult of controversial advertising.
Grammar of liking and appreciation; the imperative to achieve a conversation/ dialogue with the consumer target.

Class # 7

Case histories.
Development of the ad strategy for Stella Artois, Wonderbra, Renault Clio, Haagen-Daz, Honda, O2.

Class # 8

Presentations.
Qv.[c] below.

Class # 9

Revision

Class # 10

Examination

Week 1	Lecture #1	25 th February
Week 2	Lecture #2	4 th March
Week 3	Lecture #3	11 th March
Week 4	Lecture #4	18 th March
Week 5	Lecture #5	25 th March

Week 6	No class (Easter Monday 1st April)	
Week 7	Lecture #6	8 th April
Week 8	Lecture #7 & #8	15 th April and 16 th April (Tuesday)
Week 9	Lecture #9	22 nd April
	Slot # 10	Thursday 25 th April (Exam)

* **Contingency Class Date: Wednesday 24th April.** Students are obligated to keep this date free to attend class should any class dates need to be rescheduled.

Grading Criteria

- [a] An assignment paper of c. 2.5K words, to be filed by the final examination date (**25th April**). Weighted @ 30%
- [b] Final examination. This will be based on the material covered in class. The paper will consist of ten questions. Answer any three. Exam times and locations will be posted on the BU London website and in the Student Newsletter two weeks before exam dates. Weighted @ 30%.
- [c] Class presentation. Class to be divided into groups. Allocated a brief, each group, effectively playing the role of a short-listed ad agency, will present – as if to prospective client’s marketing management- creative and media strategy following which it will pitch creative proposals: ideas and rough executions. For each ‘agency’ speculative presentation another group will be designated to role play the prospective client – providing a rationale for buying or rejecting the proposals.
Exercise weighting: 5% from client group appraisal; 25% from strategy analysis and creative thought + execution.
It is strongly recommended that you look at Jon Steel’s *Perfect Pitch*. qv.page 4.
- [d] Attendance and in-class participation/contribution.
Weighted @ 10%

Students must check their email and the weekly Student Newsletter for field trip updates and reminders, if any are to be included.

Please refer to the Academic Handbook for detailed grading criteria, attendance requirements and policies on plagiarism: <http://www.bu.edu/london/current-semester>

Reading

CM 335 does not slavishly track a single ‘biblical’ text as there is no one work that encapsulates the material covered. Guidance will be given on using the texts given below. All classes will be supported by handouts and illustrated with A/V ad material.

Additional readings may be posted on the course webpage: <https://lms.bu.edu> (you must be logged in to view materials).

Some recommended reading:

Steel J *Perfect Pitch: The Art of Selling Ideas & Winning New Business*
 John Wiley 2007 978-0-471-78976-5

Brierley S *The Advertising Handbook* Routledge
Cheverton P *Understanding Brands* Kogan Page
Haig M *Brand Royalty* Kogan Page
 How the World's Top 100 Brands Thrive & Survive

Broadbent S *When to Advertise* Admap
Roman K & Mass J *How to Advertise* Kogan Page
Chisnall P *Marketing: A Behavioural Analysis* McGraw-Hill
White R *Advertising* McGraw-Hill
Rice C *Understanding Customers* Heinemann
Williams K C *Behavioural Aspects of Marketing* Heinemann
Ogilvy D *Ogilvy on Advertising* Pan
Sullivan L *Hey, Whipple, Squeeze This*
 A Guide to Creating Great Ads Wiley
Femina J D *From Those Wonderful Folks Who Gave Your Pearl Harbour*
 Schuster

Shimp T *Advertising, Promotion & Supplemental Aspects of*
 Integrated Marketing Dryden Press

Williamson J *Decoding Advertisements* Boyars
Barthes R *Mythologies* Chapters on 'Soap Powders & Detergents'
 & 'The New Citroen' Vintage Books

WARC *World Advertising Research Centre*
 Advertising Works series, *Proving the Effectiveness of Advertising*
 [ed Alison Hoad]
 eg. , edition #13 covering how troubled BTCellnet transformed into thriving
 O2; success of Honda's Power of Dreams campaign et al.

Plus: useful to sight trade publications

'Campaign'
 'Creative Review'
 'Admap'
 'Marketing Week'

Robin Evans February 2013