Course Description

International Advertising is an examination of the business and creative aspects of marketing communications as it is practiced around the globe by major marketers and their agencies as well as small and mid-sized companies and entrepreneurs seeking to become successful outside their home country. Both goods and services are examined in this course as well as the many ways in which communication is established by sellers with a targeted business or consumer base. In addition to traditional mediums, television, print, radio and outdoor, emerging forms using the World Wide Web, databases and new multi media formats are examined. Multi cultural forces largely dictate such crucial elements as packaging, channels of distribution, wholesale and retail allowances and promotion has grown into sports events, rock concerts and special events. Public Relations works not only at the local level, but nationally and internationally and must be understood in terms of corporate image, and differential life styles and customs. All of this must be managed and paid for by the international marketer.

Course Objectives

The objectives of this course are to familiarize students with theory and practical application of marketing and advertising plans, creative strategies and forms used in producing and disseminating communication through media and Public Relations channels. Emphasis will be placed on e-marketing as well as more traditional retailing efforts and the necessity of creating a unified net that uses especially selected channels for greatest impact on audience persuasion as well as most efficient use of dollars, euros, pounds and yen. Students will be expected to identify countries of best potential and craft their communications to work most effectively in those countries/regions.

Course Methodology

This course will utilize simultaneous formats of lecture, video, handout, work sessions and text materials. Students will play a critical role in product/service selection, analysis of country/regional areas of opportunity and structure their work for real life implementation. It is essential readings are completed before class begins to facilitate discussion. Open discussion is encouraged as are questions of any subject pertaining to advertising and marketing. Students are encouraged to share their cultural knowledge to broaden other students perspectives and to bring in examples of print, television, web sites to demonstrate specific cultural environments.
Text Material


Grading

Grading will be based on Class Participation 20%, Mid-Term Examination 40%, Final Integrated Communication Plan 40%. NOTE: This document must be printed and bound before the start of class, August 7.

Academic Conduct

It is expected students will create and present their own ideas based on work sessions and investigative research. Sources must be provided for written materials other than your own. This includes books, articles, pictures, graphics and web materials. Please familiarize yourselves with Boston University’s Code of Academic Conduct. This may be found at: http://www.bu.edu/met/students/resources/conduct_code.html.

This Code of Conduct contains a detailed description of plagiarism. Please do not let your work be compromised by lack of source documentation. Ask if you have any questions about usage and citation, or use of visual copyrighted materials.

Course Calendar and Reading Assignments

July 1: Chapters 1,2. Making Creativity Accountable An overview of Advertising, Promotion, Public Relations. How mediums are transforming because of niche marketing and international communication. Global Advertising and International Advertising.


July 17: Mid-Term Examination.


July 29: Web Marketing and its integration with ‘bricks and mortar.’ Overall design elements. Use of Color, Symbols, Power Distance, Usage and Image Considerations on your project. Work Session.


August 7: Students turn in Final Projects. Class Discussion.