



**Boston University Study Abroad  
London**

**Boston University Study Abroad London  
Seminar in Advertising Strategy  
COM CM 335 (*Elective B*)  
Spring 2018**

**Instructor Information**

|                 |   |
|-----------------|---|
| A. Name         | Robin B Evans                                       |
| B. Day and Time | Mondays, 9.00am – 1.00pm (+ Tuesdays 17 & 24 April) |
| C. Location     |   |
| D. BU Telephone |   |
| E. Email        |   |
| F. Office Hours | By appointment                                      |

**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 POLICIES

### **Important note for students on the Internship Programme:**

The rules governing Internship Programme students' UK visas are strict and require, as a condition of the student's presence in the United Kingdom, that the student participates fully in all classes and in the placement. If a student does not attend classes or his/her placement as required the student will be considered to be in breach of the visa and can be deported. As the sponsor of our students' visas, Boston University has the legal obligation to ensure that each student complies with visa requirements.

For that reason Boston University London Programmes requires full attendance in classes and placements. Any student who does not comply with this policy may be sent home from the program at the discretion of the programme directors, and will result in a forfeit of credit and program costs for part or all of the semester.

### **Classes**

All Boston University London Programme students are expected to attend each and every class session, seminar, 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 more than one day. In this situation students should submit the Authorised Absence Approval Form with the required doctor's note as soon as possible). The Authorised Absence Approval Request Form is available from: <http://www.bu.edu/london/current-semester/>

### **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 (first day of sickness): If a student is too ill to attend class, the student must phone the BU London Student Affairs Office (who will in turn contact the student's lecturer).
- Illness (multiple days): If a student is missing more than one class day due to illness, the student must call into to the BU London Student Affairs Office each day the student is ill. Students must also provide the Student Affairs office with a completed Authorised Absence Approval Form and a sick note from a local doctor excusing their absence from class.
- 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 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.

**Religious Holidays**

Boston University’s Office of the University Registrar states:  
‘The University, in scheduling classes on religious holidays and observances, intends that students observing those traditions be given ample opportunity to make up work. Faculty members who wish to observe religious holidays will arrange for another faculty member to meet their classes or for cancelled classes to be rescheduled.’

**Special Accommodations**

Each student will need to contact the Office of Disability Services to request accommodations for the semester they are abroad. Students are advised by BU- ODS not to expect the same accommodations as they receive on campus.

BU London can only uphold special accommodations if we have received the appropriate documentation from the BU-ODS. We cannot accept letters from other universities/centres.

All disabilities need to be known to the ODS in Boston if they are to be used as a reason for requiring a change in conditions, i.e. reduced internship hours or special accommodations for the internship schedule.

**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 be required to meet with the Associate Director for Academic Affairs and if the lateness continues, may have his/her final grade penalised.

## **Schedule and Scheme of Work**

### Class #1

Overview of programme. Expectations. Glosses on reading.

Ad creative vs. Art creative. Similarities & differences. Assessing Ogilvy's mantra *If It Doesn't Sell It Isn't Creative*. How breaking rules in ad strategy rarely survives research; implications: ad creatives have to bend them and be great salesmen.

Exploring the distinctions between 'ads' and 'content'

### Class # 2

Unpacking the relationship between advertising and sales. Setting campaign objectives – from attitude modification to building and maintaining brand equity

### Class # 3

Planning and delivering a campaign.

Frameworks & grammars of advertising strategies.

Profiling the consumer target group: By demographics, mediagraphics, psychographics and search behaviour. Use of compiling CVs on stereotype targets.

### Class # 4

Propositions/promises in ads for fmcgs, 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.

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 creative and media strategy for Guinness, Stella Artois, Renault Clio, Haagen-Daz.  
 Auto ad campaigns. Review of creative strategies, executions and scenarios for VW, Honda, Audi, Mercedes, Jaguar, Land Rover, BMW and other car marques

Class #8

Sourcing supply of advertising services  
 Review: custom of prospective clients expecting short-listed agencies to make speculative presentations. Anatomy of what makes for a winning pitch.

Class # 9

Class presentations. qv., Grading Criteria [c]

Class # 10

Pick-ups. Revision.

Sesion # 11

Exam qv., Grading criteria [b]

|        |                    |                               |
|--------|--------------------|-------------------------------|
| Week 1 | Lecture #1         | 26 February                   |
| Week 2 | Lecture #2         | 05 March                      |
| Week 3 | Lecture #3         | 12 March                      |
| Week 4 | Lecture #4         | 19 March                      |
| Week 5 | Lecture #5         | 26 March                      |
| Week 6 | No Class           | -----                         |
| Week 7 | Lecture #6         | 09 April                      |
| Week 8 | Lecture #7 and #8  | 16 April & 17 April (Tuesday) |
| Week 9 | Lecture #9 and #10 | 23 April & 24 April (Tuesday) |
|        | Exam               | 26 April (Thursday)           |

**\*\* Contingency Class Date: Wednesday 25 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 (**Thursday 26 April**) Weighted @ 30%

- [b] Final examination. This will be based on the material covered in class. The paper will consist of 12 questions. Answer any four. 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 6
- [d] Attendance and in-class participation/contribution.  
Each week designated students will be required to bring in a clip of a current advertising story -  
an account move or brand strategy change, say - or an interesting web, TV, OOH or print ad to kick-off discussion at the start of class. Weighted @ 10%

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

\* *Final Grades are subject to deductions by the Academic Affairs Office due to unauthorised absences.*

### **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 reading may be found on Blackboard: <http://learn.bu.edu>

*Some recommended reading:*

|                             |  |
|-----------------------------|--|
| <i>Steel J</i>              | <i>Perfect Pitch: The Art of Selling Ideas &amp; Winning New Business</i><br>John Wiley 2007 978-0-471-78976-5 |
| <i>Imseng D</i>             | <i>Ugly Is Only Skin Deep Think Small: The Story of VW Matador</i>   |
| <i>Brierley S</i>           | <i>The Advertising Handbook</i> Routledge  |
| <i>Cheverton P</i>          | <i>Understanding Brands</i> Kogan Page   |
| <i>Haig M</i>               | <i>Brand Royalty</i> Kogan Page<br><i>How the World’s Top 100 Brands Thrive &amp; Survive</i>                  |
| <i>Broadbent S</i>          | <i>When to Advertise</i> Admap   |
| <i>Roman K &amp; Mass J</i> | <i>How to Advertise</i> Kogan Page   |
| <i>Chisnall P</i>           | <i>Marketing: A Behavioural Analysis</i> McGraw-Hill   |
| <i>White R</i>              | <i>Advertising</i> McGraw-Hill   |
| <i>Rice C</i>               | <i>Understanding Customers</i> Heinemann   |
| <i>Williams K C</i>         | <i>Behavioural Aspects of Marketing</i> Heinemann  |
| <i>Ogilvy D</i>             | <i>Ogilvy on Advertising</i> Pan   |
| <i>Sullivan L</i>           | <i>Hey, Whipple, Squeeze This</i><br><i>A Guide to Creating Great Ads</i> Wiley                                |

