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**Fall Semester, 2009**

**Office Hours: 1:30-2:30 pm, Wednesdays and by appointment**

**Class Hours: 12:30-1:45 pm, Tuesday, Thursday, 275 MLC**

### **ADPR 5710: ADVERTISING AND COMMUNICATIONS MANAGEMENT**

ADPR 5710 is designed to enhance your knowledge of advertising strategy and decision making. The course focuses on the role of planning and decision making within the marketing mix and integrated marketing communication.

A lecture/discussion approach is used in order to investigate the many aspects of decision making that advertising/marketing communication managers and account managers normally encounter. The course is case oriented; and it is assumed that you already have some understanding of advertising planning: budgeting, objective-setting, creative, media, and research. However, we will review and thoroughly explore these topics by discussing assigned chapters as we tackle specific cases. All cases should be prepared in advance of class discussion. One case will be written and presented to the class by small planning teams (to which you will be assigned).

**Topics covered will include:** Integrated Marketing, Evaluating Advertising Opportunity, Objective Setting, Consumer Behavior, Budgeting/Response Functions, Creative (Message) Decisions, Media Decisions, Research Decisions, Agency/Client Relations, Ethics/Regulation.

**Academic Honesty:** All academic work must meet the standards contained in "A Culture of Honesty." Each student is responsible to inform themselves about those standards before performing any academic work.

The syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary. All cases will assigned in advance from the text or as handouts.

#### **Evaluation of Your Course Performance:**

Evaluation will consist of two in-class tests, an optional take-home final exam, one written comprehensive team case assignment requiring a class presentation/discussion conducted by your team, and the quality/quantity of your participation in all class activities. Relative points/weights for the **required** components of your evaluation are indicated below:

<b><u>Testing Component:</u></b>	<b>50%</b>
<b>First Test (25%)</b>	
<b>Second Test (25%)</b>	
<b><u>Team Written Case/Presentation:</u></b>	<b>25%</b>
<b>Written Case (15%)</b>	
<b>Case Presentation (10%)</b>	
<b><u>Participation (cases and class):</u></b>	<b>25%</b>
<b>Case Participation (15%)</b>	
<b>Class Participation (10%)</b>	
<b><u>Total:</u></b>	<b>100%</b>

If you choose to take the optional final examination, it will become a part of the 50% testing component of your score, having the effect of replacing the impact of your lower first or second test score. Taking the optional final does not risk your getting a lower letter grade, but it may raise it. Details will be explained later in the semester Required Text:

Percy, Larry and Richard Elliott, Strategic Advertising Management: Third Edition, Oxford University Press, 2009. (Referred to as P&E below)

**Date:** **ASSIGNED READINGS AND TOPICAL OUTLINE**

**Classes 1, 2**  
**8/18-20/09** **Discussion of Syllabus; Introduction to the Course**  
P&E, Chapters 1, 2

**Classes 3, 4**  
**8/25-27/09** **Advertising Management and Principles of Formal Planning**  
P&E, Chapter 4

**Classes 5, 6**  
**9/1-3/09** **Integrated Marketing Communications; Advertising Opportunity Analysis**  
P&E, Chapter 5  
**\*\*CASE STUDY TEAMS ASSIGNED\*\***

**LABOR DAY HOLIDAY. SEPTEMBER 7**

**Classes 7, 8**  
**9/8-10/09** **Communication Theories: Typologies and Processes**  
P&E, Chapter 6

**Classes 9, 10**  
**9/15-17/09** **Mini-Case Analysis. (General Class Discussion)**  
**Advertising and Consumer Behavior I: Persuasion and Adoption**  
P&E, Chapter 7

**Classes 11, 12**  
**9/22-24/09** **Advertising and Consumer Behavior II: Branding, Positioning**  
P&E, Chapter 8  
**First Case Analysis. (Team 1 discussion/report)**

**Classes 13, 14**  
**9/29, 10/1/09** **Advertising and Consumer Behavior III: Endorsers, Sponsors, Appeals**  
P&E, Chapter 9  
**Second Case Analysis. (Team 2 discussion/report)**

**Classes 15, 16**  
**10/6-8/09** **FIRST TEST (October 6)**  
**Test administered.**  
Discussion of Test Results

**Classes 17, 18**  
**10/13-15/09** **Setting Advertising Budgets**  
Handout Materials Distributed in Advance  
**Third Case Analysis. (Team 3 discussion/report)**

**Classes 19, 20**  
**10/20-22/09** **Media Planning Issues: Overview of the Media Planning Process**  
P&E, Chapter 10  
**Fourth Case Analysis. (Team 4 discussion/report)**

**Date:** **ASSIGNED READINGS AND TOPICAL OUTLINE**

**Classes 21,22  
10/27-29/'09**

**Message Strategy and Tactics**  
P&E, Chapters 11, 12, 13  
**Fifth Case Analysis.** (Team 5 discussion/report)

**FALL BREAK:** October 30

**Classes 23, 24  
11/3-5/'09**

**Sales Promotion Management**  
P&E, Chapter 14  
**Sixth Case Analysis.** (Team 6 discussion/report)

**Classes 25, 26  
11/10-12/'09**

**SECOND TEST** (November 10)  
Discussion of Test Results

**Classes 27, 28  
11/17-19/'09**

**Putting It All Together**  
P&E, Chapter 15  
**Seventh Case Analysis.** (Team 7 discussion/report)

**THANKSGIVING HOLIDAY:** November 23-27

**Classes 29, 30  
12/1-3/'09**

**Ethical and Social Issues in Marketing Communication**  
Handout Materials Distributed in Advance; P&E, Chapter 3  
**Eighth Case Analysis.** (Team 8 discussion/report)

**12/15/'09**

**OPTIONAL FINAL EXAM** (CONSISTENT WITH UGA EXAMINATION  
SCHEDULE): TUESDAY, DECEMBER 15, 2009; 12:00-3:00 PM