

Advertising & Communication Management

JRMC 8100 – Fall 2009

Grady College of Journalism and Mass Communication

The University of Georgia

Class Time: Tuesday 2-4:45pm

Location: JRL 205

Instructor: Dr. Mariko Morimoto

Office: JRL249

Phone: 542-8365

E-mail: mmorimot@uga.edu

Office Hours: Tuesday & Thursday 12:30am-1:30pm or by appointment

Required Texts:

- Percy, Larry and Richard Elliott (2009) Strategic Advertising Management. 3rd Edition. Oxford University Press.
- Additional reading materials available on e-Reserve, Web-CT, and on reserve in Drewry Room.

Overview:

This course is designed to provide background and experience in the fundamentals of integrated communication management. Advertising is beyond just communicating to sell--it is about strategic planning, segmenting audiences, attracting consumers through creatively designed campaigns and managing competitions. Specifically, this course will provide students with opportunities to examine the various dimensions of processes involved in advertising management and marketing communication issues. The nature of these issues covered in class is practical. However, we will also try to understand the concepts and theories underlying effective decision making.

Students are expected to complete the assigned readings prior to the class, and actively participate in discussions. We will read a variety of materials ranging from the textbook to academic and trade articles. We will also closely examine cases based on theories and concepts covered in the readings. The class operates as a seminar.

Course Evaluation

Case analyses	25%
Article presentations	20%
Brand Assignment	20%
Final Exam	20%
Attendance/Participation	15%
<hr/>	
Total	100%

The following scale will be used to determine the final grade:

93%-100%	A
90%-92.9%	A-
87%-89.9%	B+
84%-86.9%	B
80%-83.9%	B-
77%-79.9%	C+
74%-76.9%	C
70%-73.9%	C-
60%-69.9%	D
59.9% and below	F

➤ **Assignments**

Article Presentations

Throughout the semester, each student is assigned to be a discussion leader of the course readings. Typically, a student provides a brief overview of the assigned article (you may use PowerPoint presentations) to the class, and also prepare some discussion questions based on the article. He/she is also responsible for facilitating the class discussion. Though not required, it is helpful to prepare handouts for the presentations. Students are going to present articles several times during the semester.

Case Analysis

Several case studies are required for the class. They are available on reserve in Drewry Room. Case questions will be provided a week in advance. Students are required to prepare notes based on the questions and turn them in at the beginning of the class (please type your answers). Prepare two copies--- one to turn in to the instructor and the other for class discussion. **Late submission will not be accepted and receive NO grade** except in the case of a documented family emergency or a documented personal illness or injury. If you know you will miss a class or will be away on the day an assignment is due, turn it in early.

Brand Assignment

Every student will prepare an overview of a specific brand. You are asked to build a picture of the brand including such items as advertising and promotion budgets, image, competitive position, target markets, and brand value. Details will be provided on a separate handout.

➤ **Attendance and Class Participation**

Students are required to attend *all* lectures **on time**, be prepared for that class (i.e. you should read the assigned readings before each class), and to actively participate in class discussion. Attendance will be taken at each class. *Do not schedule appointments during the class time*. If you arrive more than 15 minutes late for a class, you will be counted absent for that day.

➤ **Exam**

Final take home exam is scheduled for the course. The exams will cover material presented in class lectures, including textbook chapters, class discussion, and any other material assigned. **No late submission is accepted**. Details will be discussed later in the semester.

GENERAL CLASS POLICIES

- Regular attendance is important. At times you may need to miss class. If it happens, contact me by phone, e-mail, or visit me in the office to find out the materials covered. At the end of the semester, if you are bordering between two grades, your attendance, participation, and performance throughout the semester will become the most critical factors in determining your final grade in the course.
- Tardiness is disruptive to the lecture or other activities when all heads turn to watch your entrance. *If your schedule does not allow you to get to this class on time, drop it and take one that is convenient for you.*
- **Do not schedule your job, other appointments or activities during your class hour.** It is disruptive and rude to leave a class in the middle of a lecture or discussion. If you must leave, please notify me before class and sit near the most unobtrusive exit and leave quietly. Do not expect me to provide you with missed materials.
- **Written assignments are graded on organization, clarity of issues and arguments, originality and content, as well as on grammar, spelling and punctuation.** Please type and double-space all written work using a 12 point font size. All work including secondary sources must have a reference page (*Journal of Advertising* format) that indicates where the information is obtained.
- **Late work will not be accepted and will receive NO grade** unless an unexpected emergency occurs. In such a case, valid proof of absence is required. Please contact me as soon as possible.
- **E-mail submission of assignments will NEVER be accepted (and will not be graded).**
- **No make-up exam will be given** except in the case of a documented family emergency or a documented personal illness/injury. Students must contact me before the test time in such a case. Under such a circumstance, the make-up will be given within one week of the student's return to class. However, the makeup may be different from the original. The same exam cannot be given in order to protect the integrity of the exam process. Any makeup exam may be more difficult than the original, and/or it may be in a different format.
- Web-CT is set up for the course (<https://webct.uga.edu>). Students are expected to check it regularly for class announcements, assignment grades, and lecture notes (posted prior to each lecture).
- Students have **10 days** after the exam and assignment grades have been posted to review their work and dispute any questions and concerns regarding their grade.
- Spend time understanding the course syllabus and requirements from the start to cut down on later misunderstanding. After receiving an assignment back, please review all the comments and refrain from making an appointment with me for at least one day. The professor spends a great amount of time to grade everyone's assignment, so please respect that. When we meet to discuss your grades, please bring a one-page, double-spaced typed sheet explaining exactly where and why you disagree with the grade. I will go over your assignment but **I reserve the right to change the grade**--- *this means that it could go up or down upon my further inspection.*
- You are expected to come to class regularly, and arrive in class on time, and stay until the end of the class. It is everyone's responsibility to maintain a good leaning atmosphere throughout the class. **You will not be given a credit for attendance unless you stay in class until the end of the lecture.**
- Newspaper reading is an important activity for those who plan to start their career in the field of advertising and/or public relations. However, **the activity must be kept outside the classroom.** If I sense that you are habitually conducting other business in my classroom, I will deduct marks from your participation grade.

- Refrain from using cell phones/pagers in class. They must be turned off during the class time. If a phone rings during class, that student will be asked to leave class for the day. Don't instant message while the professor is lecturing during class.

GENERAL COURTESY

As this is an advertising course, the ability to communicate in a professional and courteous manner both in person and e-mail is extremely important. Keep your communication attitudes and manners **professionally**. Address the professor properly when you communicate in the class or out of the class, including all e-mail correspondences. Do not write your email in lower-case-only style. The professor expects you to be respectful, careful, professional, and mature. These are the essential for a successful advertising professional. Ask the professor for examples of proper and improper e-mail communication if you have questions.

A CULTURE OF 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.*

Tentative Class Schedule*

Date	Topics/Readings and Assignments
8/18	Introduction and General Perspectives Chapters 1-2 (Percy & Elliott)
8/25	IMC and the Role in Marketing Process Chapters 14- 15 (P&E)
9/1	Objective Settings & How Does Advertising Work? Chapters 4-5 (P&E)
9/8	Targeting & Segmentation Chapters 6-7 (P&E)
9/15	Advertising as an Investment & Budgeting Case: Suave
9/22	Strategic Planning ---Brand & Equity Chapters 8 -9 (P&E)
9/29	Strategic Planning --- Cognitive, Affective & Social Influences Chapter 11 (P&E)
10/6	Research Management
10/13	Research Management cont'd Cases: Chevron Corp. & Boston Fight Drugs A&B
10/20	Creative Decisions & Managing the Creative Process Chapters 12-13 (P&E) Case: Mountain Dew
10/27	Media Decisions Chapter 10 (P&E)
11/3	Brand Assignment Presentations
11/10	Legal Issues
11/17	Ethical & Social Issues
12/1	Global Advertising Cases: Heineken & Colgate-Palmolive
12/8	Final Exam Due (12pm)

For assigned readings, refer to the separate reading list (provided on Web-CT)

**The syllabus is a general plan for the course; deviations announced to the class by the professor may be necessary.
It is students' responsibility to find out about schedule changes announced in class and/or readings that may be discussed.*