Global Advertising Principles

Term: Summer Term 2017
Course: Block course - number of participants is restricted to 40 students.

Instructor:
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Please register at Studentoffice LMU (info@bwl.lmu.de) before 16th June 2017, 3.00 p.m. for this course. First come, first serve! Note that this registration is binding!

Time: 3rd July 2017, 12:00-18:00, Edmund-Rumpler-Str 13, B103
4th July 2017, 12:00-18:00, Edmund-Rumpler-Str 13, B103
5th July 2017, 12:00-18:00, Edmund-Rumpler-Str 13, B103
6th July 2017, 12:00-18:00, Edmund-Rumpler-Str 13, B103

Grading: A one-hour written examination is held at the end of the course.
Exam: 7th July 2017, 12:30-13:30, room Geschw-Scholl-Pl.1, E004
Please note that you have to register for the exam in LSF

Credits: 3 ECTS in MMI or M&F-BWL (PO 2008)
3 ECTS in Anwendungsorientierte Vertiefung betriebswirtschaftlicher Kompetenzbereiche I – VI (PO 2015)

Course Objectives

On completion of this course, students will be cognizant and better able to:
1. Explain integrated marketing communication processes
2. Explain the role of consumer behavior in advertising receptiveness
3. Explain the framework and techniques for investigating the effectiveness of advertising
4. Acquire international advertising and marketing communications knowledge
5. Develop critical thinking skills to analyze advertising decision making and choices

Description
This is an introductory course to Advertising Principles, covering its basic concepts and methods. Advertising is considered as part of a range of communication practices. This course is designed to provide you with the ability to explain the theoretical foundations of marketing communications and to develop professional skills in planning, implementing and evaluating communication strategies. Advertising is highlighted from the perspective of being simply one of several promotional tools instrumental in brand building. The role of understanding consumer behavior and brand equity is emphasized. Segmentation,
target audience selection and positioning are given ample attention; and the importance of this in successful creative development is presented. Basic media concepts are also studied with particular focus on understanding media and vehicle selection.

**Course Outline**

- **Chapter 1**: Introduction to Modern Advertising and IMC.
- **Chapter 2**: Advanced Consumer Behaviour
- **Chapter 3**: Adv. Consumer Behaviour (cont) and Brand Planning Models
- **Chapter 4**: Segmentation and Positioning
- **Chapter 5**: Target Audience and Action Objectives
- **Chapter 6**: Creative Strategy
- **Chapter 7**: Creative Tactics
- **Chapter 8**: Creative Tactics (continued)
- **Chapter 9**: Media Strategy and Tactics
- **Chapter 10**: Effective Media Use and Campaign Budgeting
- **Chapter 11 and 12**: Review and Exam Format

The course coordinator reserves the right to alter the lecture series where necessary. Some variation in the order and nature of topic presentations can be expected. Please note, that the material presented in the lectures will include topics and issues relating to marketing communication from other sources that are not included in the set text.

**Grading**

1 hour exam 100%

**Format:**

This will include a series of open answer questions concerning the above topics. Integral to effective learning for the exam, students are strongly recommended to complete requisite reading and prepare theory reviews prior to attending each respective class. These questions are drawn from the textbook and form a key component of the learning and will typically lead to enhanced successful exam performance. The complete study question schedule is available to students in the first class once successfully enrolled. There are 11 discussion questions in the course that are discussed over the duration of the class and are drawn from the prescribed textbook. It is strongly recommended that the textbook be borrowed or purchased to facilitate reading and study requirements.

**Essential Reading Material**


http://www.amazon.com/Marketing-Communications-John-R-Rossiter/dp/1741032695
Recommended Reading Material


Shimp TA (2010) Advertising, promotion, and other aspects of integrated marketing communications, Mason, Ohio: South-Western Cengage Learning


Articles


References of specific interest will be highlighted throughout the course as topics are undertaken.